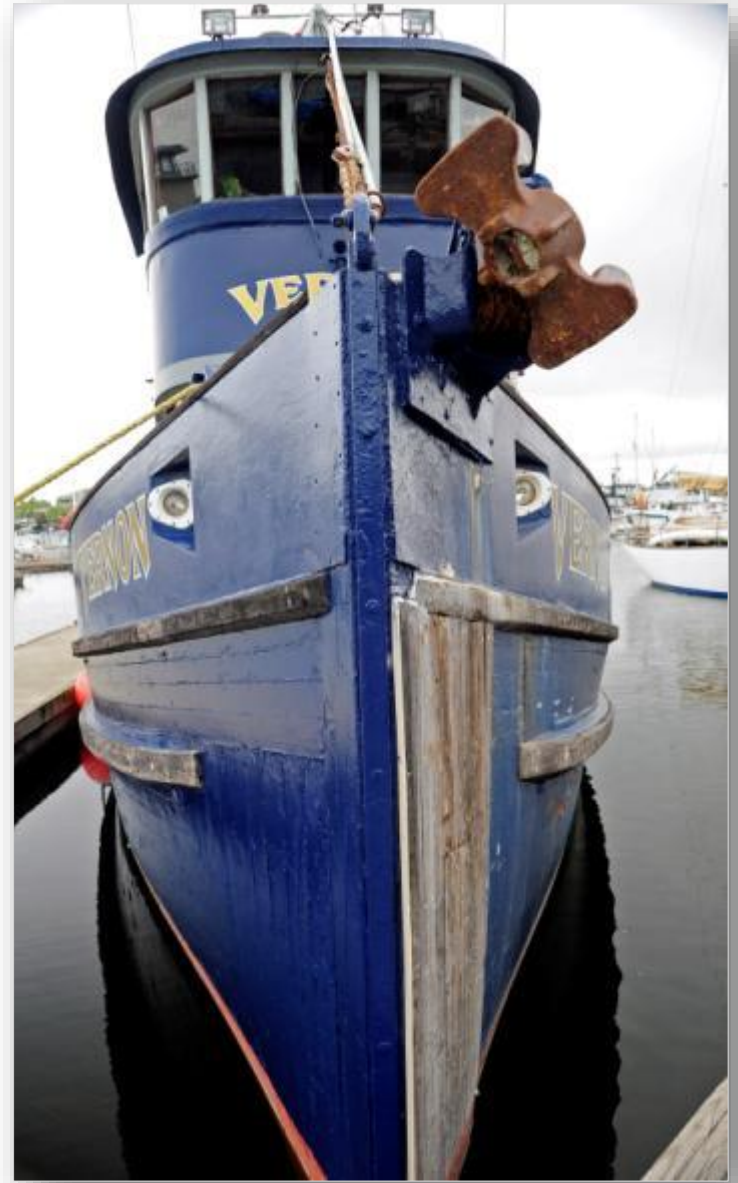# Introduction to Fisheries Communications

Laurel Bryant, Chief-External Affairs

NOAA Fisheries Communications Office

May 22-23, 2018

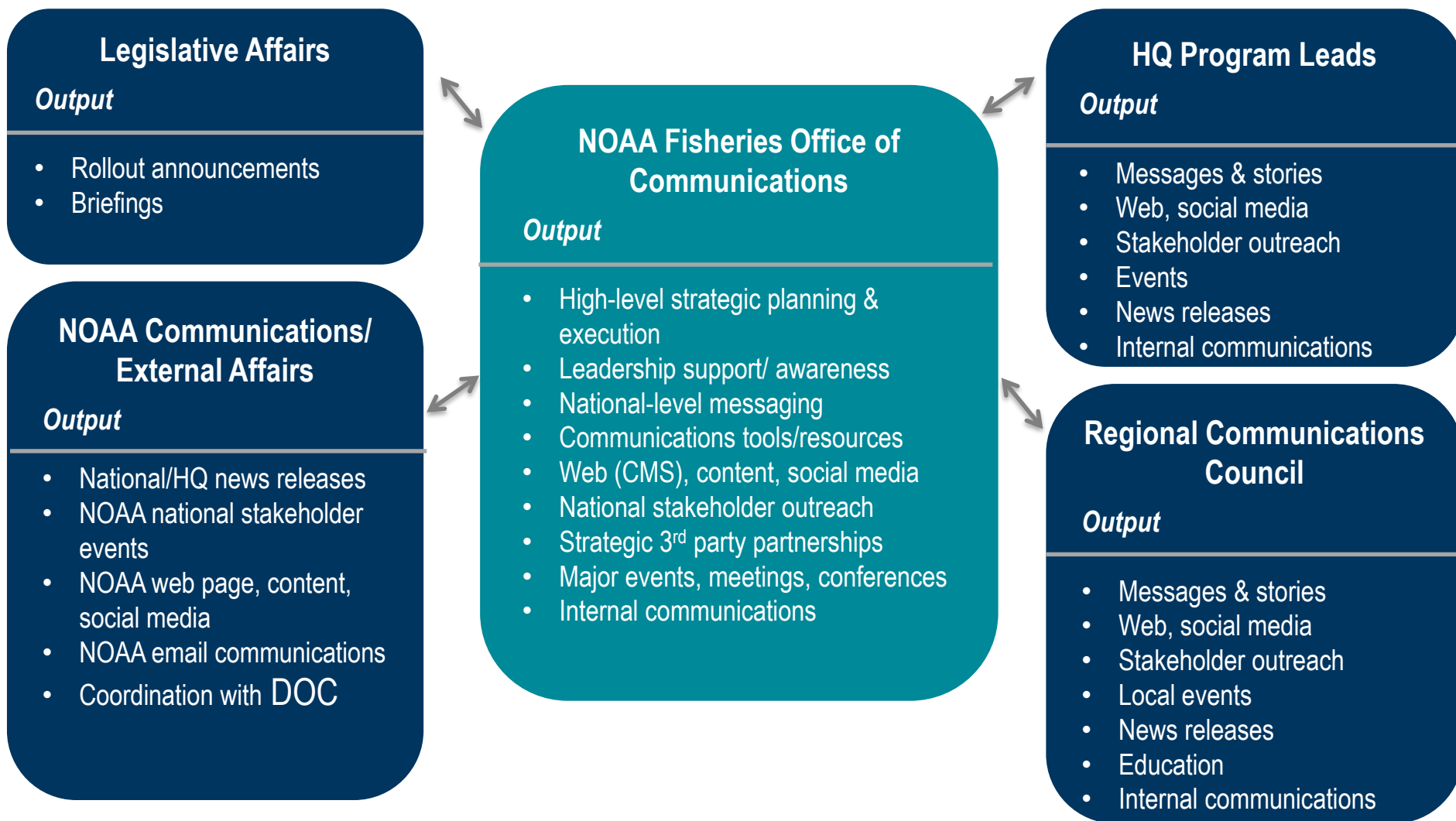Council Communications Group, Sitka, Alaska

Outline

- Drivers
- Communications Network
- Strategic Planning
- Products & Services

Strategic Communications Drivers

1. Anticipate and expand on **proactive** communications opportunities

2. Encourage consistent messaging on agency **priorities**

3. Promote **science** behind management

4. Focus on transforming agency's digital presence; growing **FishWatch**

5. Enhance strategic communications with **Congress** on national priority issues

Communications: A Collaborative Network

Legislative Affairs

Output

- Rollout announcements
- Briefings

NOAA Communications/ External Affairs

Output

- National/HQ news releases
- NOAA national stakeholder events
- NOAA web page, content, social media
- NOAA email communications
- Coordination with DOC

NOAA Fisheries Office of Communications

Output

- High-level strategic planning & execution
- Leadership support/ awareness
- National-level messaging
- Communications tools/resources
- Web (CMS), content, social media
- National stakeholder outreach
- Strategic 3rd party partnerships
- Major events, meetings, conferences
- Internal communications

HQ Program Leads

Output

- Messages & stories
- Web, social media
- Stakeholder outreach
- Events
- News releases
- Internal communications

Regional Communications Council

Output

- Messages & stories
- Web, social media
- Stakeholder outreach
- Local events
- News releases
- Education
- Internal communications

Fisheries Priorities +	Strategic Process =	Targeted Communication
Consistent use of key messages	Coordinated outreach strategies	Delivered to
Core Mission Areas • **Sustainable Fisheries** • **Protected Resources** **Supporting Programs** • **Science and Technology** • **Habitat** • **International** • **Enforcement** • **Aquaculture**	**Example External Methods** Leadership messages Websites (national, FishWatch) Online feature stories (e.g., science highlights) Social media E-newsletters (e.g., *FishNews*) Videos & podcasts Stakeholder emails/calls News releases Op-eds/interviews Fact sheets/reports Presentations/keynotes **Example Internal Methods** Rollout plans Inside Fisheries (national intranet site) All-Hands meetings with employees Agency-wide emails AA's Week Ahead	**External Audiences** Congress Stakeholders/partners Regional Fish Management Councils Interstate Fisheries Commissions States/tribes Media Teachers/students Public **Internal Audiences** Leadership Staff **Evaluate**

HQ Strategic Comms Team

- Kate Naughten, *Director*

- Rebecca Ferro, *Deputy*

- Laurel Bryant, *External Affairs*

- *Courtney Groeneveld, Products & Services*

- Jenna Swartz, *Digital Manager*

- Matt Ellis, Digital staff, science writer

- Arminta McKinney, *InsideFisheries (national [intranet](#) site)*

- Jazzmin Awa-Williams, writer

- Jennifer Hammond, *Teacher at Sea*

Regional Communications Leads

- **Northeast —** Jennifer Goebel (A), Teri Frady

- **Southeast & Gulf** —Kim Amendola, Allison Garrett

- **Pacific Islands** – Michelle M/Jolene Lau, Amanda Dillon

- **Alaska** – Julie Speegle, Maggie Mooney-Seus

- **West Coast Region** – Forbes Darby (A)

- **Northwest Science Center** – Ruth Howell

- **Southwest Science Center** – Sarah Mesnick

HQ Program Communications Leads

- **Protected Resources**—Jonathan Shannon

- **Habitat**—Alison Hammer

- **International Affairs**—Kerry Turner

- **IA/Seafood Inspection**—Kim Young

- **Aquaculture**—Cynthia Sandoval

- **Sustainable Fisheries**—Kris Gamble

- **Science & Technology**—John Thibodeau

- **S&T/MRIP**—Dave Bard; Laura Dietrick

- **Law Enforcement**—Ally Rogers

Products & Services

Goal: Infuse priority messages in our online content, feature stories, leadership messages, talking points, and
social media by:

- ✓ Advance strategy & preparation for internal & external communications
- ✓ Advise & support agency leadership
- ✓ Guide messaging and timing on high visibility, controversial topics
- ✓ Online coordination (national)
- ✓ Consistent branding across agency
- ✓ Strong digital presence: All roads lead to the web …
  - Content
  - Social Media
  - Video
  - Photos
  - Podcasts

Questions?

NOAA FISHERIES