



CCC Council Communications Group Updates

CCC Meeting - October 19, 2022

Mary Sabo, MAFMC Staff

Overview



Cross-Council
meeting calendar



In-person
meeting
proposal



RFMC flyer
update

Council Communications Group (CCG)

- Formally established in 2012
- Consists of outreach or public affairs specialists from each Council
- **Members:**
 - Mid-Atlantic Council – Mary Sabo
 - New England Council – Janice Plante
 - South Atlantic Council – Kim Iverson
 - Gulf Council – Emily Muehlstein
 - Caribbean – Diana Martino
 - Pacific Council – Sandra Mondal
 - North Pacific – Maria Davis
 - Western Pacific Council – Amy Vandehey

Joint Council Meeting Calendar

- **Task:** Create a joint calendar to display all Council meetings in a user-friendly format
- **Requirements:**
 - Easy to update and navigate
 - Accessible from the RFMC website
 - CCG members can update their own meetings
- **Meetings to include:**
 - Council Meetings
 - SSC Meetings
 - Other Meetings - CCC, CMOD, SCS
- **Primary users:** Councils and NMFS



Joint Council Meeting Calendar

- The CCG reviewed several calendar platforms and selected Knack, an online database builder
- Draft available for CCC review at <https://www.fisherycouncils.org/council-meeting-calendar>
- CCG members each have separate user accounts and can add/edit their own Council's meetings

The screenshot shows the website for U.S. Regional Fishery Management Councils. The header includes the logo and the text "U.S. Regional Fishery Management Councils" and "CONSERVING AND MANAGING THE FISHERIES OF THE UNITED STATES". A navigation bar contains links for Home, The Councils, Magnuson-Stevens Act, Meetings, Resources, and Contacts. The main heading is "Council Meeting Calendar". Below this is a paragraph explaining that the calendar displays upcoming Council Meetings, SSC Meetings, and other meetings hosted jointly by the Councils, such as CCC meetings, CMOD workshops, and National SCS meetings. It notes that meeting dates and locations are subject to change and advises checking individual Council websites for updates.

Navigation options include "All Meetings", "Council Meetings" (selected), and "SSC Meetings". There is a "download events" link and a "today" button. The calendar is for "October 2022" and can be viewed by "month", "week", or "day".

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
	NEFMC September 2022 Council Meeting					
2	3	4	5	6	7	8
	NPFMC October SSC Council Meeting		NPFMC October Council Meeting			
		MAFMC October 2022 Council Meeting				
		CFMC October 2022 SSC Meeting				
9	10	11	12	13	14	15
	NPFMC October Council Meeting		NEFMC October 2022 SSC Meeting #1			
16	17	18	19	20	21	22
		CCC October 2022 Meeting				
23	24	25	26	27	28	29
	GMFMC October 2022 Council Meeting		SAFMC October 2022 SSC Meeting			
			NEFMC SSC October Meeting #2			
30	31	1	2	3	4	5
			PFMC November 2022 Meeting			

Calendar View

Use tabs to view all or only Council or SSC meetings

All Meetings Council Meetings SSC Meetings

download events

< Prev Next > today

October 2022

month week day

View meetings by month, week, or day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
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23	24	25	26	27	28	29
	GMFMC October 2022 Council Meeting					
		SAFMC October 2022 SSC Meeting				
			NEFMC SSC October Meeting #2			

Click "download events" to import/sync calendar with Outlook or Google calendars (upcoming 6 months only)

Click on an individual meeting to view additional details

<https://www.fisherycouncils.org/council-meeting-calendar>

Calendar View – Meeting Details

The screenshot displays a web-based calendar interface for October 2022. At the top, there are tabs for 'All Meetings', 'Council Meetings', and 'SSC Meetings'. Below these are navigation options: 'download events', 'Prev', 'Next', 'today', and a view selector with 'month', 'week', and 'day' options. The calendar grid shows various meetings as colored bars across the days of the month. A popup window titled 'Meeting Information' is open, providing details for the 'CCC October 2022 Meeting'.

Meeting:	CCC October 2022 Meeting
Dates:	10/18/2022 to 10/20/2022
Location:	Washington, D.C.
Type:	Other
Council:	All Councils
More Information:	Meeting Page

<https://www.fisherycouncils.org/council-meeting-calendar>

List View

- Same meetings, different view
- Use “Add filters” button to filter by Council, meeting type, or date

Upcoming Meeting List

Showing 1-10 of 48 [Add filters](#)

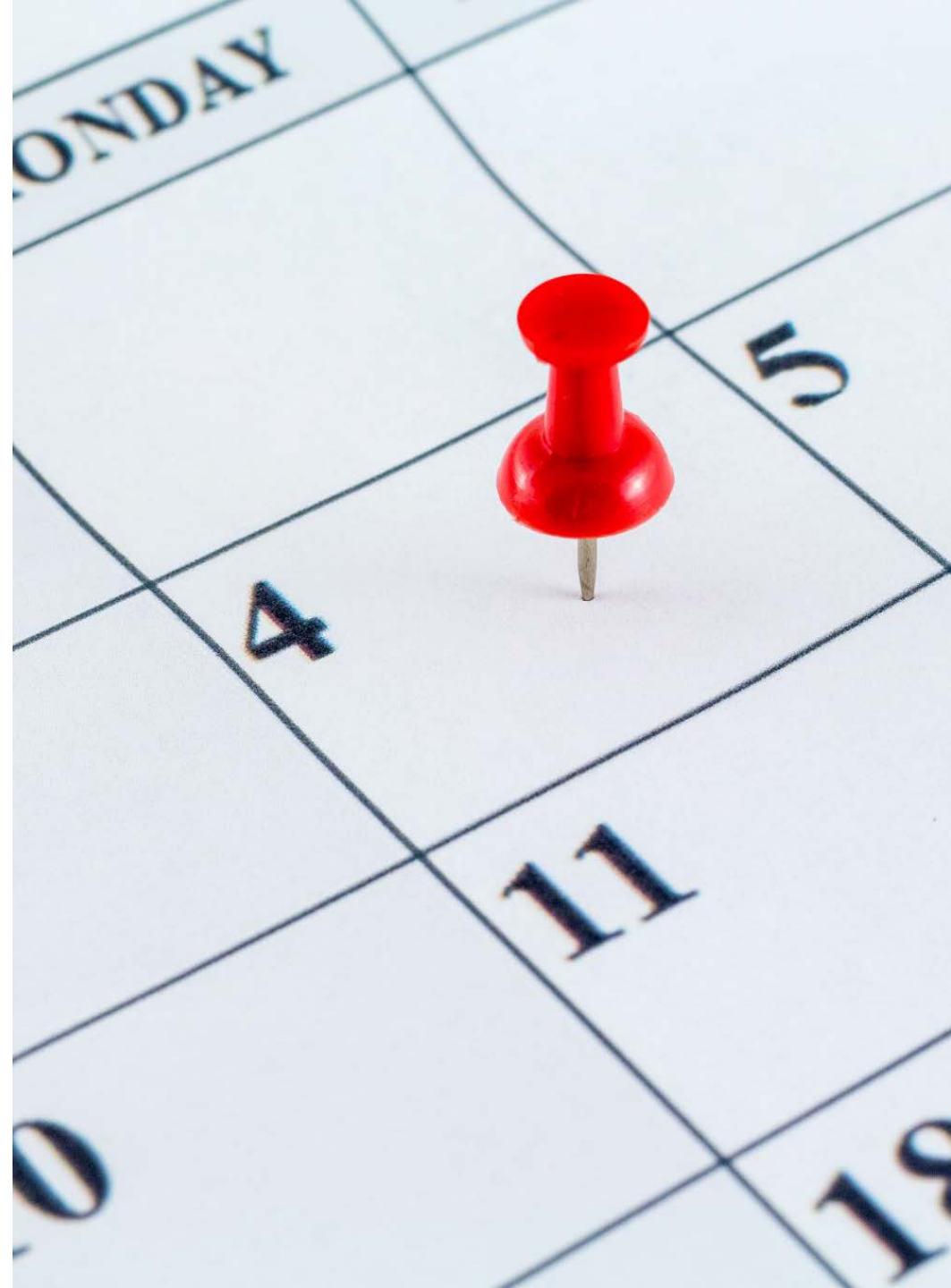
Page 1 of 5

Meetings	Dates	Council	Type	Details
NEFMC October 2022 SSC Meeting #1	10/12/2022	New England	SSC Meeting	View Details
CCC October 2022 Meeting	10/18/2022 to 10/20/2022	All Councils	Other	View Details
GMFMC October 2022 Council Meeting	10/24/2022 to 10/27/2022	Gulf of Mexico	Council Meeting	View Details
SAFMC October 2022 SSC Meeting	10/25/2022 to 10/27/2022	South Atlantic	SSC Meeting	View Details
NEFMC SSC October Meeting #2	10/26/2022 to 10/27/2022	New England	SSC Meeting	View Details
PFMC November 2022 Meeting	11/02/2022 to 11/08/2022	Pacific	Council Meeting	View Details
First National CMOD Workshop	11/15/2022 to 11/16/2022	All Councils	Other	View Details
WPFMC November 2022 SSC Meeting	11/28/2022 to 11/29/2022	Western Pacific	SSC Meeting	View Details
NPFMC December SSC Meeting	12/05/2022 to 12/07/2022	North Pacific	SSC Meeting	View Details
SAFMC December 2022 Council Meeting	12/05/2022 to 12/09/2022	South Atlantic	Council Meeting	View Details

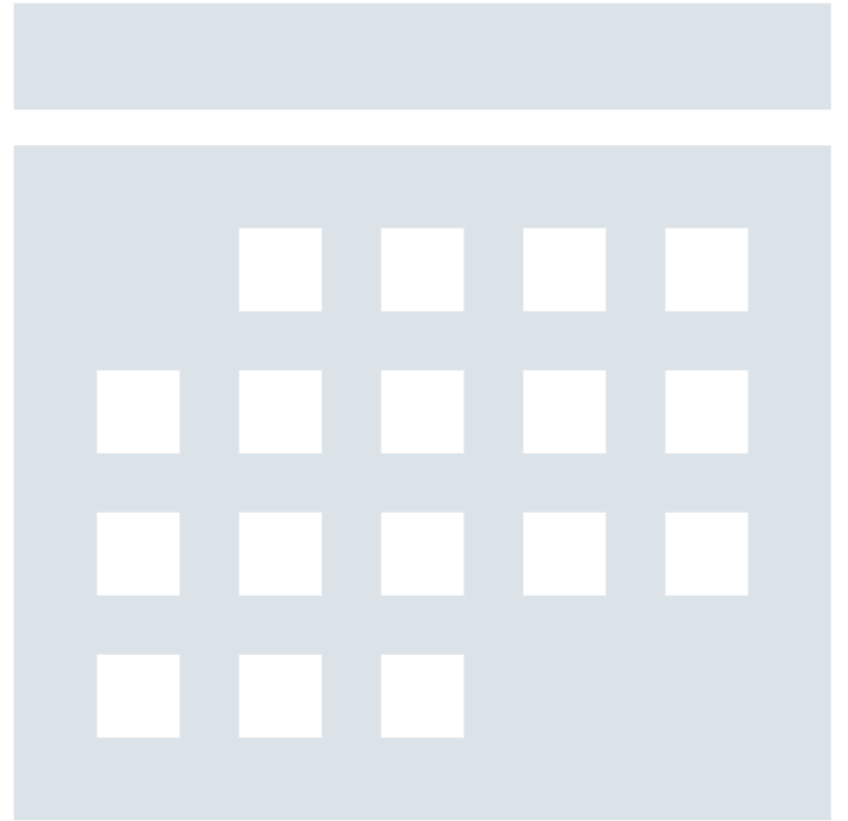
<https://www.fisherycouncils.org/council-meeting-calendar>

Calendar Details

- Dates only (no start/end times to avoid time zone issues) and city and state only (no hotel/address info)
- Meetings should include a link to the relevant Council web page for more info whenever possible
- CCG members will add/update their own meetings
- The CCC host Council will monitor the calendar and send periodic reminders
- If approved by the CCC, the new page will be linked from the “Meetings” tab on the main menu and as a quick link from the home page



**Questions or
Feedback on the
Calendar?**



Possible CCG Meeting in 2023

- In-person meetings held in February 2016 (Honolulu, HI) and May 2018 (Sitka, AK)
 - Both meetings included NMFS comms staff
- Meetings provide a valuable forum to learn from each other, discuss common issues, and develop public affairs strategies on issues of importance to the CCC
- Seeking CCC input on the draft list of meeting topics for a 2023 meeting (exact date and location TBD)



Proposed Topics 1/2

- **Communication Tools, Technologies, and Approaches**
 - Overview of Council practices with presentations on regional developments and projects of interest
 - Hybrid and virtual meeting best practices and public comment procedures
- **Engaging the Public on Complex Management Actions**
 - What are Councils doing to engage the public and solicit well-informed comments on Council actions?
 - Developing accurate and accessible messaging on complex issues
- **Advisory Panel Issues**
 - Addressing low interest and engagement
- **Communications/Media Guidelines or Training**

Proposed Topics 2/2

- **RFMC Website Deep-Dive**
 - Review content and recommend improvements or additions
- **Communicating Council Successes and Challenges**
 - How can we leverage our collective platform to better promote Council efforts and accomplishments on issues such as climate, forage, and habitat?
 - Should we be doing more to highlight CCC comment letters and consensus statements?
(While also setting reasonable expectations given Council staff time constraints)
- **Intersection of Communication/Outreach and Equity and Environmental Justice (EEJ) Initiatives**
 - What changes might be needed on a regional or national level to reduce communication barriers and address EEJ objectives?
- **Improving Two-Way Communication Between Councils and NMFS**

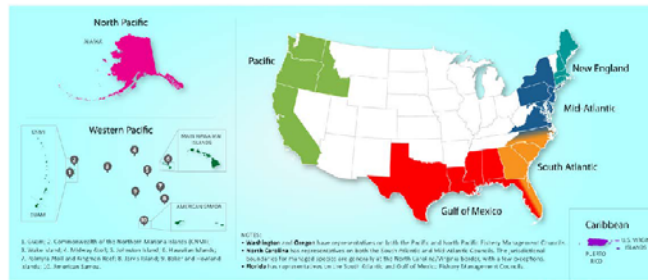
RFMC Flyer Update

- First iteration produced in 2017
- Revised version includes updated “Quick Facts” from most recent NMFS reports

U.S. Regional Fishery Management Councils

CONSERVING AND MANAGING THE FISHERIES OF THE UNITED STATES

The *Magnuson-Stevens Fishery Conservation and Management Act (MSA)* is the main law that governs fishing in U.S. Federal waters, ranging from 3 to 200 miles offshore. First passed in 1976, the MSA established a 200-mile Exclusive Economic Zone (EEZ) and created eight regional fishery management councils to manage our nation's marine fishery resources. This unprecedented management system gives fishery managers the flexibility to use local level input to develop management strategies appropriate for each region's unique fisheries, challenges, and opportunities.



What do the Councils do?

- **Develop and amend fishery management plans** for approval/implementation by the National Marine Fisheries Service (NMFS) on behalf of the Secretary of Commerce.
- **Set annual catch limits and accountability measures** based on the best available science
- **Develop research priorities** with scientists and stakeholder/industry partners.
- **Adhere to MSA's mandate and 10 National Standards:** prevent overfishing; balance resource conservation with achieving optimum yield for domestic fisheries.

Who serves on the Councils?

- Councils have two types of **Voting Members**:
 - **Appointed Members** are private citizens who are knowledgeable about the region's fisheries, such as commercial and recreational fishermen, industry leaders, environmentalists, academics, and tribal representatives. These individuals are nominated by each state's Governor and appointed by the Secretary of Commerce for three-year terms.
 - **Designated State/Federal Members** include marine fishery management officials from each state and the NMFS regional administrator.
- **Non-Voting Members** include representatives from the Coast Guard, State Department, U.S. Fish and Wildlife Service, and Interstate Commissions.

How do the Councils operate?

- Management of federal fisheries is done through a **public, transparent process**.
- Stakeholders have opportunities for involvement during all stages of decision-making.
- Councils receive input from advisory bodies, Council committees, plan development teams, Scientific and Statistical Committees, and the general public.
- Council decisions are based on the best available science that is peer reviewed in public meetings, which allows fishermen to monitor stock assessments. Fishermen also participate in cooperative research projects with scientists.

www.fisherycouncils.org

NORTH PACIFIC	NEW ENGLAND	MID-ATLANTIC	SOUTH ATLANTIC
<p>Fisheries: Manages 140+ species within 47 stocks and stock complexes, including pollock, cod, rockfish, crab, scallops, halibut, and state-managed salmon fisheries through six fishery management plans (FMPs).</p> <p>Over half of all seafood caught in the U.S. is from Alaska. Fishing-related industries in the area employ more people than any other private sector.</p> <p>www.npfmc.org</p>	<p>Fisheries: Manages 29 species under nine FMPs, including sea scallops, groundfish, Atlantic herring, and red crab. Habitat/coral protection across all plans. Working on ecosystem-based fishery management.</p> <p>Major fishing ports include New Bedford, MA, the U.S.'s highest grossing port, and Gloucester, MA, the oldest fishing port in the nation.</p> <p>www.nefmc.org</p>	<p>Fisheries: Manages 15 species under seven FMPs, including summer flounder, scup, black sea bass, bluefish, surfclam, ocean quahog, squids, mackerels, butterfish, tilefishes, and dogfish.</p> <p>Implemented an Ecosystem Approach to Fisheries Management that protects habitat and forage fish across all FMPs. Established a 41,000 square mile deep sea coral protection zone.</p> <p>www.mafmc.org</p>	<p>Fisheries: Manages 75 species, including snapper grouper, mahi mahi, wahoo, mackerels, cobia, spiny lobster, corals, and shrimp. National leader in protecting habitat and ecosystem-based management.</p> <p>Council managed fisheries contribute greatly to the approximate 78,000 jobs and \$7.7 billion in business sales supported by fishing activity in the South Atlantic region.</p> <p>www.safmc.net</p>



Councils manage fisheries within the U.S. EEZ (dark blue waters in the map above), which covers approximately 3.4 million square nautical miles of ocean.

QUICK FACTS

- 8.4 billion** – total pounds of commercial **landings** in 2020
- 199 million** – saltwater **recreational fishing trips** in 2020
- 1 billion** – **fish caught** by recreational anglers in 2020, of which 65% were released alive
- 1.8 million** – **jobs supported** by commercial and recreational saltwater fishing in 2019
- \$255 billion** – combined **sales impacts** from saltwater recreational and commercial fishing in 2019
- 46** – number of **fishery management plans** providing a framework for managing the harvest of 460 fish stocks and stock complexes

Sources (all NOAA Fisheries reports): 2020 Fisheries of the U.S., 2019 Fisheries Economics of the U.S., 2020 Status of the Stocks

WESTERN PACIFIC	PACIFIC	GULF OF MEXICO	CARIBBEAN
<p>Fisheries: Manages 153+ species under five fishery ecosystem plans across more than 1.7 million square miles.</p> <p>The Western Pacific Region provides 95% of the nation's fresh domestic bigeye tuna and 60% of its yellowfin tuna and swordfish. Honolulu is one of the top 10 U.S. fishing ports in value landed. Fishing supports American Samoa's tuna canning industry, which contributed 90% of 2017 exports.</p> <p>www.wpcouncil.org</p>	<p>Fisheries: Manages 119+ species under four FMPs, including over 90 species of groundfish, albacore tuna, swordfish, sardines, squid, and Pacific halibut. Manages salmon that migrate from freshwater to ocean and back.</p> <p>Fishery Ecosystem Plan proactively protects forage species and monitors environmental indicators. Essential Fish Habitat protection for ocean/rivers.</p> <p>www.pccouncil.org</p>	<p>Fisheries: Manages 42 finfish and crustacean species including red snapper, groupers, mackerels, reef fish, spiny lobster, and shrimp. Manages 200+ coral species and addresses essential fish habitat across six FMPs.</p> <p>The Gulf of Mexico supports the largest shrimp industry in the U.S. and hosts the largest recreational fishery in the nation.</p> <p>www.gulfcouncil.org</p>	<p>Fisheries: Manages 300+ species under four FMPs, including spiny lobster, queen conch, groupers, snappers, parrotfish, surgeon fish, trigger fish, wrasses, and angelfish. Habitat protection for coral reefs, seagrass beds, mangroves, and estuaries.</p> <p>Developing island-based fishery management plans that account for geographical and cultural differences.</p> <p>www.caribbeanfmc.com</p>

Questions?
Comments?
Feedback?

