



**NOAA
FISHERIES**

Introduction to Fisheries Communications

Laurel Bryant, Chief of External Affairs
NOAA Fisheries Communications Office

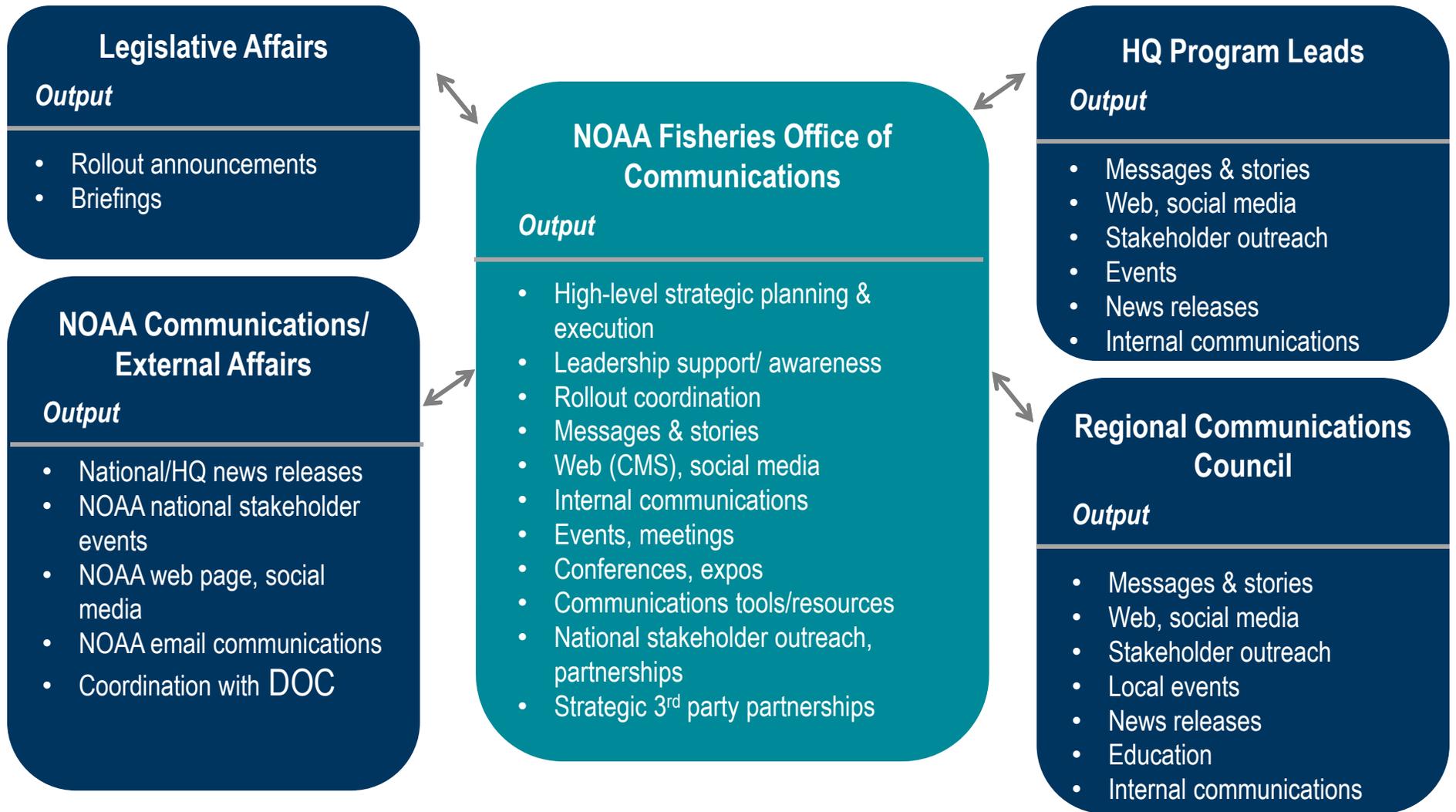
Council Member Training
October 28, 2014

Outline

- Communications Network & Lead Players
- Strategic Planning
- Products & Services
- Social Media Close-up

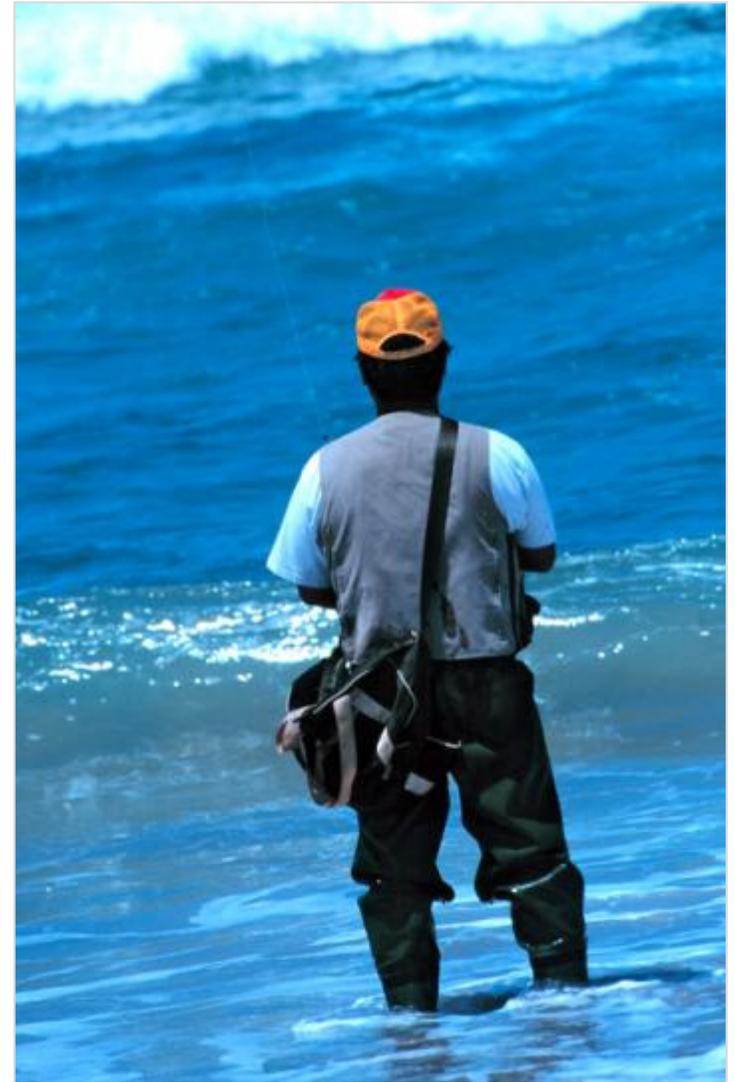


Communications: A Collaborative Network



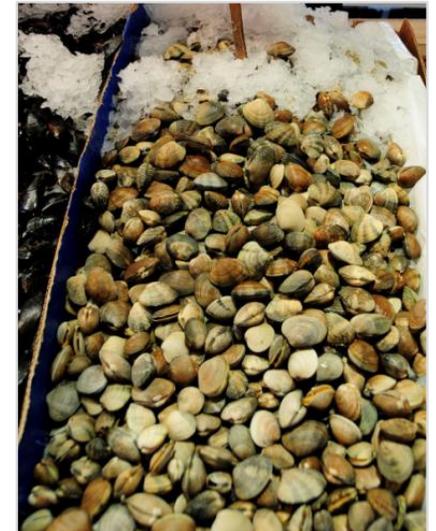
A Few HQ Team Members

- Kate Naughten, *Director*
- Rebecca Ferro, *Acting Deputy*
- Laurel Bryant, *External Affairs*
- Jennifer Hammond, *Teacher at Sea*
- Forbes Darby, *Rec Fishing*
- Rich Press, *Science Writer*



Regional Communications Leads

- **Greater Atlantic** — Allison Ferreira
- **Southeast**—Kim Amendola/Allison Garrett
- **Pacific Islands** – Wende Goo
- **Alaska** – Julie Speegle
- **West Coast** – Katherine Cheney



2014 National Communications Strategy

1. Enhance **strategic** communications to target audiences emphasizing our mission.
2. Emphasize key messages surrounding **sustainable fisheries**.
3. Highlight objectives and accomplishments concerning **protected resources**.
4. Continue to effectively **communicate** the science behind our management.
5. Introduce new **tools** and approaches to enhance internal communications.

Products & Services

- Infuse priority messages in our feature stories, leadership messages & talking points, and social media



Services

- Advance strategy & preparation
- Advise & support leadership
- Plan rollouts on controversial topics (i.e. ESA listings)
- Online coordination (national)
- Strategic engagement and external affairs
- Science writer
- Exhibits



Rollout — Status of Stocks



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

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

Summary of Changes	2010	2011
Subject to Overfishing	40 (14%)	38 (14%)
Overfished	48 (18%)	45 (17%)
Rebuilt	21	27

NOAA Fisheries

Status of Stocks 2011

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NOAA Fisheries @NOAAFisheries 14 May

2011 Status of Stocks shows we're actively turning the corner on ending overfishing. More @ 1.usa.gov/IXMKE

29 RETWEETS 5 FAVORITES

NOAA Fisheries Service

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>

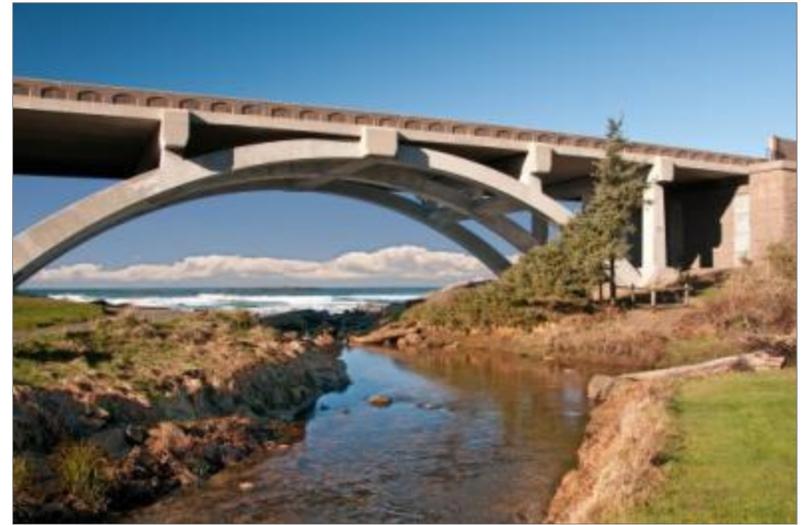
Photo Credit: Alaska Seafood Marketing Institute

1,417 people saw this post



Products

- Consistent branding and messaging across agency
- Online—All roads lead to the Web
 - Content
 - Social Media
 - Video
 - Photos
 - Podcasts





- Fisheries Home
- About Us
- Programs
- Regions
- Science Centers
- Partners
- News & Multimedia
- Fisheries Resources
- Congress
- Educators and Students
- Get Involved
- Forms



Oct 6: Watch this collection of seafood videos to celebrate National Seafood Month with NOAA Fisheries. [Read More . . .](#)

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How Do I?

Highlights

The Science Behind...

News By Region



[Blue and Flathead Catfish Invade Chesapeake Bay](#)



[Today's Fresh Catch—Invasive Snakehead](#)



[Restaurant Owner Dishes on Sustainability](#)

Latest News | News Room

[NOAA sees big increase in Bering Sea pollock survey abundance estimates](#)
09/24/2014

[NOAA awards \\$2.7 million to rescue stranded marine mammals and investigate health problems](#)
09/15/2014

[NOAA Fisheries files draft recovery plan for elkhorn and staghorn corals](#)
09/04/2014

[NOAA's Fisheries Service Announces \\$4.7 million in Funding to States and Tribes to Support Threatened and Endangered Species Recovery](#)
09/03/2014

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SEAFOOD PROFILES

WILD-CAUGHT SEAFOOD

FARMED SEAFOOD

BUYING SEAFOOD

EATING SEAFOOD

FISH FINDER



NORTH ATLANTIC SWORDFISH



Xiphias gladius

ALSO KNOWN AS:

Broadbilled swordfish, Broadbill, Espada, Emperado

SOURCE:

U.S. wild-caught from U.S. Atlantic and Gulf of Mexico waters

STATUS

POPULATION



FISHING RATE



HABITAT IMPACTS



BYCATCH



CLICK THE ICONS TO LEARN MORE ABOUT EACH CRITERIA

OVERVIEW

ABOUT THE SPECIES

THE SCIENCE

THE FISHERY

THE SEAFOOD

RELATED LINKS

OVERVIEW

In 1998, the North Atlantic swordfish population was low, at only 58% of its target level, and was declared overfished. Pelagic longlines, which were the primary commercial gear used to catch swordfish, were also catching endangered sea turtles. Fast forward over 10 years and this same population of swordfish is thriving and interactions between pelagic longlines and sea turtles have been reduced by 90%.



A large swordfish pulled up on a vessel that took part in the experiment on new gear on the Grand Banks from 2001 to 2003.

[LAUNCH GALLERY](#)

What happened in less than a decade to change the fate of the swordfish fishery in the

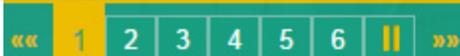
LOOKING AHEAD

The International Commission for the Conservation of Atlantic Tunas, or ICCAT, coordinates international management of the Atlantic swordfish fisheries. Each year, member nations negotiate the amount of Atlantic swordfish that each nation can harvest. Due to several factors, including regulations put into place to rebuild and maintain the swordfish population and other parts of the ecosystem, the United States is not harvesting their entire swordfish quota. Our swordfish fishery is highly monitored - catch of or interactions with protected species are



Lauren Wilmoth at Sea

Laura's Cruise on NOAA Ship Rainier... [MORE »](#)



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- [Program Highlights »](#)
- [Frequently Asked Questions »](#)
- [Teacher Blogs »](#)
- [How to Apply »](#)
- [Current Season »](#)
- [Photos and Videos »](#)

QUICK LINKS FOR ALUMNI

- [Resources »](#)
- [Stay Connected »](#)
- [Alumni Forms »](#)
- [Alumni Spotlight »](#)



2014 SEASON



ALUMNI SPOTLIGHT



PHOTO OF THE WEEK



FROM THE TAS BLOG

Lauren Wilmoth: "Wreckish looking rock?" October, 15th 2014 [14 Oct 2014 »](#)

Lauren Wilmoth: Shore Party, October 12, 2014 [13 Oct 2014 »](#)

Lauren Wilmoth: Officially a Teacher at Sea!, October 10, 2014 [09 Oct](#)

SOCIAL MEDIA



NOAA FISHERIES

NOAA Fisheries Service

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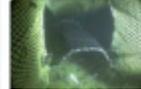
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Government Organization

NOAA Fisheries protects the nation's living marine resources and their habitat through science, service, and stewardship. Visit www.nmfs.noaa.gov and follow us on Twitter @NOAAFisheries.



4,788



NOAA Fisheries Service
August 8 @

Redfish Lake sockeye come back from the brink after nearly going extinct in the 1990s. NOAA Fisheries and Idaho's Department of Fish and Game have a successful captive breeding program that maintains 95% genetic diversity of the species. Wh...[See More](#)



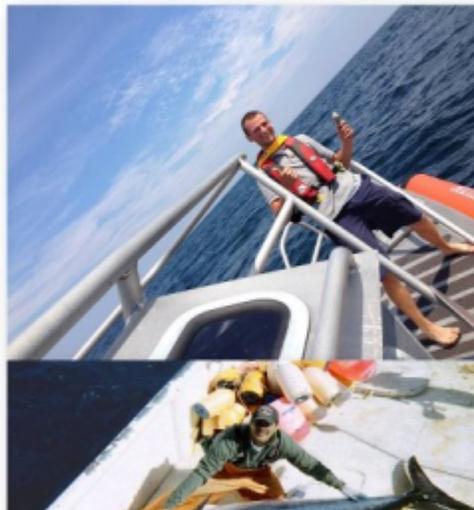
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15

60 people like this.

NOAA Fisheries Service
August 8 @

"Tag. You're it." The high-seas adventures of a fast-moving, 400-pound bluefin tuna were all recorded on a data-rich satellite tag bobbing off the New York coast. Can a tag-team effort between NOAA Fisheries' Florida scientists (who tagged ...[See More](#)



Like · Comment · Share

14

37 people like this.



NOAA Fisheries

@NOAAFisheries

Stewardship of living marine resources through science-based conservation and management and the promotion of healthy ecosystems.

United States · <http://www.nmfs.noaa.gov>

1,616

TWEETS

388

FOLLOWING

4,783

FOLLOWERS



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34m

From our shorelines to mountain tops, the US has thousands of places to explore. The sky's the limit for trip ideas at recreation.gov
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NOAA Fisheries @NOAAFisheries

18h

Love to hike? Let recreation.gov be your guide. Interactive maps, 'go' lists & in-depth articles will take your trip to new heights
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19h

Can you tell if this is a girl or a boy octopus? We can, read fact #3 and you can too 1.usa.gov/NuAAHH [twitpic.com/alugyt](https://twitter.com/alugyt)
[View photo](#)



NOAA Fisheries @NOAAFisheries

19 Aug

Want to get in shape? Ask an octopus, they are 90% muscle 1.usa.gov/NuAAHH. It's just another #octopus week @NOAAFisheries
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NOAA Fisheries @NOAAFisheries

18 Aug

What do birds and octopus have in common? They both have beaks. Learn more about these fascinating slimmers 1.usa.gov/NuAAHH
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18 Aug

Ever tried to catch an octopus? These scientists will show you how it's done. VIDEO 1.usa.gov/NuAAHH
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17 Aug

#DidyouNOAA octopus will grow back an arm if it loses one in



NOAA Fisheries Channel

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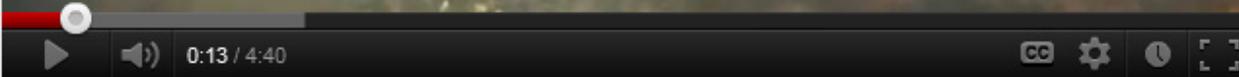
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Restoring the Elwha

by usnoaafisheriesgov 1 month ago

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Ocean Media Center



About NOAA Fisheries

Videos from the NOAA Fisheries Service, a division of the Department of Commerce, responsible for the stewardship of the nation's living marine resources and their habitat.

nmfs.noaa.gov/

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Questions?



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