



Council Communications Group
Harrigan Centennial Hall, Eagle Room #7, 330 Harbor Drive, Sitka, AK 99835
May 22-23, 2018 8:30 am – 5 pm

9. PUBLICATIONS AND OUTREACH: Sylvia WPFMC

A. Working with Vendors

The WP Council routinely works with the following outside vendors. Working with the same vendors over time facilitates production as they have the background information and resources at hand from previous jobs and ensure consistency in the look and feel of Council products. The Council often needs a quick turnaround time, which our regular vendors understand and accommodate as best they can.

- Graphic designer: For layout and printing of publications, posters, postcards, brochures, traditional lunar calendars, etc. Having the designer oversee printing frees Council staff from having to deal with printer, review blue lines, go to press runs, etc. The graphic designer is also contracted for layout and design of displays, banners, etc.
- Professional printers: The Council contracts directly with professional printers for displays and banners typically printed on vinyl and sometimes with grommets. Going directly to the printer cuts down on the cost of printing. Professional printers are also used for large printing of documents that are needed quickly when in-printers are in use or need servicing.
- Promotional advertising specialist: To order logoed bags and giveaways.
- Marketing group: To conduct focus groups and surveys on the effectiveness of outreach and education initiatives.
- Conference organizer: To assist with organizing conferences.
- Magazine publishers: To publish Council news articles and meeting announcements. Announcements in boating or fishing magazine are much cheaper than in a local newspaper in Hawaii.
- Media company: For assistance in the Council's communication framework and production of videos.
- Radio and television producers: For production of videos, production and airing of radio and television announcements and sponsorship of fishing talk shows that involve the Council.
- Staffing professionals: For assistance with direct mailing. With enhancement of the Council's electronic distribution, staffing needs for direct mailings have decreased significantly.

B. Developing Printed Materials

The Western Pacific Council's jurisdiction covers one state, two US Territories and one US Commonwealth. The official languages of these areas include not only English but also Samoan, Chamorro and Refaluwasch. The Council makes its best effort to produce materials in these languages or at least to use the proper spellings and diacritical marks when indigenous words are used.

In copyediting, the Council uses its own style guide, which is based on the *Associated Press Stylebook and Libel Manual* for newsletters, brochures and other small publications and the *Chicago Manual of Style* for books, proceedings and other longer works with references. For publications strongly scientific in nature, the *CBE Manual for Authors, Editors and Publishers* is also used as a reference.

Regular publications of the Council include the quarterly *Pacific Islands Fishery News*, *Pacific Islands Fishery Monographs*, Annual Stock Assessment and Fishery Evaluation report summary, Fishery Ecosystem Plan brochures, Advisory Panel brochures, Hawai'i Speakers Bureau program brochure and traditional lunar calendars. On occasion, the Council also publishes a variety of other brochures, fact sheets, booklets, books and proceedings. Reports by Council contractors are published electronically as grey literature and posted on the Council website. The Council is currently working on a 40-year history. Some Council generated publications are published through other publishers, e.g., University of Hawai'i Press, Wiley-Blackwell, National Marine Educators Association. The Council works with the authors and publishers on editing and review and requests rights for use (e.g., post electronic copies on website) and/or get discounted copies for distribution.

For photos, to avoid copyright issues, the Council maintains its own database of photos from contributions by staff, Council members, advisors, fishermen, US Coast Guard and others; or seeks NOAA and other open source photos online; or requests use of or purchases use of photos found online or at regional museums, archives, etc.

Publication Process

- Council staff discuss content and assign workload as needed (2 weeks lead time for newsletters)
- Council communications officer, author and Council staff develop distribution list to determine amount of copies needed so as to secure a bid that fits the budget
- Council staff or contractors provide text and artwork
- Council communications officer or other lead Council staff compiles and copyedits the text, works with authors on revisions, and locates replacement artwork as required for clarity and resolution. If the communications officer is not the lead staff on the publication, she is also provided the final draft to review. (1 week for newsletter, brochures, etc.)
- Copyedited manuscripts are sent to General Counsel for review as needed (2 weeks for newsletter and parallels layout and proofing tasks)

- Text is sent to graphic designer in a Word document via email. A pdf is also sent since italics, bolds and other attributes may not be retained when designer opens Word file on a Mac platform. High resolution images are provided to designer via Drop Box.
- Council communications officer works with graphic designer on layout and design (1 week for newsletters, brochures, etc.)
- Council communications officer works with authors and Council staff on proofing (1 week for newsletter, brochures, etc.)
- Once final proof is approved, the designer provides e-files to Council to begin electronic distribution and posting on website and works with printer to oversee publication of hard copies (e.g., blue lines, press check, etc.). (1 week for newsletters, brochures, etc. printed on island).
- Council Technical Assistant distributes e-files via Constant Contact and posts on the Council's website (as pdf and ISSUU), Face Book and Twitter feed.
- Once hard copies are received, they are distributed by direct mail. Copies are also sent to each island area and also retained in the Honolulu office for distribution at events or to respond to requests.

C. Outreach Kiosks

The Council kiosk typically includes a display and an informational table with handout materials and a sign-up sheet to be put on the Council's distribution list. At times, the table also includes a monitor showcasing a Council video or interactive habitat game. The Council's informational table runner features gyotaku fish and the Council logo. If runner is misplaced or dirty, Polynesian printed cloth is often used unless the table comes with a table cloth and skirt.

At some recent conferences, e.g., IUCN, the conference organizers have requested that handout material not be provided. In these cases, the Council has showcased displays with QR codes that when scanned take the viewer to outreach materials that can be read or downloaded.

The Council also works to make its kiosks inviting by featuring boats, canoes, plastic or printed fish, nets, hooks, traditional fishing implements and other fishery-related items. In one instance, the Council shipped a traditional Chamorro flying proa from Guam to Washington, DC, for two events. Staff should be present to ensure that treasured items are not taken, which did happen with an ancient Chamorro fishhook at the National Museum of the American Indian.

Events can run for multiple days and staffing a kiosk can be time-consuming. Staff typically sign up for shifts. Events must be chosen carefully so the most benefit is received for staff time. Council booths are often set up in conjunction with fishing derbies in the US Territories and Commonwealth.

D. Displays

The Council typically uses an 8 x 12 foot Nomadic display. Nomadic provides a lifetime warranty. Parts can be purchased to keep old displays going. The display with hard case weighs

about 75 pounds (without display lights) so can be shipped in most cases. The display case has wheels so can be rolled.

The Council has had less success with vertical displays that are kept in cloth cases. The cases have torn, and parts have been lost.

Display panels have to be produced regularly to keep them current with fishery and management conditions. As a result, boxes of old display panels can accumulate, making it to keep track of and locate panels that are needed even when the boxes are labeled. Staff often put panels in the wrong box or multiple panels in one box. Periodic organization of the display panels is needed.

An 8 x 12 foot display is typically printed on multiple panels so they can fit in the storage and shipping boxes. It is important to roll the panels and lay the boxes flat to keep the vinyl panels from becoming wrinkled.

For displays used in remote areas, smaller displays with grommets will allow them to be easily exhibited outdoors as lines through the grommets can be tied to trees, fences, posts, etc. Just be careful of wasps if you have to reach through a bush.

E. Event Giveaway Items

Typical event giveaways include Council printed materials and logoed items.

Printed materials include brochures, Fishers Code of Conduct postcards and posters, recipe cards and recipe book, informational sheets (traditional lunar calendar 11x17 is an all-time favorite), newsletters, monographs, booklets, lunar calendars, etc. We also at times provide DVDs with Council materials and videos.

Logoed items include bags (a favorite), pens and flash drives (at meetings). Small flashlights, multi-tools, canvas bags with gyotaku artwork and other promotional material are also provided on special occasions.

We regularly receive samples and solicitations from National Pen, Myron and other companies.

F. Trade Show Booths

The Western Pacific Council does not regularly have a booth at trade shows. We used to have a booth at the Izuo Brothers Trade Show in Honolulu, but now Council staff attends the event to purchase discounted items for use as door prizes at our Fishers Forums, prizes for student art contest winners or equipment to use during our high school summer courses.