

1 **13. COMMUNICATIONS GROUP REPORT**

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3 *Sylvia Spalding:* Good morning, Mr. Chair and members of the CCC. I'm going to
4 do the report for Kitty. My name is Sylvia Spaulding, and I am the
5 Communications Officer for the Western Pacific Fishery
6 Management Council. The documents are in Tab 13, and what I'm
7 just going to review for you is the outcomes of the
8 communications leads for all eight councils, and we met from
9 February 17 to 19 in Hawaii, and what we were about to
10 accomplish during that meeting.

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12 If you look on Tab 13, there is a report of the meeting. We were
13 able to discuss best practices, share ways that we run meetings
14 from the communications perspective, the different technologies
15 that we use. There's a table in the back of that report which shows
16 the variations in what web platforms we use and what WebEx
17 teleconference systems we use and things like that.

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19 I am not going to go too much into the report, because we're still
20 talking amongst ourselves about how we might want to move
21 forward on some of those findings, but I did want to talk to you
22 today about the outcomes from that meeting, which was forwarded
23 to you at your February CCC meeting, in regards to the 40th
24 anniversary of the MSA.

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26 You all approved what we had recommended doing, and, as you
27 can see from this conference here, we have made the logo for the
28 40th anniversary, an all-council logo, which is back there on the
29 banner. We also, as we said we were going to do, made a new all-
30 council brochure, which Miguel introduced at the beginning of the
31 conference yesterday.

32
33 Then the other thing we were doing was to make an updated,
34 revised all-council website, and so the councils run two websites.
35 We have a Managing our Nation's Fisheries website for when we
36 have the MONF conferences, and then we also have this website,
37 which is fisherycouncils.org.

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39 What you're seeing here is the new version that we're working on,
40 and so, right now, all the councils are adding their parts to it, and
41 so what you see is not the final, final. Like we might update that
42 map, but I just thought we would give you a preview. When we
43 complete everything, we're planning to, with your agreement,
44 announce it publicly through a press release, and so this is, right
45 now, how the new site would look, and this is how the old site
46 looked, and so it's a cleaner look.

1
2 Besides looking cleaner, we're using a new platform. This was an
3 HTML. The North Pacific Council kept it up, and so everything
4 had to go through them. With the new website, we're going
5 through SquareSpace, so each council can go in there and update
6 it.

7
8 On the top tabs, the viewer can go to links to the individual
9 councils, and so each council is updating those individual sites
10 themselves. If the viewer clicks on one of those pictures, they
11 would go to that council's details, and so this is for the Mid-
12 Atlantic Council. There is also, up on that top tab, a place to go
13 directly to the Magnuson Act, and then, the next tab over, people
14 can go to the meetings. Right now, the CCC meetings are only on
15 the NOAA website, and so we're going to start putting that on the
16 council website also. If you click on one of the meetings, then you
17 will get all the documents from that meeting.

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19 Up on the top tab is the resources and links that the councils have
20 done together, and so the publications up there, and we will be
21 adding this publication, are ones that all eight councils jointly put
22 together. I think what's missing on there is the CCC reports.
23 Those will be up there, and then we have the contact tab. Then
24 another feature of this website is it's mobile. People can access it
25 on their phone, and so that's the presentation, and I don't know if
26 there's any questions or comments.

27
28 *Carlos Farchette:* Any comments? I think that's pretty cool. Tom.

29
30 *Thomas Nies:* Thanks. It looks like a really interesting website. Are there any
31 plans to do any web analytics to track its use, to make sure that we
32 can improve it over time?

33
34 *Sylvia Spalding:* That can be easily done through Google Analytics, and so yes, I
35 will put that down as something that you would like us to do, and
36 we can do that.

37
38 *Carlos Farchette:* Gregg.

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40 *Gregg Waugh:* Thank you, Mr. Chairman. I would just like to express our
41 gratitude to the whole Communications Group for all their efforts
42 in putting together the logo, the new brochure, and the website. I
43 particularly like how it's being laid out, so that then each council
44 can put their materials on there and sort of manage their own part
45 of that. Just kudos to all involved. Thank you.

- 1 *Sylvia Spalding:* Thank you. David Witherell and Diana Martino are on that group,
2 and so I'm going to have to run off after this, but they can also
3 answer any questions you might have about what the
4 Communications Group is doing and what we plan to do as we
5 move forward.
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- 7 *Carlos Farchette:* Anything else? Kudos the Communications Group. That's an
8 excellent job you all did.
9
- 10 *Sylvia Spalding:* Thank you.
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- 12 *Carlos Farchette:* Okay. We're going to go ahead and break for lunch a little early.
13 It's going to be the same situation as yesterday, where you can use
14 the Sunset Grill or another restaurant, and so we will come back at
15 1:15.
16
- 17 *(Recess)*