



**NOAA**  
**FISHERIES**

# Introduction to Fisheries Communications

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Council Communications Group, Sitka, Alaska

# Outline

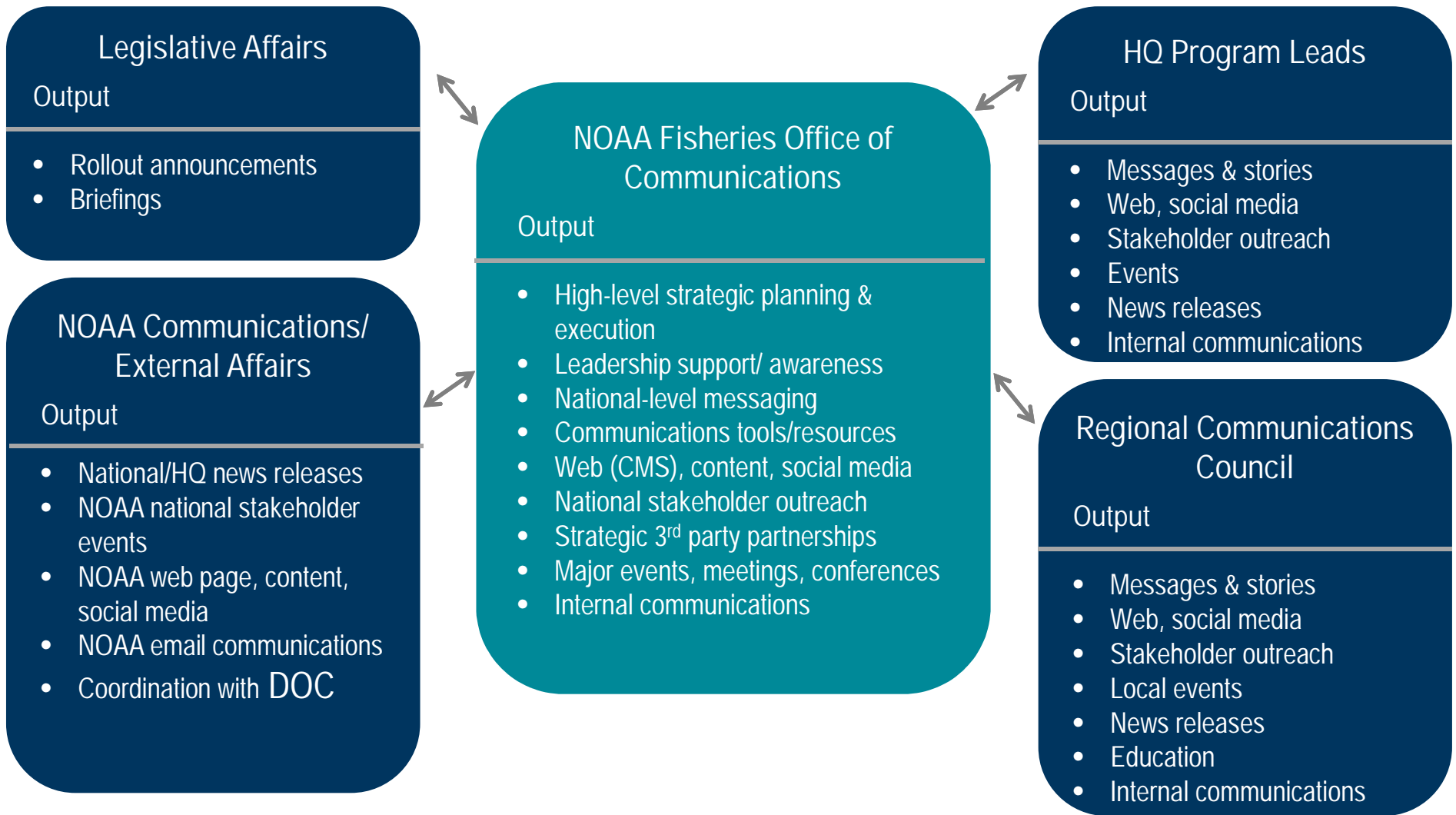
- Drivers
- Communications Network
- Strategic Planning
- Products & Services



# 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



Fisheries Priorities +	Strategic Process =	Targeted Communication
Consistent use of key messages	Coordinated outreach strategies	Delivered to
<p><b>Core Mission Areas</b></p> <ul style="list-style-type: none"> <li>• Sustainable Fisheries</li> <li>• Protected Resources</li> </ul> <p><b>Supporting Programs</b></p> <ul style="list-style-type: none"> <li>• Science and Technology</li> <li>• Habitat</li> <li>• International</li> <li>• Enforcement</li> <li>• Aquaculture</li> </ul>	<p>Example External Methods</p> <p>Leadership messages</p> <p>Websites (national, FishWatch)</p> <p>Online feature stories (e.g., science highlights)</p> <p>Social media</p> <p>E-newsletters (e.g., FishNews)</p> <p>Videos &amp; podcasts</p> <p>Stakeholder emails/calls</p> <p>News releases</p> <p>Op-eds/interviews</p> <p>Fact sheets/reports</p> <p>Presentations/keynotes</p> <p>Example Internal Methods</p> <p>Rollout plans</p> <p>Inside Fisheries (national intranet site)</p> <p>All-Hands meetings with employees</p> <p>Agency-wide emails</p> <p>AA's Week Ahead</p>	<p>External Audiences</p> <p>Congress</p> <p>Stakeholders/partners</p> <p>Regional Fish Management Councils</p> <p>Interstate Fisheries Commissions</p> <p>States/tribes</p> <p>Media</p> <p>Teachers/students</p> <p>Public</p> <p>Internal Audiences</p> <p>Leadership</p> <p>Staff</p> <div data-bbox="1417 1144 1858 1364" style="border: 1px solid black; padding: 10px; text-align: center; width: fit-content; margin: 0 auto;">Evaluate</div>



# 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

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# 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?

