

**False Killer Whale Take Reduction Team  
Outreach Work Group Teleconference, Wednesday, March 24, 2010**

**Teleconference Synopsis**  
*(prepared by CONCUR, Inc.)*

**Date:**

- Wednesday, March 24, 2010

**Participants:**

- Robin Baird
- Hannah Bernard
- Kris Lynch
- Ryan Steen
- David Nichols
- Kristy Long
- Nancy Young
- Bennett Brooks

**Two main topics discussed**

- General outreach for upcoming TRT meetings
- Targeted outreach to longline fishermen

**Key ideas considered**

- General Outreach for Upcoming TRT meetings
  - Nancy Young provided an update on NMFS outreach efforts based on earlier input from Outreach Work Group. Specific strategies summarized below:
    - Developing one-page flier for distribution to fishing community dockside and at POP. Flier provides information on following: TRT background; how to get involved; names of participating fishermen; meeting dates and locations; web site information
    - Working with Hawaii Fishing News to place ½-page advertorial for upcoming meetings. Given publishing deadline, notice will appear in time to publicize May/June meetings
    - Working with Maui News/Midweek publications to place story – prior to April meeting – to attract local participation
    - Working with PIRO RA Bill Robinson to include talking points on FKWTRT initiative in his April “Fish Talk” with industry
    - Providing information to Maui contacts, as possible, to disseminate information on April meeting
    - Translation is not a viable option, given cost and contracting barriers
  - Hannah Bernard provided information on her outreach efforts with several individuals/groups.

- Contacted John Meston (bottomfish fisherman); Maui Nui Marine Resources Council; Monroe Bryce (fisherman) to inform them on upcoming meeting. Will attempt to encourage attendance at meeting
    - Outreach Work Group members agreed with strategy to encourage attendance at meeting, but not necessarily formal participation. However, attendance at meeting may provide opportunity for valuable sidebar conversations
  - Robin Baird speaking at Maui Oceans Center night before April meeting (4/5/10). He will inform attendees of meeting focus, time and location
- Targeted Outreach to Longline Fishermen
  - Ryan Steen provided an update on HLA's strong willingness to send focused letter to HLA members by early April. Primary focus of letter centered around the following two objectives:
    - Ensure fishermen are aware of and understand import of FKWTTR effort, and soliciting their involvement and ideas
    - Invite fishermen to informal meeting the week of April 19 – with food and beverages – to discuss effort in greater detail. Both fisheries and NMFS representatives would be in the mix to engage in discussion, providing detail on the FKWTTR and eliciting fishermen advice.
  - HLA to coordinate with NMFS to target date that is convenient for fishermen and key NMFS participants (Lisa and/or Lance, Kristy, Nancy, Erin, possibly Karin). HLA will also coordinate with Council to involve Paul Dalzell, if possible.
  - HLA will translate letter, as necessary, to ensure effective fleetwide distribution.
  - Follow-on outreach with fishermen by key liaisons – i.e., Ryan Dang, Tom Hahn – important to foster strong participation
  - Likely meeting location: United Fishing Agency

## **Next steps – Near Term**

### *Regarding Outreach*

- NMFS to distribute meeting agenda/one-page flier to Team members so they can help publicize the April TRT meeting
- Ryan Steen to continue efforts at HLA letter and April informal fishermen meeting; will coordinate efforts with NMFS
- NMFS/CONCUR to follow with Roger Dang, Tom Hahn and others to gain their active support in encouraging attendance at mid-April informal fishermen meeting.
- Hannah Bernard to double-back with Maui contacts to focus their possible attendance at April meeting towards Day 1 and 2 given discussion focus (data analysis and potential solutions)
- Track all outreach efforts to assess effectiveness and adapt approaches, as necessary