

STOVE BOAT

— PUBLIC AFFAIRS AND STRATEGIC COMMUNICATIONS —



Council Communications Group Meeting

February, 2016



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Council Communications Group Meeting

Challenges

Faced by Council Communicators

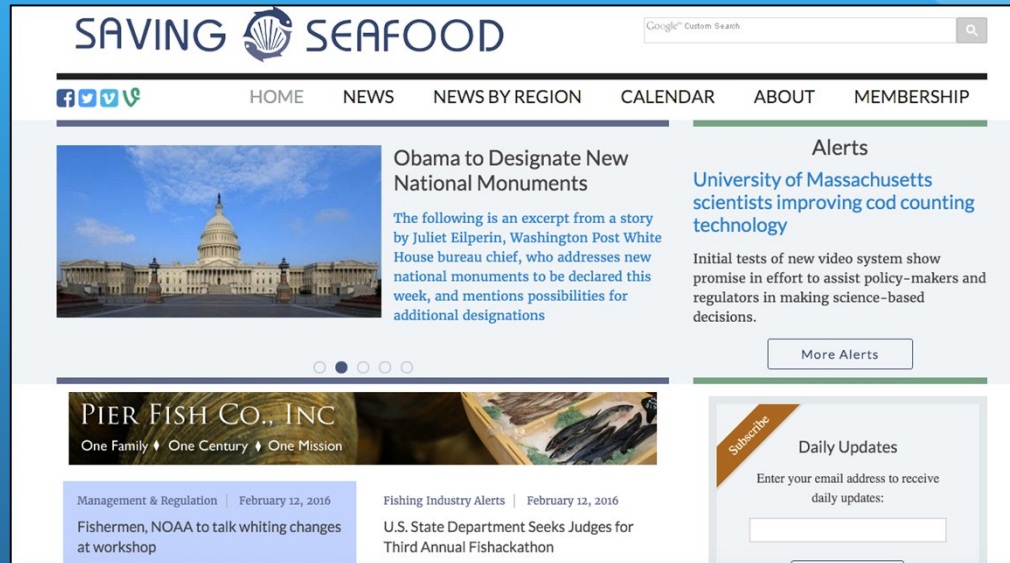
Audience

Determining and Reaching Your Targets

Digital Tools

To maximize effectiveness

Introduction



- Launched in 2009 with two original purposes:
 - outreach to public, journalists, regulatory community and elected officials,
 - outreach to industry members, to create conversations

Introduction

- We have worked formally with the NEFMC and WPRFMC, and informally with the MAFMC
- Additionally, although not a Magnuson-Stevens Act Council, we have worked extensively with the ASMFC



The Washington Post

+ More

Politics

Obama to create world's largest protected marine reserve in Pacific Ocean

A [print icon] 45 [save for later icon] [reading list icon] Reading List

Most Read

- 1 Why Senate Republicans made a big mistake on the Scalia Supreme Court opening 
- 2 The death of Antonin Scalia: Chaos, confusion and conflicting reports 
- 3 The Daily 202: Why blocking Obama's pick to replace Scalia could cost Republicans their Senate 

The screenshot shows a news article from The Washington Post. The main headline is "Obama to create world's largest protected marine reserve in Pacific Ocean". Below the headline are social media sharing options and a "Most Read" section with three items. The first item is "Why Senate Republicans made a big mistake on the Scalia Supreme Court opening" with a small photo of a man. The second item is "The death of Antonin Scalia: Chaos, confusion and conflicting reports" with a small photo of a building. The third item is "The Daily 202: Why blocking Obama's pick to replace Scalia could cost Republicans their Senate" with a small photo of a person. The article also features a large image of a coral reef underwater.



AP THE BIG STORY AP Radio News

New England fishermen fear looming costs for at-sea monitors

By PATRICK WHITTLE Oct. 21, 2015 2:23 PM EDT

f t e 0

PORTLAND, Maine (AP) — New England fishermen, running out of time before the federal government hands them the cost of monitoring the industry at sea, say emergency intervention is needed or many of them will be out of business.

The monitors are trained workers who collect data on commercial fishing trips that help fishery managers with things like setting quotas on catches in future years. Officials with the National Oceanic and Atmospheric Administration said the money it had been using to pay for monitors who work in New England fisheries such as cod, pollock and haddock is going to run out around Dec. 1.

Fishermen will have to pay for the monitors, which can cost more than \$700 per trip. The new cost is almost certain to put people out of work in a struggling fishery that is already challenged by declining fish stocks and tough quotas, said Ben Martens, executive director of the Maine Coast Fishermen's Association.

The screenshot shows an AP article titled "New England fishermen fear looming costs for at-sea monitors". The article is by Patrick Whittle and dated Oct. 21, 2015. It includes social media sharing options and a short paragraph of text. The text discusses the cost of monitoring the industry at sea and the potential impact on fishermen. It mentions that the National Oceanic and Atmospheric Administration (NOAA) is running out of money to pay for monitors, and that fishermen will have to pay for them themselves. The cost is estimated to be more than \$700 per trip, which could put people out of work in a struggling fishery.

Challenges

- The following are some challenges that councils are facing:
 - Effective communication:
 - It's vital to ensure that stakeholders - especially fishermen - and the media are aware of relevant council meetings and activities.
 - We get a lot of requests and hear complains about council actions being difficult to learn about, and participate in. Sometimes the concerns are warranted, sometimes they are unjustified.

Challenges

- Meeting broadcast/participation:
 - Not everyone can attend meetings, and not everyone can afford to send lawyers or other representatives in their place.
 - It's important to find an effective way to include as many people as possible
 - Some councils only broadcast full meetings, other also broadcast committee meetings
 - What is the most effective way to let people participate remotely?

Challenges

- Post meeting communications:
 - It's important to get information out quickly
 - It's also very important to translate council actions into plain English. These documents are often difficult to for a lay audience, or even a slightly educated lay audience to understand.

Challenges - Media Monitoring and Distribution Services

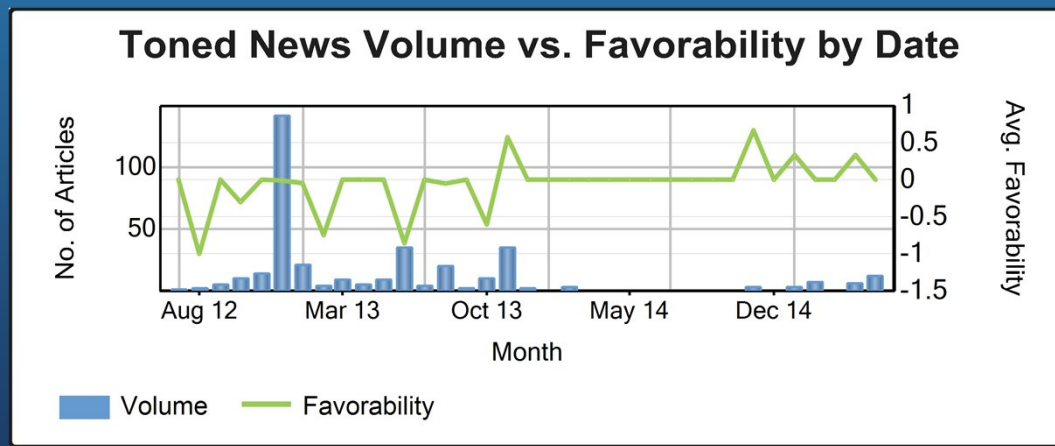
Cision, Vocus, Meltwater
PR Web, PR Newswire, Marketwire

- Stove Boat has used all 3 services, we are currently trying out Marketwire. These services can be expensive (PR Newswire: \$500, PR Web: \$300, Marketwire: \$170)
- They will all tell you that using their service will ensure that your press release is read in news rooms around the country, and they can measure the effectiveness of your communications. This has not been the case in our experience.
- These services work very well for making your story immediately come up in search engines, but as far as having the story picked up, our biggest successes have come from constant contact blasts to carefully maintained databases.
- Monitoring is fraught with challenges.

Challenges - Determining your effectiveness

- Beyond simply collecting stories and using that information to identify reporters, media monitoring should be analyzed to determine if your messaging is working and your point is being made.
- All of these services will tell you that you can do analysis and create charts with the push of a button, but in fisheries, it isn't that simple.

"Menhaden" 2012 vs. 2015



- This Chart is an example of a report that can be produced in Meltwater. It shows the change in tone for a specific time period.

Determining and Reaching Your Audience

- General Press
- Trade Press
- Participants in the Fisheries (Those who are Regulated / Affected)
 - Fishermen, Vessel Owners,
 - Buyers, Processors
- Community of “Stakeholders”
 - ENGOs, “Locavore” movement
- Other Federal, State & Local agencies
- Shoreside & related businesses
- Academics, Educators & Aquaria

Determining and Reaching Your Audience - Journalists

- It is difficult to find relevant reporters and media outlets.
 - Other than trade press, we have not found a single news outlet with a dedicated commercial fishing beat.
 - Fisheries is often one of many topics a reporter will cover.
 - You most likely know the primary local reporters in your region who cover your Council issues, but when a major issue arises you get coverage from neighboring regions, or from outlets that do not usually cover fishing issues.
 - A good way to find these reporters is to monitor stories of importance to your fisheries.

















Determining and Reaching Your Audience - Eliminating Noise

- Setting up these searches, however, comes with its own challenges. You can't simply search for "fish." You need to sort through the noise to determine what is relevant.
 - Ex., Recipes, recreational fishing, mascots, etc.

(("New England" OR Massachusetts OR Maine OR "New Hampshire") near/10 (Groundfish OR cod OR Haddock OR Scallop* OR "Sea Scallop*" OR Monkfish OR Skate OR "Thorny Skate" OR Dogfish OR "Atlantic Herring" OR Herring OR Shad OR "River Herring" OR "red Crab" OR Whiting OR "white hake" OR hake NOT Restaurant NOT Seared NOT Diner NOT Dinner NOT Grilled NOT soup NOT Menu NOT title:Menu NOT title:Dine NOT title:dinner))

Tools- Email/Communication

- The two main systems for email campaigns are Constant Contact and Mail Chimp.
- Both systems allow you to create and use templates, and maintain various lists and subsists (i.e., species, state, etc.)
 - Much better than having a list in excel or an address book
- Both systems provide analytics, such as "opens", "bounces", "clicks", etc.
- It's important to regularly perform maintenance. Updating email addresses as people change jobs and correcting bounced emails.
 - People can also add or remove themselves

<input type="checkbox"/>	★	Boston Television	 
<input type="checkbox"/>	★	California environment reporters	 
<input type="checkbox"/>	★	Congress & Government	 
<input type="checkbox"/>	★	Environmental Reporters (D.C.)	 
<input type="checkbox"/>	★	Environmental Editors (Science & Conservation -- Oceana Bycatch Report)	 
<input type="checkbox"/>	★	Environmental Reporters (East & West Coast)	 
<input type="checkbox"/>	★	Environmental Reporters (New England)	 
<input type="checkbox"/>	★	Environmental Reporters (Pacific Remote Islands Marine National Monument)	 

Tools - Websites

- A website should be the hub for all information relating to the Council: Meeting dates, documents, webinar access, fishery information, etc.
- There are several platforms available for websites (Wordpress, Squarespace, etc.)
 - It's not necessary for everyone to be using the same platform unless you would like them to be integrated.
 - North Pacific currently hosts and all-council website. Should that be used more? Traffic analysis?
- News feed from a reliable source.

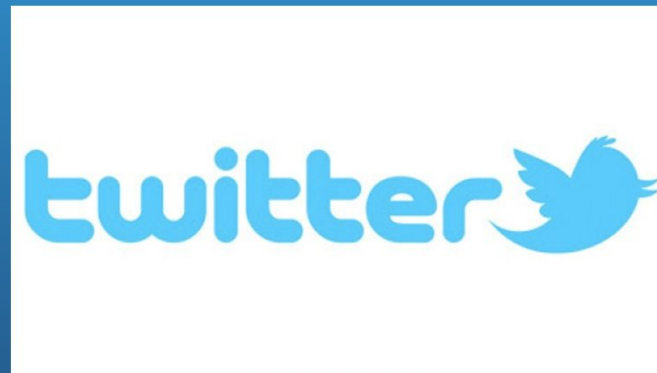
REGIONAL NEWS

News by SAVING  SEAFOOD

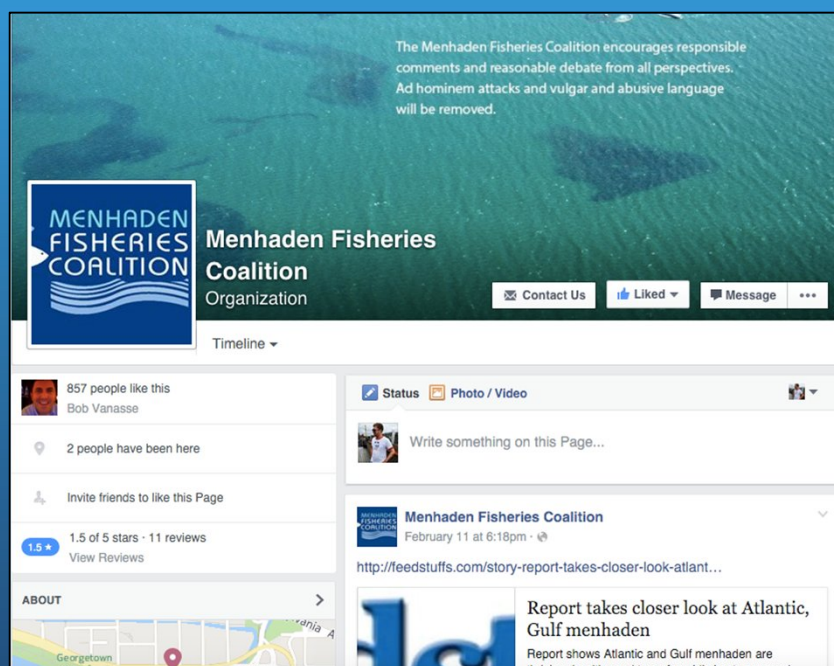
- States Schedule Hearings on Jonah Crab Draft Addendum I
- North Carolina coast included in potential off-shore drilling plan
- Omega Protein Upholds 'Gentlemen's Agreement', Avoids Fishing Near Virginia Beach
- A Fish Named Chubsucker Incites Rage Against New Jersey Pipeline Plans
- NOAA Issues Climate Warning for Scallops

MORE NEWS

Tools - Social Media: Don't just check the box



Social Media



- Social media should be something that is set up and handled intelligently, not just because you think you have to.
- In our experience, our main constituency, fishermen, do not use twitter. Twitter may be useful for outreach to journalists, but most people in this field do not use it.
- Facebook can be an effective tool when used properly, but it can get expensive.

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