



MAFMC Communication and Outreach

Mary Clark Sabo

October 5, 2016

Agenda

- Overview of current communication methods and tools
- Proposed future projects and activities
- Discussion

Issues for Discussion

- Does the Council endorse the overall direction of the communication and outreach approach?
- How can the Council better address the communication goal and objectives identified in the strategic plan?
- Issues with the current communication and outreach tools?
- Specific suggestions for communication and outreach activities in 2017/2018?

Communication Goal

Engage, inform, and educate stakeholders
to **promote public awareness** and
encourage constructive participation in
the Council process.

Objectives

- Develop and implement a strategic communications plan to provide clear and accurate information to a broad range of stakeholders.
- Engage a diverse audience of stakeholders.
- Increase stakeholder trust and facilitate greater stakeholder engagement by making the Council process accessible and transparent.
- Increase awareness and understanding of fishery science and management.
- Increase stakeholder involvement in the development of fishery management actions.

Communication Materials

- Press releases
- Briefing books
- Presentations
- Meeting summaries
- Publications (workshop reports, working group reports, etc.)
- Fact sheets
- Public hearing documents / scoping guides
- Fishery performance reports

Communication Methods

- Website
- Mailings (Email and Snail-mail)
- Twitter
- Webinars
- Workshops
- Face-to-face meetings

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UPCOMING EVENTS

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Calendar View

October 2016 Council Meeting

📅 Tue, Oct 4, 2016, 10:00am – Thu, Oct 6, 2016, 2:00pm

📍 Stockton Seaview Hotel (map)

MREP Science 200 Workshop

📅 Mon, Oct 31, 2016, 9:00am – Wed, Nov 2, 2016, 4:00pm

📍 Holiday Inn Cape Cod-Falmouth (map)

December 2016 Council Meeting

📅 Tue, Dec 13, 2016, 9:00am – Thu, Dec 15, 2016, 1:00pm

📍 Royal Sonesta Harbor Court

QUICK LINKS

- Council Meetings
- Travel Guidelines
- SSC Meetings
- Status of the Stocks
- Statement of Organization Practices and Procedures (SOPPs)
- Navigating the Council Process

SIGN UP FOR EMAIL
UPDATES



ABOUT US

The Mid-Atlantic Fishery Management Council is one of eight fishery management councils responsible for the management of marine fisheries in the United States Exclusive Economic Zone. The council develops management plans for twelve species of fish and species off the coast of the Mid-Atlantic region. [Learn more.](#)



LATEST NEWS

October 2016 Council Meeting

Tuesday, October 4, 2016 - Thursday, October 6, 2016, Galloway, NJ

- [Briefing Materials](#)
- [Webinar](#)

GAO Releases Report on the Impacts of Climate Change on Federal Fisheries Management

Sep 30, 2016

The Government Accountability Office has released a report which examines efforts by the National Marine Fisheries Service and the regional fishery management councils to incorporate climate information into management decisions.

NOAA Fisheries Announces Proposed Rule to Protect Deep-Sea Corals in the Mid-Atlantic

Sep 28, 2016

NOAA Fisheries has announced a [proposed rule](#) to designate a deep-sea coral protection area in the Mid-Atlantic. Comments are due November 1, 2016.

NOAA Fisheries Announces Public Hearing and Comment Period for Industry-Funded Monitoring Amendment

Sep 20, 2016

NOAA Fisheries has announced public hearings and the opportunity to comment on the various amendment alternatives for future industry-funded monitoring programs. Public hearings will be held October 4 through November 1. Comments may be submitted by mail or online until November 7.

Fact Sheet: Summer Flounder Catch and Landings Limits - 2017-2018 Reductions

Connect with us on Twitter [@MidAtlanticFish](#)

We are meeting this week in Galloway, NJ. Check out the agenda and get instructions for connecting to the webinar: <https://t.co/y0dqi4eRMH>
3 hours ago

Congrats to former chair Rick Robins who has been selected as a White House Sustainable Seafood Champion of Change! <https://t.co/h91CZfrvht>
19 hours ago

The GAO has released a report on efforts to incorporate climate information into fishery management decisions: <https://t.co/VrSjzqVIM>
2 days ago

Public hearings for the Industry-Funded Monitoring Amendment begin next Tuesday, Oct 4. Learn more: <https://t.co/KCsAoBKw3U>
4 days ago

Follow [@MidAtlanticFish](#)

Council Website



- www.mafmc.org
- Central hub for all information and materials related to Council issues and actions
- Updated on a nearly daily basis
- Mobile-friendly
- Website Traffic – Recent Daily Averages:
 - 3,971 Visits
 - 2,910 Audience Size
 - 9,627 Page Views

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Council News

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Sep 30, 2016

[Climate Change](#)

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Sep 28, 2016

[Deep Sea Corals, Public Comment Opportunities](#)

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Sep 20, 2016

[Public Comment Opportunities](#)

October 2016 Council Meeting Agenda

The public is invited to attend the Mid-Atlantic Fishery Management Council's October 2016 meeting to be held October 4-6, 2016 in Galloway, New Jersey.

Sep 12, 2016



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UPCOMING EVENTS:

OCT
4
TO OCT 6

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Stockton Seaview Hotel ([map](#))

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OCT
31
TO NOV 2

MREP Science 200 Workshop

Mon, Oct 31, 2016, 9:00am – Wed, Nov 2, 2016, 4:00pm

Holiday Inn Cape Cod-Falmouth ([map](#))

[Google Calendar](#) · [ICS](#)

DEC
13
TO DEC 15

December 2016 Council Meeting

Tue, Dec 13, 2016, 9:00am – Thu, Dec 15, 2016, 1:00pm

Royal Sonesta Harbor Court Baltimore ([map](#))

[Google Calendar](#) · [ICS](#)

JAN
3
8:00 AM

MREP Science 100 Workshop

Tuesday, January 3, 2017

8:00am – 4:00pm

Sheraton Atlantic City Convention Center Hotel ([map](#))

[Google Calendar](#) · [ICS](#)

JAN
17
TO JAN 19

MREP Management 100 Workshop

Tue, Jan 17, 2017, 8:00am – Thu, Jan 19, 2017, 4:00pm

Sheraton Atlantic City Convention Center Hotel ([map](#))

[Google Calendar](#) · [ICS](#)

FEB
14
TO FEB 16

February 2017 Council Meeting

Tue, Feb 14, 2017, 9:00am – Thu, Feb 16, 2017, 1:00pm

Hilton Garden Inn Outer Banks/Kitty Hawk ([map](#))

[Google Calendar](#) · [ICS](#)

MAR
14

MREP Mini Recreational Workshop

Tue, Mar 14, 2017, 8:00am – Thu, Mar 16, 2017, 4:00pm

Crowne Plaza Providence-Warwick (Airport) ([map](#))



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EVENT INFORMATION

Northeast Trawl Advisory Panel (NTAP) Meeting

WHEN:

Thursday, September 29, 2016

9:00am – 5:00pm

WHERE:

Courtyard Marriott Boston Logan Airport

225 William F McClellan Highway, Boston, MA, 02128, United States ([map](#))

[Google Calendar](#) · [ICS](#)

The Northeast Trawl Advisory Panel (NTAP) will meet on Thursday, September 29, 2016 from 9 a.m. to 5 p.m. The meeting will be held at the Courtyard Marriott Boston Logan Airport, 225 William McClellan Highway, Boston, MA 02128; telephone: (617) 569-5250.

Topics to be discussed at the meeting include

- membership changes;
- report of the NTAP Working Group meeting (2 August 2016);
- results of witch flounder gear efficiency study and next steps for stock assessment;
- results of research on increasing the number of survey stations;
- group discussion on initial planning for 10 to 20-day field program;
- introduction of NEFSC Working Group on transition options (i.e., to transition to industry based sampling platforms – in full or in part); and
- next steps for NTAP including discussion about additional funding for future meetings.

The NTAP is a joint advisory panel of the Mid-Atlantic and New England Fishery Management Councils composed of Council members, fishing industry, academic, and government and non-government fisheries experts. The NTAP was established to bring commercial fishing, fisheries science, and fishery management professionals in the northeastern U.S. together to identify concerns about regional research survey performance and data, to identify methods to address or mitigate these concerns, and to promote mutual understanding and acceptance of the results of this work among their peers and in the broader community.

Meeting Materials

- [Agenda](#)
- [Trawl Survey Working Group - August 1, 2016 Meeting Summary](#)
- [Sweep Efficiency Study Timeline and Responsibilities](#)
- [Presentation: Empirical Estimates of Maximum Catchability of Witch Flounder on the Northeast Fisheries Science Center Fall Bottom Trawl Survey](#)
- [Presentation: Evaluating an alternative stratification for the NEFSC bottom trawl survey: Impact on index estimates and importance of sample size](#)

Action Pages

- Individual pages for each major Council action
- One stop shop for all information and documents related to that action

COUNCIL ACTIONS

Scup Gear Restricted Areas Framework

Overview

This Framework Adjustment to the Summer Flounder, Scup, and Black Sea Bass FMP was proposed to consider modifications to the Scup Northern and Southern Gear Restricted Areas (GRAs). This action is needed to optimize the effectiveness of the current gear restricted areas (as configured) relative to updated analyses on the impact of the GRAs on the discard mortality and survival of small scup.

A GRA is an area within which individuals are prohibited from fishing for, or possessing, non-exempt species when fishing with certain types of gear. In November 2000, Scup Gear Restricted Areas (GRAs) were implemented in two areas in order to reduce discards of scup in the small mesh fisheries for Loligo squid, black sea bass, mackerel, and silver hake (mackerel were later exempted from the GRA regulations). Since then, discards of scup in the GRA areas have been reduced (in absolute estimate terms). The size, boundaries, and other measures of the GRAs have been modified several times in response to commercial fishing industry recommendations. This action was initiated to consider options for modifying the Northern and Southern GRAs in order to optimize their effectiveness.

Contact

Julia Beaty, *Fishery Management Specialist* - (302) 526-5250, jbeaty@mafmc.org

Action Status

At the April 2016 Council Meeting, the Council selected preferred alternatives and approved the Scup Gear Restricted Areas Framework for submission to the Secretary of Commerce. The Council voted to modify the boundary of the Southern Scup GRA. The proposed change, shown in Figure 1, is based on a proposal developed by members of the Council's Summer Flounder, Scup, and Black Sea Bass Advisory Panel. The proposed change to the Southern Scup GRA boundary is expected to increase the availability of longfin squid to small-mesh fisheries.

In August 2016 NOAA Fisheries announced a proposed rule to modify the Southern Scup GRAs, as recommended by the Mid-Atlantic Fishery Management Council. Comments on the proposed rule are due **September 19, 2016**. [Click here](#) for details on how to submit comments.

Documents and Resources

- [News Release: NOAA Fisheries Announces Proposed Rule to Modify Scup Gear Restricted Areas](#)
 - [Proposed Rule](#)
- [Press Release: Council Approves Changes to Scup Gear-Restricted Areas, April 2016](#)
- [February 2016 Meeting Materials - Framework Meeting 2](#)

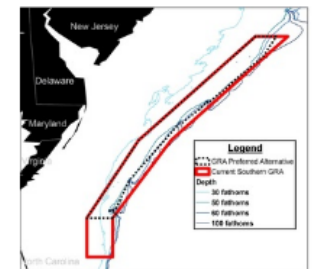


Figure 1. Proposed modification to the Southern Scup GRA boundary (click to expand map).

Online Comment Forms

- Option to comment on Council actions through web-based forms
- Useful for actions with high volumes of public comments

PUBLIC COMMENTS

Unmanaged Forage Omnibus Amendment Comments

The Mid-Atlantic Fishery Management Council is soliciting public input on the Unmanaged Forage Omnibus Amendment. Comments can be submitted using the form below until 11:59 pm on Friday June 17, 2016. For details and supporting documents related to this action, please review the [public hearing document](#) or visit the [Unmanaged Forage Action page](#). [Click here](#) for a schedule of public hearings and additional instructions for submitting written comments.

Comment Form

Comments *

Name
optional

First Name Last Name

Email Address
optional

Submit

Mailing Lists - Email

- 2,200 contacts (and growing)
- iContact email marketing platform
- Press releases, meeting agendas, announcements, RFPs, and other news
- Typically 1-2x per month
- Sign up at www.mafmc.org/email-list
- Users are able to manage their own email preferences
- Capacity for targeted email campaigns about current actions, such as unmanaged forage

Mailing Lists – Snail Mail

- Approximately 800 contacts
- Agendas only

Social Media

- Twitter: <https://twitter.com/MidAtlanticFish>
- Broader audience
- Posts:
 - MAFMC news
 - Relevant management partner announcements
 - General fisheries news
- Recent posts appear on Council homepage
- Council does not currently have an active Facebook page

Face-to-Face Meetings

- Public hearings, scoping meetings, and Q&As/Listening Sessions
- Scheduled on an as-needed basis
- Typically held in ports or other locations with high concentrations of stakeholders
- Opportunity for dialogue between stakeholders and Council staff/members

Webinars

- Web-based streaming for all Council meetings and many Committee/AP/SSC/Other meetings
- Adobe Connect - User-friendly interface (no login or prior authorization required)
- Audio + presentation
- Webinar recordings

Workshops

- Held on an as-needed basis
- In-depth participation and engagement from stakeholders
- Summarized at www.mafmc.org/workshops-events/

Proposed Future Activities

- Public comment guidelines
- Update and enhance Fishing Community section of website - <http://www.mafmc.org/communities/>
- Expand stakeholder contact database
- Update and expand lists of stakeholder groups
- Increase the use of targeted email lists

Proposed Future Activities, cont.

- Expand photo library and integrate photo galleries into website
- Activate Council Facebook page
- Increase the creation and distribution of fact sheets and outreach materials
- Update MAFMC infographic with recent fishery facts and statistics

Issues for Discussion

- Does the Council endorse the overall direction of the communication and outreach approach?
- How can the Council better address the communication goal and objectives identified in the strategic plan?
- Issues with the current communication and outreach tools?
- Specific suggestions for communication and outreach activities in 2017/2018?

