NOAA FISHERIES

2014–2015 NOAA Fisheries National Communications Strategy

This strategy, developed by the NOAA Fisheries Office of Communications in collaboration with the Fisheries Regional Communications Council and the communications leads for the agency's program offices, identifies best communications practices in support of NOAA Fisheries Priorities and Annual Guidance for 2014. Headquarters, program offices, and regions will use an integrated network to align and enhance outreach to a broad spectrum of stakeholders. This strategy includes:

Communications Mission

To enhance public awareness of NOAA Fisheries as a trusted authority and global leader in the science and management of living marine resources and ecosystems.

Fisheries Communications Objectives

We will enhance our strategic communications to emphasize our ecosystem-based management approach for our core missions. Key communication areas include:

- **Sustainable Fisheries**—Emphasize key messages toward Magnuson-Stevens Act reauthorization in 2016 and enhance FishWatch.gov presence and outreach.
- **Protected Species**—Amplify agency objectives and accomplishments around recovery and conservation of protected resources.
- **Science**—Communicate the scientific foundations behind management decisions and increase scientific literacy and environmental stewardship of the American public.
- **Internal Communications**—Introduce new tools and approaches to enhance internal communications.

National Communications Overview: A Collaborative Network

This graphic illustrates the agency's national communications network and the primary methods of communication.

NOAA Fisheries Regional Communications Council

Output:
- Rollout development and participation
- Online communications
- Regional stakeholder outreach
- Local events
- Regional news releases
- Education
- Internal communications

NOAA Legislative Affairs

Output:
- Rollout development and participation
- Hill briefings

NOAA Fisheries Office of Communications

Output:
- High-level strategic communications planning & execution for the agency
- Leadership support/awareness
- Rollout development and participation
- Strategic messages
- Online communications (web, social)
- Communications tools/resources
- National stakeholder outreach
- Strategic 3rd party partnerships
- Internal communications
- Events, meetings
- Conferences, expos
- Education collaboration

NOAA Fisheries Program Leads for Communication

Output:
- Messages and stories
- Online communications
- Stakeholder outreach
- Events
- Rollout development and participation
- Internal communications

NOAA Communications/ External Affairs

Output:
- National/HQ news releases
- NOAA national stakeholder events
- NOAA web page, social media
- NOAA email communications

National Communications Overview: A Strategic Process Based on Priorities

Building off the outputs in the graphic on page 2, the graphic below illustrates the process for implementing more specific communication strategies that support our core missions and priorities—from identifying the audience(s) and analyzing the communication climate to making strategic use of our communication tools through the most appropriate internal and external channels.

NOAA Fisheries' Priorities

Consistent use of key messages:

Core Missions
- Sustainable Fisheries
- Protected Resources

Supporting Programs
- Science and Technology
- Habitat
- International
- Enforcement
- Aquaculture

The focus for FY 2014 remains on our two core mandates:
- *Ensure productivity and sustainability of fisheries and fishing communities through science-based decision-making and compliance with regulations.*
- *Recover and conserve protected resources through the use of sound natural and social sciences.*

All other NOAA Fisheries programs, projects, and investments should be designed and conducted to support these core missions.

—NOAA Fisheries Priorities & Annual Guidance for 2014

Strategic Process

Coordinated outreach strategies:

Example Internal Methods
- Leadership messages
- Rollout & communication plans
- Inside Fisheries intranet site
- All hands staff meetings
- Agency-wide emails

Example External Methods
- Leadership messages
- Websites (national, regional, FishWatch, Teacher at Sea, education)
- Online feature stories (e.g., science highlights)
- Social media
- E-newsletters (e.g., FishNews)
- Video/podcasts
- Science on a Sphere
- Stakeholder emails/calls
- News releases
- Op-eds/interviews
- Fact sheets/reports
- Presentations/keynotes

Targeted Communication

Delivered to:

Internal Audiences
- Leadership
- Staff
- NOAA Line Offices

External Audiences
- Congress
- Stakeholders/partners
- Management councils
- Commissions
- States/tribes
- Teachers/students
- Media
- Interested public

Evaluate

NOAA/John McMillan

Communications Strategies and Deliverables

Objectives	Strategies & Deliverables	Impact Evaluation
Enhance strategic communications to target audiences with emphasis in the mission areas below:	*Overall:* • Continue to enhance agency's online communications as our main outreach platform. • Amplify messaging using additional tools and online platforms (NOS, NOAA, DOC). • Continue to grow Teacher at Sea communications and reach. • Continue to work with Regional Communications Council and HQ outreach staff to heighten consistency in messaging. • Continue to work with NOAA Legislative Affairs to develop targeted outreach tools for Congress.	• # of communications projects/products created, enhanced, led, or executed (i.e., Science on a Sphere, podcasts, videos, conferences). • Analytics to determine traffic to websites and social media channels for Fisheries and Teacher at Sea. • Examples of third-party amplification of messaging. • Success-rate for stakeholder-targeted agency emails. • End-of-year report including stakeholder engagement and high-level communication successes.
Sustainable Fisheries—Emphasize key messages toward Magnuson-Stevens Act reauthorization in 2016 and enhance the FishWatch.gov presence and outreach.	• Focus on the following areas: MSA reauthorization, status of stocks, fisheries economics, and electronic monitoring/ reporting. • Implement a 3-year FishWatch strategy to enhance reach, move website into responsive design. • Improve consistency of messaging to Congress. • Enhance internal, interagency, and stakeholder engagement.	
Protected Species—Amplify agency objectives and accomplishments around the recovery and conservation of protected resources.	• Focus on the following areas: turtles, corals, stranding program, species recovery, and science. • Determine opportunities for NOAA leadership to engage in high level messaging. • Improve high-level pages on Protected Resources' website. • Enhance the quality of internal, interagency, and stakeholder messaging, engagement.	
Science—Promote scientific foundations behind management decisions.	• Focus on the following areas: ecosystems, climate, technology, protected species, and Arctic. • Continue to develop and push web features, podcasts, videos, and social media highlighting "the science behind" our core missions. • Identify new opportunities for highlighting our science, including interesting research, papers to publish, and scientific awards.	
Internal Communications—Introduce new tools and approaches to enhance internal communications.	• Introduce new tools and approaches for enhancing internal communications with staff. • Fine-tune internal communications network, process, and services with consistent inreach. • Collaborate between HQ and regions on high-interest issues/events.	• # and type of internal communications. • Analytics of *Inside Fisheries* intranet site.

National Messages

Sustainable Fisheries

- U.S. fisheries are among the world's largest and most sustainable. They are a global model of success in responsible management, and our success directly influences international standards and practices.
- Seafood harvested from U.S. federally managed fisheries is inherently sustainable as a result of the U.S. fishery management process.
- The United States' fishery management process prevents overfishing, rebuilds fish stocks, and provides significant economic benefit and fishing opportunities for commercial, recreational, and subsistence fishermen. In 2011, commercial and recreational marine fisheries generated $185 billion in sales impacts, contributed $84 million to GDP, and supported 1.6 million jobs.
- Sustainable fisheries are achieved and maintained through a dynamic, publicly transparent, and adaptable management process that adjusts to the ever-changing marine environment including impacts from changing ecosystems, habitat, and climate.
- Sustainable fisheries must be achieved in partnership with the regional fishery management councils, interstate marine fishery commissions, and states, and include active engagement with commercial and recreational fishermen, non-government groups, and other constituents.
- NOAA Fisheries works internally with federal partners to ensure the safety of seafood sold in the United States.

Protected Marine Resources

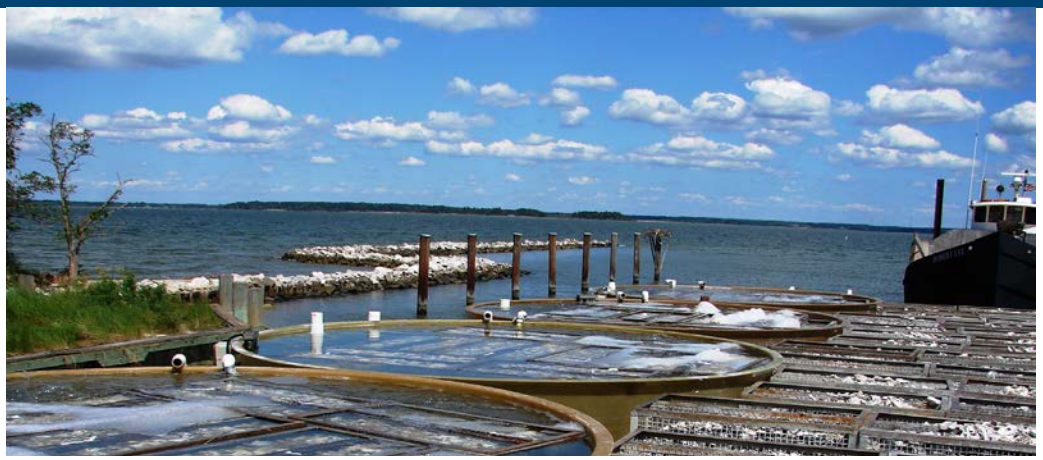
- The health of our ocean ecosystems and coastal communities depend on healthy marine species, including protected species, such as whales, sea turtles, corals, and salmon.
- Our collective efforts to understand, protect, and preserve these species under the Marine Mammal Protection Act and Endangered Species Act ensure that we can continue to enjoy all the benefits these valuable, but vulnerable, species and their habitats provide.
- Recovery of imperiled species is a long-term challenge, and while the United States has made significant strides in protecting and recovering marine species in the last 40 years, global collaboration and action is critical for assessing and protecting these species beyond our waters.
- Our ecosystem approach will continue evolving to meet current challenges and address future needs, ensuring our protected species are on track toward recovery.

Specific to the Endangered Species Act:

- The Endangered Species Act provides a critical safety net for fish, wildlife, and plants and has prevented extinction of hundreds of imperiled species, as well as promoting the recovery of many others, and conserving the habitats upon which they depend.
- Endangered species recovery is complex and difficult work, often requiring substantial scientific data, time, and resources. Just as it takes a long time for species to reach the brink of extinction, it takes a long time to bring them back.
- While recovery that results in delisting is the ultimate goal, preventing extinction is the first crucial step and, in that regard, the Endangered Species Act has been an unqualified success. Many of the species still on the list today might have already gone extinct if it were not for the protections and conservation action that resulted from listing.

Science and Technology

- Science is the backbone of NOAA Fisheries' work to maintain sustainable fisheries, protected species, and their habitat.
- NOAA Fisheries' management and regulatory decisions are built on the best available science.
- High-quality, robust science using traditional and state-of-the-art technologies helps reduce uncertainty in our management decisions and can lead to healthier populations of fish, marine mammals, and sea turtles and greater revenues for marine-related industries.
- The iterative, evolving process of science allows us to constantly refine our understanding of our ever-changing environment and fine-tune our management practices.
- We are building on the successes of NOAA Fisheries' science-based approach and investing in basic data gathering and more cost-effective applications of "next-gen" technologies that enable near real-time collection, processing, and delivery of high-quality data to inform management.



Habitat

- Habitat is our global life support system. Protecting this natural infrastructure is vital to protecting our communities and their economies, as well as fisheries and recreational opportunities along our coasts.
- Habitat provides important feeding and breeding grounds for fish and protected species. Without healthy habitat, we cannot sustain the fisheries that will feed Americans now and into the future. Habitat conservation is also one of the best means we have for recovering and maintaining protected species populations.
- Habitat restoration projects create an average 17 jobs for every million dollars invested—a higher rate than those of other infrastructure projects like road construction.
- NOAA capitalizes on partnerships to conserve habitat that supports endangered and managed species.
- When disasters like the Deep Water Horizon oil spill occur, NOAA restores habitat to recover the ecosystem.

International

- The United States is a leader in sustainable fisheries and marine stewardship, but we cannot do it alone. Successful management and conservation of our global ocean can only be achieved through international cooperation and collaboration.
- The United States works internationally to share the successful strategies and innovations that ended overfishing and help recover protected species. This includes international research collaborations to improve scientific knowledge about living marine resources.
- U.S. fishermen operate in some of the most sustainably managed and regulated fisheries in the world and are held accountable for their fishing activities domestically and on the high seas. Unsustainable fishing practices in international waters not only place global fisheries at risk, they place U.S. fishing operations at a disadvantage in the marketplace. NOAA Fisheries' international efforts aim to level the playing field for our fishermen.
- Since 91 percent of the seafood we consume in the United States is imported, we work to prevent illegal, unregulated, and unreported seafood products fisheries from entering the U.S. marketplace, and we promote initiatives to stop these illegal operations internationally.

Aquaculture

- Aquaculture is essential for meeting the increasing global demand for seafood, supporting important commercial and recreational fisheries, and recovering depleted species and marine habitat in the United States and globally.
- The U.S. aquaculture industry is highly regulated to ensure quality, food safety, and environmental protection; however, it produces just 1 percent of the global seafood supply.
- Cutting-edge research by NOAA Fisheries and its partners has led to many of the technological and scientific innovations advancing sustainable aquaculture operations in the world, including shellfish culture, alternative feeds, and equipment.
- The United States needs to begin reaping the benefits of our aquaculture science and the jobs and safe seafood that will come of it.

Enforcement

- Effective fisheries law enforcement is critical to creating a level playing field for U.S. fishermen and enabling sustainable fisheries to support a diverse U.S. economy.
- NOAA's Office of Law Enforcement continues to move forward with staffing changes to ensure focused and effective enforcement with more extensive compliance assistance, monitoring, patrols, and inspections.
- Fisheries are a global resource that require international stewardship. We are committed to combating illegal, unregulated, and unreported fishing to prevent ecological and economic impacts to U.S. fisheries and particularly impacts to the livelihoods of American fishermen. To do this, we work with international partners to promote effective conservation and management measures throughout the world.

Ecosystem-based Management

- Ecosystem-based management is informed by science to protect and sustain diverse and productive ecosystems and the services they provide.
- It is an integrated approach that incorporates the entire ecosystem, including humans, into resource management decisions, and is guided by an adaptive management approach.

FishWatch

- FishWatch provides the most up-to-date information on the status of some of the nation's most valuable commercial and recreational fisheries. It's the nation's database on sustainable fisheries and seafood.
- You'll find easy-to-understand facts on the science-based management process behind our nation's responsibly managed fisheries as well as tips on how to make educated seafood choices.

Calender of Events

Month	Event	Date/Location
January **Web theme**	• AK Marine Science Symposium • Seattle Boat Show • 14th National Conference & Global Forum on Science, Policy & the Environment	• Jan 20-24, 2014/Anchorage, AK • Jan 24- Feb 2, 2014/Seattle, WA • Jan 28-30, 2014/Alexandria, VA
February **Web theme** • NOAA Heritage Month	• Aquaculture America • Am. Assoc. for Advancement of Science • Nat'l Working Waterfronts and Waterways • Miami Boat Show • World Ocean Summit • Maine Fishermen's Forum • World Fishing and Outdoor Expo	• Feb 9-12, 2014/Seattle, WA • Feb 13-17, 2014/Boston, MA • Feb 13-15, 2014/Denver, CO • Feb 13-17/Miami, FL • Feb 24-26, 2014/San Francisco, CA • Feb 27-Mar 1, 2014/ Rockport, ME • Feb 27-Mar 2, 2014/Suffern, NY
March **Web theme** • Arctic/Climate • Budget/Economics	• Arctic Open Water Meeting • IWC Workshop on Impacts of Increased Marine Activities on Cetaceans in the Arctic • Polar Science Weekend • Seafood Expo North America • North American Wildlife and Natural Resources Conference • Saltwater Fishing Expo • Maine Boatbuilder's Show • New England Saltwater Fishing Show • Fisherman's Rally on the Hill • Budget Rollout	• Mar 3-7, 2014/Anchorage, AK • Mar 6-7, 2014/anchorage, AK • Mar 6-9, 2014/Seattle, WA • Mar 16-18, 2014/Boston, MA • Mar 11-15, 2014/ Denver, CO • Mar 14-16, 2014/Somerset, NJ • Mar 14-16, 2014/Portland, ME • Mar 28-30, 2014/Providence, RI • TBD 2014/Washington, DC • TBD 2014
April **Web theme** • Status of Stocks • Habitat • Recreational Fishing • Teacher at Sea	• Kodiak ComFish • NOAA Recreational Fishing Summit • Puyallup Fair • Sea Turtle Biology and Conservation Symposium • Nat'l Science Teachers Assoc. • Earth Day/Week • Regional Aquatics Workshop • European Seafood Expo • U.S. Science and Engineering Festival • National Hydropower Conference • Marine Mammal Mania Weekends	• Apr 17-19, 2014/Kodiak, AK • Apr 1-2, 2014/TBD • Apr 10-13, 2014/Puyallup, WA • Apr 10-17, 2014/New Orleans, LA • Apr 3-6, 2014/Boston, MA • Apr 21-25, 2014/National • Apr 21-25, 2014/Wilmington, NC • Apr 22-24, 2014/Brussels, Belgium • Apr 25-27, 2014/Washington, DC • Apr 28-30,2014/Washington, DC • TBD 2014/Seattle, WA
May **Web theme** • ESA Day – May 16 • Protected Resources • National Wetlands Month	• Lasker Ship Commissioning • Lowell Wakefield Fisheries Symposium (focus on bycatch) • Endangered Species Day • World Fish Migration Day • Great Alaska Seafood Cook-off	• May 2, 2014 • May 13-16/Anchorage, AK • May 16, 2014 • May 24, 2014 • TBD 2014

Month	Event	Date/Location
June **Web theme** • Sustainable Fisheries • World Sea Turtle Day • possible Turtle Week 2014	• 31st Annual Meeting of NASCO • 31st Session of the FAO Committee on Fisheries (COFI) • Capitol Hill Oceans Week • Commercial Marine Expo • Northeast Trawl to Table	• Jun 3-6, 2014/France, Location TBD • Jun 9-13, 2014/Rome, Italy • Jun 10-12, 2014/Washington, DC • Jun 11-12, 2014/New Bedford, MA • TBD 2014
July **Web theme** • Science at Sea • Fish Passage		
August **Web theme** • Science at Sea • Shark Week 2014	• American Fisheries Society Annual Meeting • Great American Seafood Cook-off	• Aug 17-21, 2014/Quebec City, PQ • TBD 2014/New Orleans, LA
September **Web theme** • Enforcement • National Estuaries Day • Back to School	• 65th Meeting of the IWC • Newport Wild Seafood Fair • Assoc. of Fish & Wildlife Annual Meeting • NAFO 36th Annual Meeting • National Estauries Day • Fishermen's Fall Festival • Working Waterfront Festival	• Sep 11-18, 2014/Portoroz, Slovenia • Sep 13-14, 2014/Newport, OR • Sep 21-25, 2014/St. Louis, MO • Sep 22-26, 2014/Spain, Location TBD • Sep 24, 2014/National • TBD 2014/Seattle, WA • TBD 2014/New Bedford, MA

October
Web theme
• Sustainable Seafood
  • Aquaculture
  • Seafood Inspection/Safety
	• North American Assoc. of Environmental Ed.
	• 33rd Meeting of CCAMLR
	• Nat'l Science Teacher's Regional Conf
	• Sitka Whale Festival
	• St. Petersburg Science Festival
	• Wellfleet Oyster Fest
	• Hawaii Seafood Festival
		• Oct 8-11, 2014/Ottawa, Ontario
		• Oct 20-31, 2014/Hobart, Australia
		• NSTA Regional Conferences
		-Richmond, VA: Oct 16-18
		-Orlando, FL: Nov 6-8
		-Long Beach, CA: Dec 4-6
		• TBD 2014/Sitka, AK
		• TBD 2014/St. Petersburg, FL
		• TBD 2014/Cape Cod, MA
		• TBD 2014/Honolulu, HI

November **Web theme** • International	• ICCAT Annual Meeting • Right Whale Festival • Pacific Marine Expo	• Nov 10-17, 2014/Location TBD • Nov 15, 2014/ Jacksonville, FL • Nov 25-27, 2014/Seattle, WA
December **Web theme** • Countdown to 2015	• Western and Central Pacific Fisheries Commission (PIRO)	• TBD 2014

Who's Who in NOAA Fisheries Communications

Office of Communications

Kate Naughten
Director

Rebecca Ferro
Deputy Director

Laurel Bryant
External Affairs

Jennifer Hammond
Teacher at Sea

NOAA Public Affairs

Connie Barclay
Director

Regional Communications Council

Alaska Regional Office
Julie Speegle

Northeast Regional Office
Allison Ferreria
Maggie Mooney-Seus

Pacific Islands Regional Office
Wende Goo

Southeast Regional Office
Kim Amendola

West Coast Regional Office
Katherine Cheney

Alaska Science Center
Lori Budbill

Northeast Science Center
Teri Frady

Northwest Science Center
Ruth Howell

Pacific Islands Science Center
Wende Goo

Southeast Science Center
Allison Garrett

Southwest Science Center
Sarah Mesnick

Headquarter Program Leads

Aquaculture
Chris Botnick

Enforcement
John Thibodeau

Habitat Conservation
Kris Gamble (Protection)
Renata Lana (Restoration)
Courtney Groeneveld (Restoration)
Kim Couranz (Chesapeake Bay)

International Affairs
Luis Leandro

Protected Resources
Jonathan Shannon

Science and Technology
Laura Oremland

Sustainable Fisheries
Darcie Honabarger