

Council Coordination Committee Communications Group

Meeting Summary
August 6-8, 2024





Thank
you

- Thank you to the CCC for supporting our work and allowing us the opportunity to learn from one another and engage in the communications training.
- Thank you to the Pacific Fishery Management Council for hosting.

CCC
Communications
Group

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- Who?

Staff from all 8 Councils

- What?

Communications Training
Guidance Materials for CCC Hosting
CMOD Outreach Materials
Council Opportunities Webpage
MSA 50th Anniversary Plans

Compass
Science
Communications
Training

Communicating complex science and management issues to various Council audiences

What is the most valuable idea/skill you took away from the training?

- “My perspective on choosing my audience and considering what my audience is going to find important.”
- “I loved the spaces provided for working in small groups and receive feedback from peers.”
- “I appreciate the idea that we need to classify audiences by their positive traits, passions, and intentions. It’s easy to think of some groups as troublesome and we need to focus on what drives them.”
- “The concepts of accuracy and precision in conveying complex topics.”



Guidance Materials for Hosting CCC Meetings

- Guidance document outlining logistics for hosting CCC meetings
- Timeline for CCC meeting planning
- Checklist for logistics and technical recommendations
- Shared repository with materials from past CCC events

Host Council Materials will be shared with appropriate Council staff and should be updated regularly

CMOD Outreach Materials

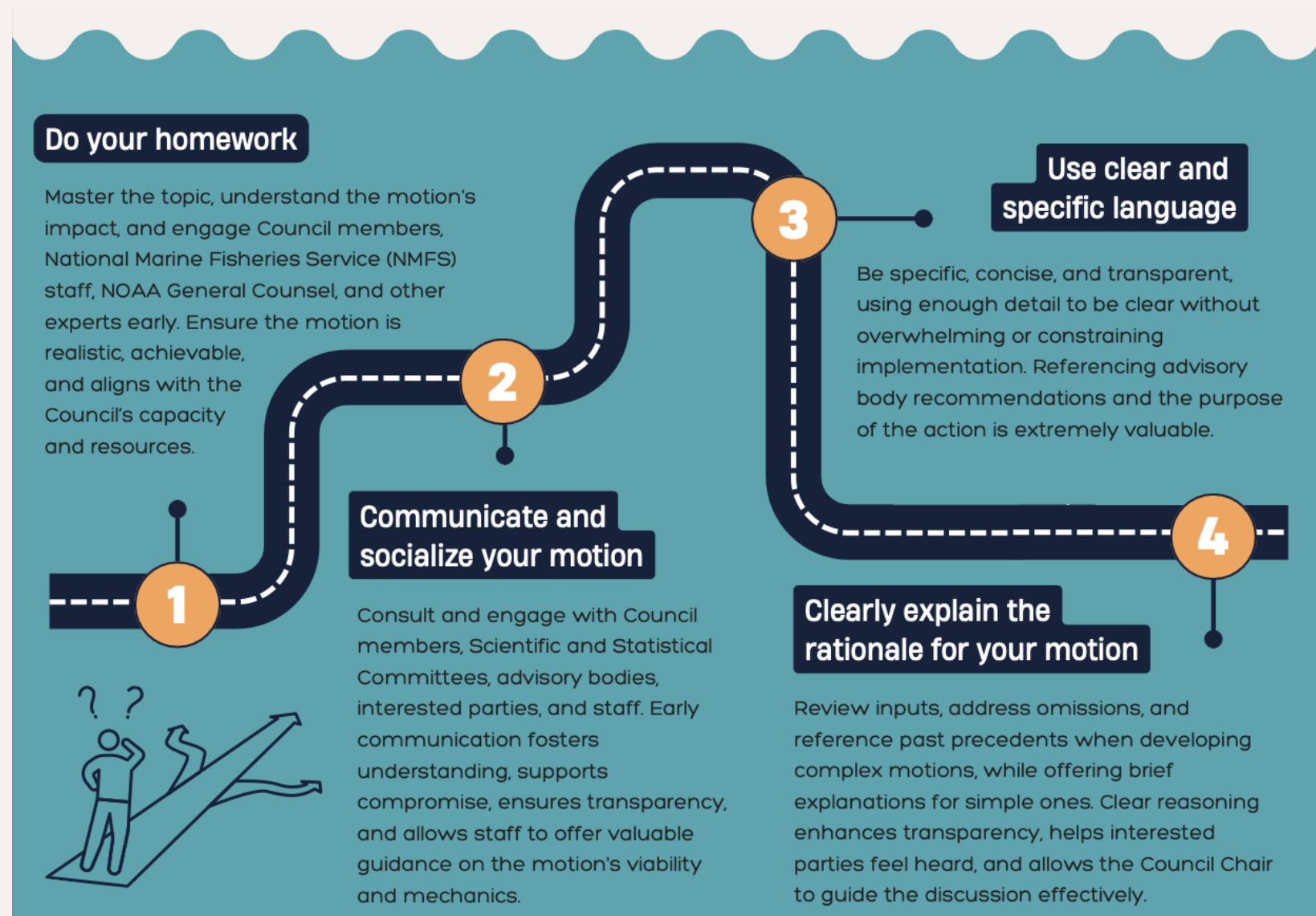
Infographic

2022 Council Member Ongoing Development (CMOD) Skills Session: Drafting Council Motions

- Share with Council/ AP/ SSC members
- Share on fisherycouncils.org and regional websites

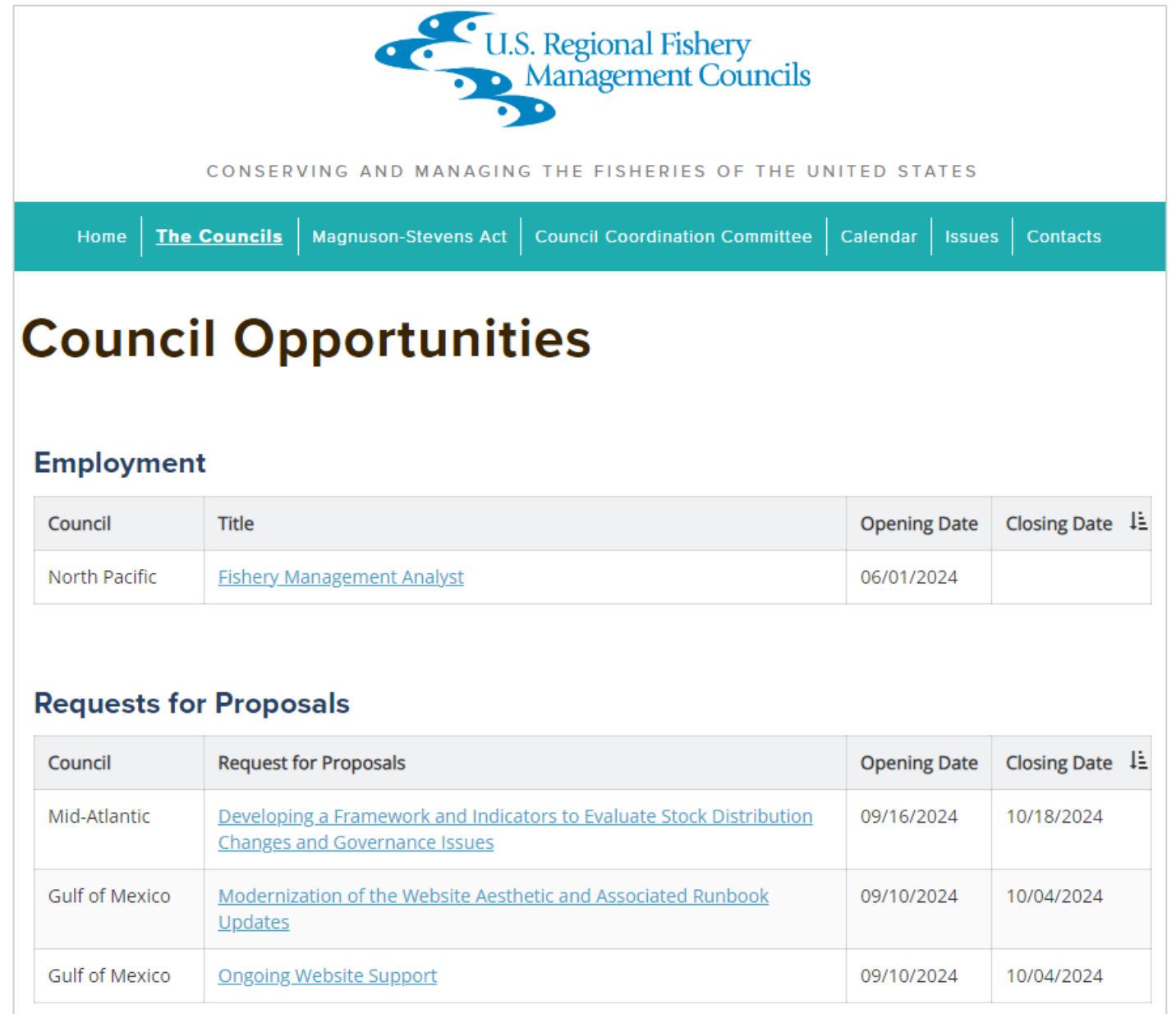
Fisheries Forum Materials

- Materials should be archived
- Fisherycouncils.org is not the appropriate venue
- Scoping the burden of creating a stand-alone web repository



Council Opportunities Webpage

- New webpage provides a one-stop-shop for Council job announcements and requests for proposals
- Each Council responsible for posting their own notices (same platform used for joint calendar)
- Notices are automatically archived after closing date



The screenshot shows the website for U.S. Regional Fishery Management Councils. The header includes the logo and the text "U.S. Regional Fishery Management Councils" and "CONSERVING AND MANAGING THE FISHERIES OF THE UNITED STATES". A navigation bar contains links for Home, The Councils, Magnuson-Stevens Act, Council Coordination Committee, Calendar, Issues, and Contacts. The main heading is "Council Opportunities". Below this, there are two sections: "Employment" and "Requests for Proposals".

Employment

Council	Title	Opening Date	Closing Date
North Pacific	Fishery Management Analyst	06/01/2024	

Requests for Proposals

Council	Request for Proposals	Opening Date	Closing Date
Mid-Atlantic	Developing a Framework and Indicators to Evaluate Stock Distribution Changes and Governance Issues	09/16/2024	10/18/2024
Gulf of Mexico	Modernization of the Website Aesthetic and Associated Runbook Updates	09/10/2024	10/04/2024
Gulf of Mexico	Ongoing Website Support	09/10/2024	10/04/2024

<https://www.fisherycouncils.org/council-opportunities>

MSA 50th Anniversary

The 50th Anniversary is a huge milestone that should be commemorated with an extra special effort.

Goals :

- Highlight the diversity of fisheries across the nation.
- Highlight the unique value of the Council system
- Connect fisheries management milestones for the past 50 years to the MSA and constituent-driven Council system.
- Highlight challenges we will face in the next 50 years.

Proposed Products/Events

Video Documentary

- A professionally developed 30-minute documentary that tells the story of 50 years of fisheries management through the people that engage in the fisheries and Council process.

One-page printed handout

- A printed product that highlights the diversity and unique aspects of the Councils and promotes the documentary.

50th Anniversary webpage

- A landing page hosted on www.fisherycouncils.org that directs audiences to the documentary, handout, and video premier event information.

Video Premier Events

- Hosted alongside CCC meetings, these video premiers will anchor the May 2026 CCC social event and may be expanded to a broader audience (including legislators) during the October 2026 CCC meeting in D.C.

Documentar y Details

50 Years of Federal Fisheries Management Though the Eyes of Those Who Live it Everyday.

A compelling narrative that connects management milestones to the people.

What it can be:

- A cohesive perspective of National fisheries management success
- Appropriate for all audiences
- Broadly sharable

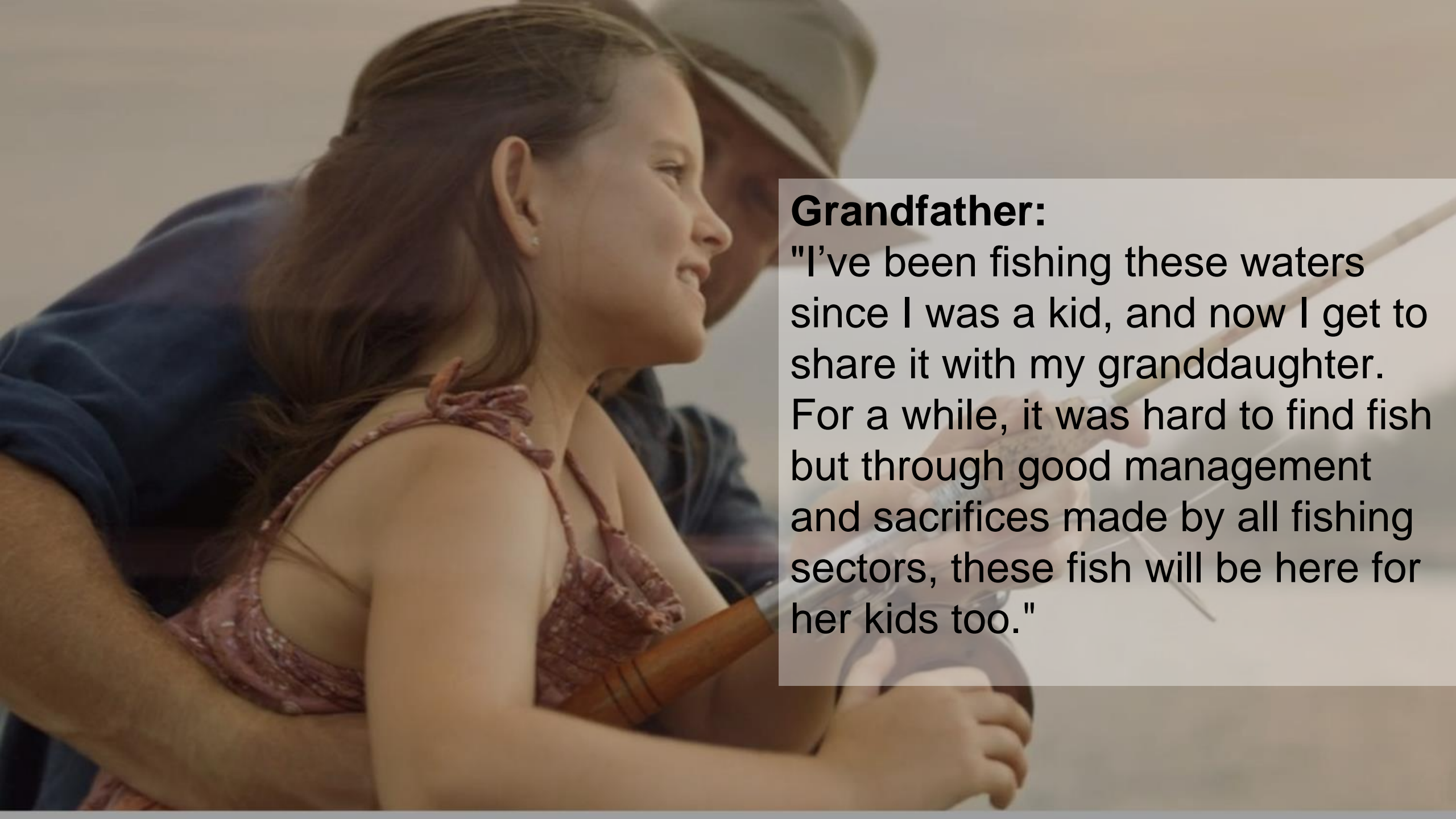
What it can't be:

- Regionally focused
- All encompassing





**50 Years of Federal Fisheries Management
through the eyes of those who live it every day**



Grandfather:

"I've been fishing these waters since I was a kid, and now I get to share it with my granddaughter. For a while, it was hard to find fish but through good management and sacrifices made by all fishing sectors, these fish will be here for her kids too."

Narrator (Voiceover):
“Provisions in the Magnuson-Stevens
Fishery Conservation Act aim to prevent
overfishing and rebuild overfished
stocks”





Charter Fisherman:

"I'm just starting my business. I took this risk because I believe in a sustainable future, and I know that through the Council system I can advocate for my fishing rights and my livelihood."



Narrator (Voiceover):

“The federal fisheries management Councils use local level expertise and rely on public input to balance competing interest and make management recommendations that aim to achieve the greatest overall benefit to the nation”

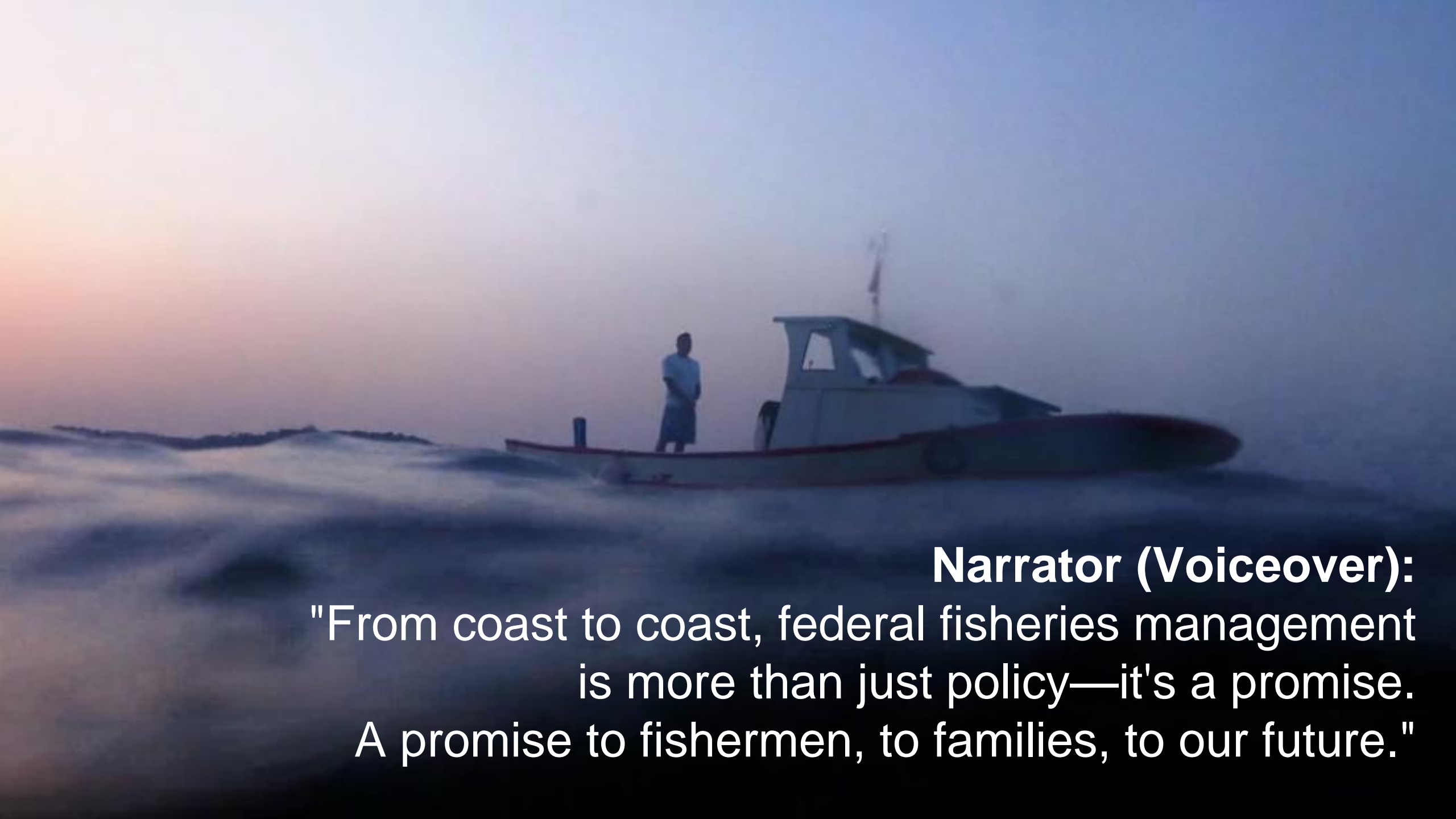


Commercial fisherman:
"These waters are my livelihood. I need predictable seasons and harvest so I can provide for my family, year after year. I believe that in this everchanging environment, federal fisheries management will be responsive to the challenges we're facing.."



Narrator (Voiceover):

“Federal management aims to achieve ‘optimum yield’ which is the highest level of harvest possible without decreasing the stocks' ability to produce into the future.”



Narrator (Voiceover):

"From coast to coast, federal fisheries management is more than just policy—it's a promise. A promise to fishermen, to families, to our future."

50 Years of Federal Fisheries Management

A Story of Sustainability, Tradition, and Hope




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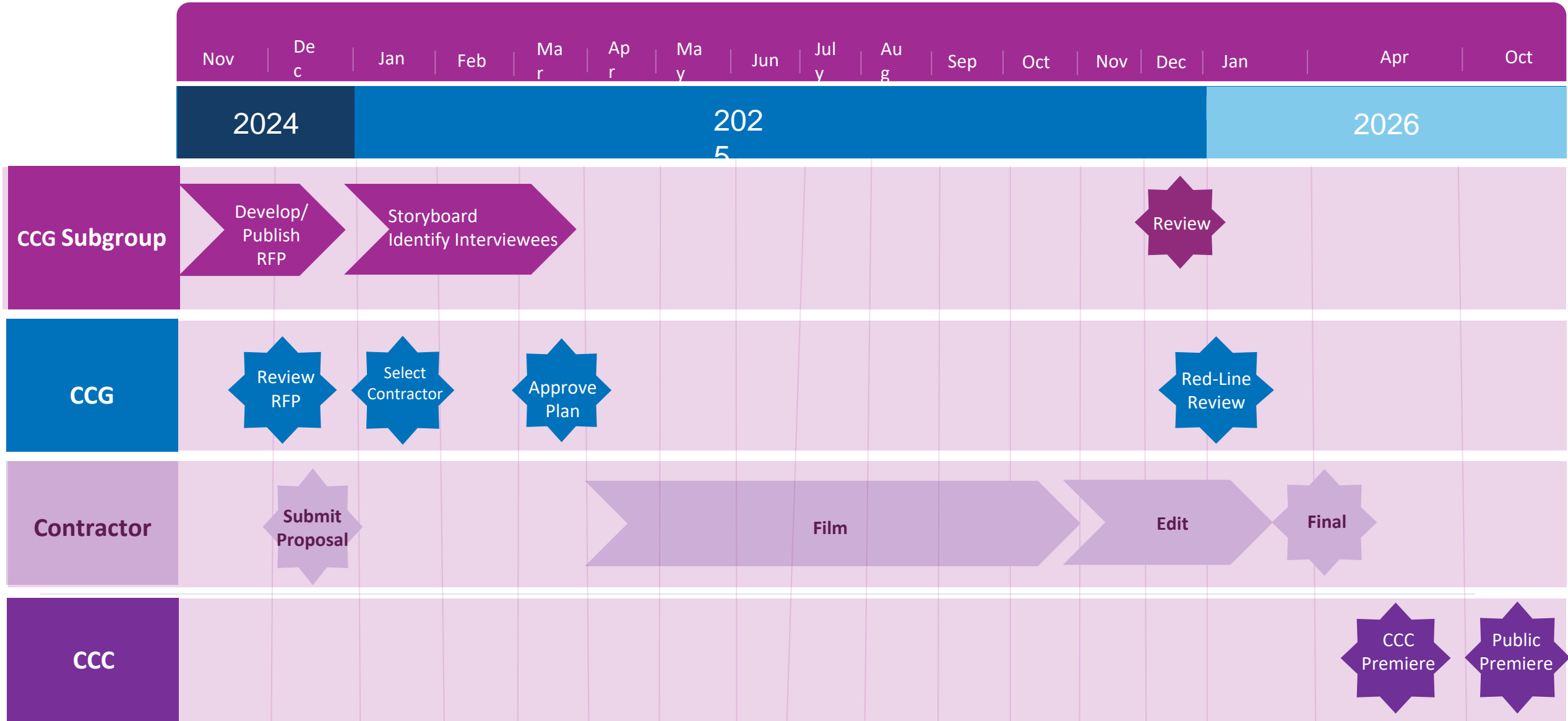
Documentar y Logistics

Budget: \$80,000 – \$120,000 total
\$10,000 – \$15,000 per Council

Workplan:

- The bulk of work will be performed by subgroup of 3-Council Communications Group members.
 - Major decision points will be brought to the CCG. EDs will be consulted through the CCG.
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Documentary Development Workplan and Timeline



Questions/Feedback:

- Communications Training
- Guidance Materials for CCC Hosting
- CMOD Outreach Materials
- Council Opportunities Webpage
- ~~MSA 50th Anniversary Plans~~
 - Anything specific you want featured in 50th Anniversary Communications?
 - Any specific thoughts or concerns about the documentary?

