



# Office of Communications Presentation to MAFAC



**NOAA**  
**FISHERIES**

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External Affairs

October 25, 2012

# Outline

- Standard Roll out Procedure
- Example Package
- Recommendations



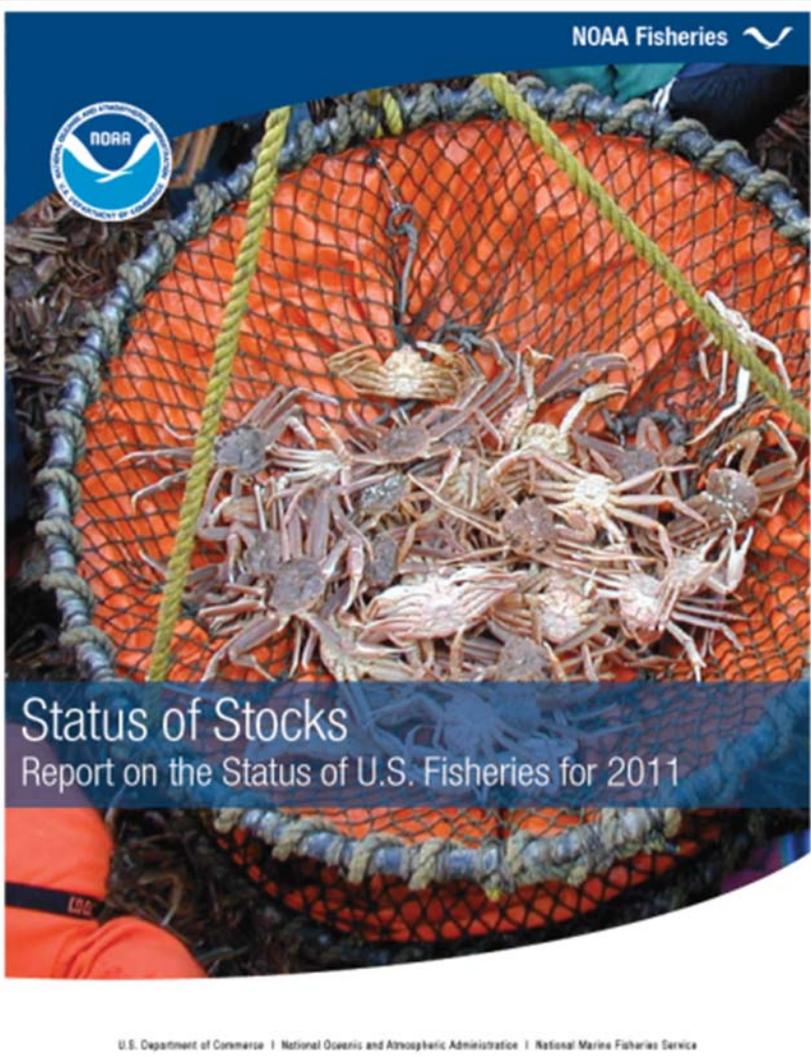
# Standard Roll out Procedure

- Action
- Date
- Roll out Lead
- Roll out Team
- Spokespeople
- Subject Matter Experts
- Audiences
- Key Messages
- Materials
- Roll out Schedule

## Roll out Schedule

- Two weeks before
- One week before
- Two days before
- Day of activities:
  - Notifications via phone calls and / or email blasts:
    - Stakeholders, Media, Hill, leadership, Regions, State Directors, Councils
  - Web Page Live
  - Social Media Campaign

# Roll out Package Example —Status of Stocks



**NOAA Fisheries**

**Status of Stocks**  
Report on the Status of U.S. Fisheries for 2011

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | National Marine Fisheries Service



**NOAA FISHERIES SERVICE**

**Status of Stocks**  
Annual Report to Congress on the Status of U.S. Fisheries

**Stocks at a Glance**

- 207 stocks (80%) are not subject to overfishing
- 38 stocks (14%) are subject to overfishing
- 179 stocks (79%) are not overfished
- 45 stocks (21%) are overfished

**Rebuild Status**

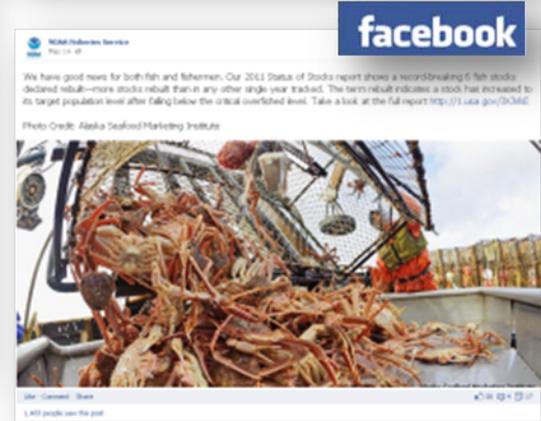
- 8 stocks declared rebuilt, making 17 stocks rebuilt in total
- 51 stocks in rebuilding plans, with 8 additional plans in development

Summary of Changes	2010	2011
Subject to Overfishing	40 (15%)	38 (14%)
Overfished	46 (17%)	45 (17%)
Rebuilt	0	8



**NOAA Fisheries @NOAAFisheries** 14 May  
2011 Status of Stocks shows we're actively turning the corner on ending overfishing. More @ [1.usa.gov/IXMKE](http://1.usa.gov/IXMKE)  
Collapse Reply Delete Favorite

29 RETWEETS 5 FAVORITES

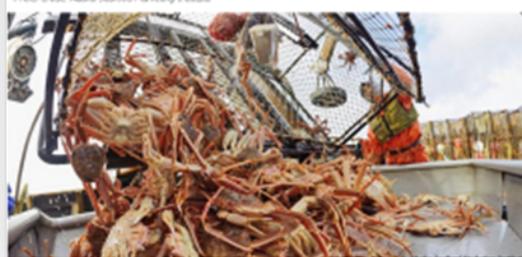
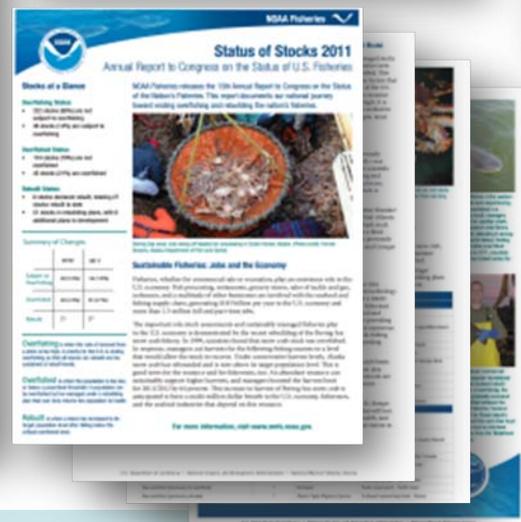


**NOAA Fisheries Service** 14 May 2011

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We have good news for both fish and fishermen. Our 2011 Status of Stocks report shows a record-breaking 6 fish stocks declared rebuilt—more stocks rebuilt than in any other single year tracked. The term rebuilt indicates a stock has increased to its target population level after falling below the critical overfished level. Take a look at the full report <http://1.usa.gov/IXMKE>

Photo Credit: Alaska Seafood Marketing Institute

**NOAA Fisheries**

**Status of Stocks 2011**  
Annual Report to Congress on the Status of U.S. Fisheries

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# My Recommendations for Vision 20/20

- **Publish** online and in FR the 'Final Draft' for Public Review and Comment
- During that time, MAFAC members conduct **targeted outreach** to brief on it/draw attention to it (Hill, others)
- Accept comments for 45 days (online)
- Close comment period; **make some edits**
- **Roll out and brief Final Report** to leadership
- Key messages continue to be same, but now 'informed by public review'



# Discussion