



**Western Pacific Regional  
Fishery Management Council**

*Communications Framework  
January, 2011*





# How to use this Communications Framework Guide

## Primary Messaging

This page provides the overall messaging that your organization should be communicating. It will explain your importance and significance to the community as a whole. These broad messaging points are used as the basis for specific messages to each of your audiences and issues.

### Primary Messaging

There are four primary reasons why your organization matters to the public and your specific target groups.

-  To give people a voice in the decisions that are made regarding fishery management
-  To prevent overfishing and protect the ocean's ecosystem
-  To support the fishing industry, as well as the livelihood and culture of fishermen
-  To provide consultation and recommendations as required by law

## Communications Framework Overview

This provides a snapshot of your:

- Identified target audiences
- Current issues
- Value placed on issue
- Appropriate messaging

CROSS CUTTING		ISSUES						
Audience		Promoted Species	Cash Shares, Limits, Licensing	Bananafish	Bigeye Tuna	Fishery Ecosystem Plan	Military Building on Ocean, CMI	Marine National Monument
Very High	General Public	High	Low	High	High	High	High	High
	Sealed Consumers	Low	High	High	High	Low	Low	Low
	Indigenous Communities	High	High	High	High	High	High	High
	Teachers & Students	High	Low	Low	Low	Low	High	High
	Fishermen (Commercial, Recreational, Subsistence)	High	High	High	High	High	High	High
	Commercial Fishermen Wives	High	High	High	High	High	High	High
Medium	Indigenous Fishermen	High	High	High	High	High	High	High
	Pollsmakers	High	High	High	High	High	High	High


# How to use this Communications Framework Guide

There is a section prepared for each audience to provide the following messaging, specific for their group.

## General Messaging

Provides a broad overview of the messaging that should be consistently communicated to this group. It includes the Primary Messaging points adapted for the specific audience.




### General Public



The key when communicating to this group is to focus on how fishery management decisions may affect them on a personal level.

#### General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:


 <b>A voice in decisions</b> <p>The Western Pacific Regional Fishery Management Council gives you a voice in how decisions are made about our waters. Get involved and be heard.</p>	 <b>Prevent overfishing. Protect the environment.</b> <p>Our goal is to foster responsible management of our oceans and to prevent unregulated, overfishing.</p>	 <b>Support industry. Promote culture.</b> <p>In this difficult economic environment, we help to sustain a drastically declining industry, as well as protect the indigenous culture of thousands of Pacific Islanders.</p>
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## Messaging Priorities

When opportunities arise to discuss specific issues, use these messaging priorities to focus on the issues that truly matter to them, as well as the key points that would help them understand your point of view.

The Primary Messaging icons are also listed for reference to help craft additional support points.
















### General Public



They care deeply about some specific fishery topics, but are relatively low informed about the complexity of the issues. They focus on sound bites and need to be addressed in the same manner.

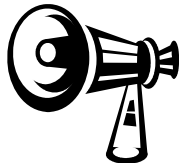
#### Messaging Priorities

When communicating to this audience, it's important to focus on the issues they care about most, rather than trying to incorporate all of the different factors that relate to fishery management.

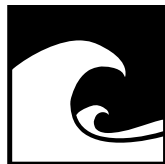
  	<b>Protected Species</b>	Protecting endangered species is important to us too. Management policies based on research is the best way to ensure a balanced ecosystem.
  	<b>Bigeye Tuna</b>	We help to ensure that Bigeye Tuna population levels are properly maintained, so everyone can enjoy their sashimi and other island Ahi favorites.
  	<b>Bottomfish</b>	Our policy recommendations prevent overfishing to ensure continued recreational sports fishing in the future.
  	<b>Fishery Ecosystem Plan</b>	The Fishery Ecosystem Plan provides a blueprint for a sustainable environment. We invite you to learn more.
  	<b>Military Buildup on Guam, CNMI</b>	For those that live in Guam and the Marianas...

# Primary Messaging

There are four primary reasons why your organization matters to the public and your specific target groups.



To give people a voice in the decisions that are made regarding fishery management



To prevent overfishing and protect the ocean's ecosystem



To support the fishing industry, as well as the livelihood and culture of fishermen



To provide consultation and recommendations as required by law

CARES:

Deeply

Somewhat

Very Little

Protected  
Species

Catch Shares,  
Limits,  
Licensing

Bottomfish

Bigeye Tuna

Fishery  
Ecosystem  
Plan

Military  
Buildup on  
Guam, CNMI

Marine  
National  
Monuments

General Public

Seafood  
Consumers

Environmentalists

Teachers &  
Students

Fishermen

(recreational, commercial,  
non-commercial,  
subsistence)

Commercial  
Fishermen Wives

Indigenous  
Fishermen

Polymakers



A voice in decisions



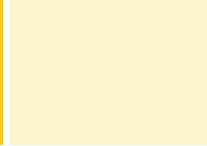
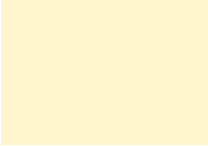
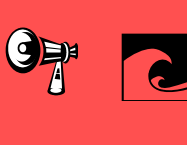
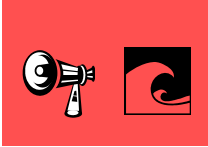
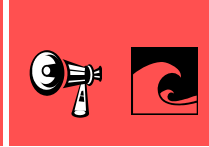
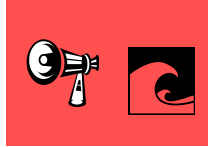
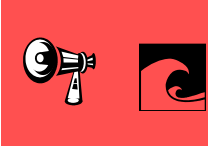
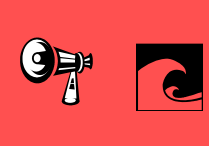
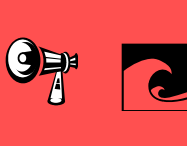
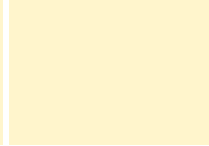
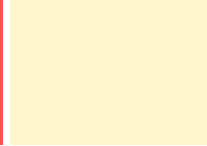
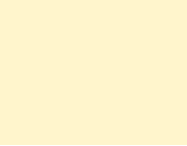
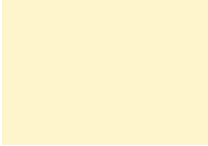
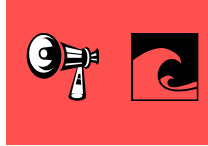
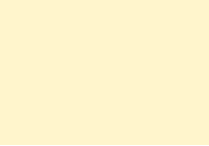
Prevent overfishing  
Protect environment



Support industry  
Protect culture



Legal Compliance



# General Public






Cares about the environment as well as the fishing industry on a very broad level. They are not deeply invested in the specific issues and how those issues are decided. However, they are concerned with how fishery management decisions may affect them directly.

The key when communicating to this group is to focus on how fishery management decisions may affect them on a personal level.

## General Messaging

The exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 <b>A voice in decisions</b>	 <b>Prevent overfishing, Protect the environment</b>	 <b>Support industry, Protect culture</b>
The Western Pacific Regional Fishery Management Council gives you a voice in how decisions are made about our waters. Get involved and be heard.	Our goal is to foster responsible management of our oceans and to prevent unregulated, overfishing.	In this difficult economic environment, we help to sustain a drastically declining industry, as well as protect the indigenous culture of thousands of Pacific Islanders.



# General Public



They care deeply about some specific fishery topics, but are relatively low informed about the complexity of the issues. They focus on sound bites and we need to address the issues in the same manner.

## Messaging Priorities

When communicating to this audience, it's important to focus on the issues they care about most, rather than trying to incorporate all of the different factors that relate to fishery management.



**Protected Species**

Protecting endangered species is important to us too. Management policies based on research is the best way to ensure a balanced ecosystem.



**Bigeye Tuna**

We help ensure Bigeye Tuna population levels are properly maintained, so everyone can enjoy sashimi and other island Ahi favorites.



**Bottomfish**

To ensure continued recreational sports fishing in the future, our policy recommendations prevent overfishing.



**Fishery Ecosystem Plan**

The Fishery Ecosystem Plan provides a blueprint for a sustainable environment. We invite you to learn more.



**Military Buildup on  
Guam, CNMI**

For those that live in Guam and the Marianas, we understand your concern about increased military presence. We can be an outlet to voice your concerns.

# Seafood Consumers






Among the general public, there are many who enjoy eating seafood. Some simply enjoy the taste of the many culinary delicacies from the sea, while others also eat seafood for cultural reasons. Eating seafood is an important part of their lifestyle.

Focus on the fact that your policies help to ensure a sustainable supply of seafood now and in the future.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 <b>A voice in decisions</b>	 <b>Prevent overfishing, Protect the environment</b>	 <b>Support industry, Protect culture</b>
If you want a say in the supply of fish available to you, we provide a forum for you.	Our goal is to ensure there will always be a plentiful supply of fish for all.	Eating [insert seafood] is a way of life for most. We seek to ensure that lifestyle



# Seafood Consumers










There are only a few of your current issues that they care about at all. So messaging to this group should be very focused.

## Messaging Priorities

It's important to remember that this audience isn't concerned with all the complexities of fishery management. And if you try to explain it to them, they will simply stop listening. Just focus on how you help to ensure that their favorite seafood will be available for many years to come. That's all.

If there are some within this group that is interested in specifically learning more about what you do, you have numerous venues to educate them. But in general messaging to this group, always focus on your key message.

		<b>Catch Shares, Limits, Licensing</b>	Research based policies of catch shares, limits, and licensing regulates fish population to make sure there's a consistent supply of fish at your local store.
		 <b>Bottomfish</b>	Our policies ensure the availability of various types of bottomfish.
		 <b>Bigeye Tuna</b>	Our policies ensure the availability of Bigeye tuna for you.

# Environmentalists



There is a wide range of dedication among this group. While staunch fundamentalists are the most vocal, many within the general public would say they care about environmental issues.

You can't turn the fundamental environmentalists, but you can educate those who are more open to other points of views.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:



### A voice in decisions

You want a voice in how decisions about our waters are made. We invite you to be a part of that discussion and learn the reasoning behind our policies.



### Prevent overfishing, Protect the environment

We also believe in protecting the environment. We take a balanced approach to ocean policies. We believe there is a way for all of us to thrive together.

# Environmentalists

This audience has a deep interest in all of the issues you're facing. So there is an opportunity to provide deeper education on your stance on each of these topics.



## Messaging Priorities

Research-based responses are the key to addressing this group. The fundamentalists are constantly making claims, at times distorting the truth, which the less engaged environmentalists simply take as fact. You need to develop concise answers explaining your side.



**Protected Species**



**Catch Shares, Limits,  
Licensing**



**Bottomfish**



**Bigeye Tuna**



**Fishery Ecosystem Plan**



**Military Buildup on  
Guam, CNMI**



**Marine National  
Monuments**

You'll need to work with  
your  
researchers/scientists to  
develop concise answers  
to each of these issues.

# Teachers & Students






Interested in the environment from an educational standpoint, teachers want their students to learn about our oceans, as well as the various issues that affect it.

Overall, you want to send the message that your organization seeks to protect both the environment, as well as the livelihood and culture of fishermen. You should invite them to learn more through your various outreach activities.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 <b>A voice in decisions</b>	 <b>Prevent overfishing, Protect the environment</b>	 <b>Support industry, Protect culture</b>
We invite you to learn more about our ocean's delicate ecosystem.	A part of our primary mission is to ensure the ocean's continued sustainability.	The other part our mission is to protect the numerous fishermen in our waters, who depend on fishing as a way of life.

# Teachers & Students



This audience is interested in many of your issues to some degree. Endangered species has long been a part of school curriculum. So this audience will be fairly knowledgeable on the subject.

## Messaging Priorities

When communicating to this audience, you'll want to balance your overarching message with an invitation to learn more about these various topics.



**Protected Species**

Protecting endangered ocean species is very important to us. Our policies seek to provide a sustainable ecosystem.



**Catch Shares, Limits, Licensing**

Catch regulations are necessary to ensure a sustainable fishery population.



**Bigeye Tuna**

Proper management of our waters will help to protect this species, as well as ensure that it will be available in the future.



**Military Buildup on Guam, CNMI**

For those in Guam and the Marianas, learn more about how this will affect you and your families.



**Marine National Monuments**

Learn more about our marine national monuments.

# Fishermen

Recreational, Commercial,  
Non-Commercial, and Subsistence



Regardless of their purpose, fishing is simply a way of life for this group. So they are highly invested in your work.

You have to continuously send the message that you are working to protect their interests and ensure their continued livelihood and recreational pursuits.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 <b>A voice in decisions</b>	 <b>Prevent overfishing, Protect the environment</b>	 <b>Support industry, Protect culture</b>
We want to hear from you to make sure the individual issues you're facing are properly addressed in our management policies.	Our management policies are designed to sustainably regulate fishery populations.	One of our primary goals is to protect the fishing industry.



# Fishermen

Recreational, Commercial,  
Non-Commercial, and Subsistence



They are highly concerned with nearly all of your issues. So there is a huge opportunity to provide a great deal of insightful messaging about what your organization offers.

## Messaging Priorities

While they are highly invested in various issues, messaging should focus on how your policies benefit them specifically. It's not essential that you provide them with lengthy explanations of the research behind your policies. It's more important to explain how much you do to protect their livelihood and recreation.



**Catch Shares, Limits,  
Licensing**



**Bottomfish**



**Bigeye Tuna**



**Military Buildup on  
Guam, CNMI**



**Marine National  
Monuments**



**Protected Species**



**Fishery Ecosystem Plan**

We understand that regulations can hamper your catch. However, it is important to maintain sustainable fish populations to prevent far more drastic restrictions.

Two species are already depleted locally. But with your help and compliance, we can preserve sustainable levels of population.

We continuously fight to maintain reasonable catch limits for you.

For those that live in Guam and the Marianas, we realize that this affects your competitive environment and we are working on ways to address this.

We realize that the designation of marine national monuments impacts your ability to fish. We will continue to work on plans that address this.

We strive to educate the public on the proper classification of "protected species" to minimize unnecessary restrictions to you.

Our ecosystem plans seek to balance your needs with maintaining healthy catches, as well as the concerns about the environmental impact.

# Commercial Fishermen Wives



As the primary household caretaker, she cares deeply about any issues affecting the livelihood of her husband, which is typically their primary source of income.

You should focus on communicating how vital your activities are to their husband's job. Since this is a new audience you are considering, you should also invite them to get involved and learn about what you do through your various channels.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:



**Prevent overfishing,  
Protect the environment**

We strive to maintain sustainable fishing levels, which helps to stabilize catch volumes and thus income.



**Support industry,  
Protect culture**

Protecting the fishing industry is principal to our mission.

# Commercial Fishermen Wives



They will likely care about the same issues as their husbands.

## Messaging Priorities

When communicating to this group, you should maintain the same messaging about specific issues as their husbands.



**Catch Shares, Limits,  
Licensing**



**Bottomfish**



**Bigeye Tuna**



**Military Buildup on  
Guam, CNMI**



**Marine National  
Monuments**



**Protected Species**



**Fishery Ecosystem Plan**

Use similar talking points  
for Fishermen

# Indigenous Fishermen






By definition, fishing is a way of life for them. They may not be aware of all of the political factors that affect their ability to fish in the areas they have used for generations. So it is critical to keep them abreast of policies and decisions that directly affect them.

Your messaging to this group should focus on the fact that you provide a voice for these communities.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 <b>A voice in decisions</b>	 <b>Prevent overfishing, Protect the environment</b>	 <b>Support industry, Protect culture</b>
We want to hear your concerns and the issues you face to address them in our management plans.	We seek to protect the oceans which you depend on.	We strive to protect your culture from unnecessary restrictions.

# Indigenous Fishermen



They care about the same issues as other fishermen. However, messaging should be more personal, since fishing is more than a source of income or a hobby. It is a part of their culture.

## Messaging Priorities

Overall, messaging for these issues should ultimately tie back to the fact that you are trying to address their concerns and that you provide a voice they may not have otherwise.



**Catch Shares, Limits, Licensing**

We realize that catch regulations may seem restricting. But rest assured, our goal is to prevent stronger restrictions in the future.



**Bottomfish**

You should have the right to catch bottomfish. We are working to clarify zoning.



**Bigeye Tuna**

Commercial overfishing has led to more stringent quotas to be set in the Pacific. Proper management like the ones we recommend can prevent this.



**Military Buildup on Guam, CNMI**

We are carefully monitoring military buildup in these areas and how it may affect you.



**Marine National Monuments**

We realize these designations have limited your ability to fish in areas previously open. We hope to address this through updating our management policies.



**Protected Species**

We seek to protect the ocean and all its inhabitants.



**Fishery Ecosystem Plan**

Our fishery ecosystem plan is similar to the concept of *ahupua'a*. Designated areas allow for effective management.

# Policymakers



Policymakers care about developing sound policies that have the maximum benefit to their constituents. They are required by law to take your recommendations into consideration.

Consistent communication, updating them on your policy recommendations, is all that is necessary with this group.

## General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:



### A voice in decisions

Our policy recommendations are based on best scientific information available, as well as public open forums to ensure non-biased management plans are enacted.



### Law Compliance

Note: it's not necessary to remind them they are legally bound to take your recommendations.



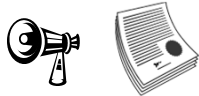
# Polymakers



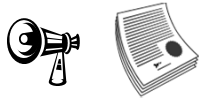
They have some interest in all of your current issues because they are required to.

## Messaging Priorities

It's not necessary to expend additional resources and energy to communicate with this group. All you need to do is provide them with the necessary information they need in order to comply with their legal obligations. They may be influenced by environmentalists and the general public. But it's more important to focus your energy on communicating with those groups (environmentalists and the general public) directly and influencing their opinions.



**Protected Species**



**Catch Shares, Limits,  
Licensing**



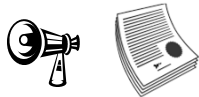
**Bottomfish**



**Bigeye Tuna**



**Fishery Ecosystem Plan**



**Military Buildup on  
Guam, CNMI**



**Marine National  
Monuments**

Keep them updated and informed about your policy recommendations as a whole. It's not necessary to provide additional messaging for each of these issues.

# Appendix

## **Guide to developing messaging for new issues**

We acknowledge that the issues you've identified are merely the current urgent topics that are top of mind at the moment. So we have prepared a step-by-step process on how to apply a similar methodology for honing in on effective messaging for issues you will need to address in the future.

# Guide to developing messaging for new issues

1. Determine how much each of your target audiences would care about the issue on a scale of *Very Little* – *Somewhat* – *Deeply*.
2. For those that care about the issue *Somewhat* or *Deeply*, review what the target's General Messaging should be.
3. Review where this issue falls within their Messaging Priorities.
4. Write a succinct statement that would address their concern and your position on the issue.
5. Identify which General Messaging talking points would also support this issue for the audience.

Issue	
GENERAL PUBLIC	
SEAFOOD CONSUMERS	
ENVIRONMENTALISTS	
TEACHERS & STUDENTS	
FISHERMEN	
COMMERCIAL FISHERMEN WIVES	
INDIGENOUS FISHERMEN	
POLICYMAKERS	

Deeply

Somewhat

Very little



A voice in decisions



Prevent overfishing  
Protect environment



Support industry  
Protect culture



Legal Compliance