

Working Effectively with the Press

Janice Plante, Public Affairs Officer

New England Fishery Management Council

Council Communications Group

May 22-23, 2018

Sitka, AK





New England
Fishery Management
Council



MID-ATLANTIC | FISHERY
MANAGEMENT
COUNCIL

U.S. Regional Fishery
Management Councils



We all communicate with
the press as part of our jobs



Been on the “Other Side”



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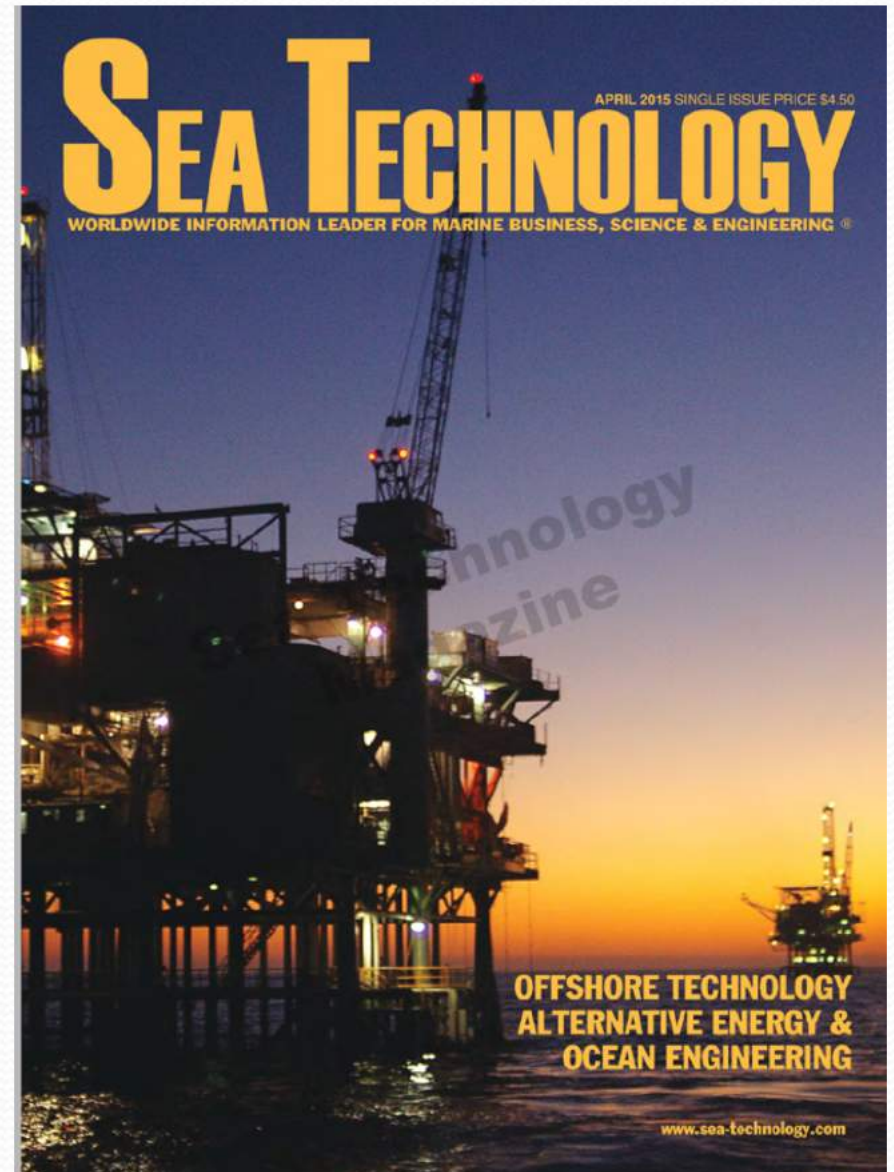
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Compass Publications Fisheries Division



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Communications Tools

- **Press Releases**

- Replaced newsletters
- Gets news out faster, especially from Council meetings
- Documents action items; counterpoint to rumors, tweets, text messages from audience

- **Council Updates**

- NMFS implementation of Council actions; Council activity (weather updates, meeting announcements)

- **Fisheries Roundups – “In case you missed the news ...”**

- Mostly actions by other agencies, groups
- Service to stakeholders



Communications Tools

- **Listen Live Notices**
 - Full Council meetings
 - Scientific and Statistical Committee meetings
 - Special events – Council Program Review
- **All Releases and Notices – Press, Full Distribution List**
- **Website**
 - Always direct people to website
 - Show them how to use it
- **No Videos**
- **No Social Media**



Communications Tools



New England Fishery Management Council

FOR IMMEDIATE RELEASE
April 18, 2017

PRESS CONTACT: Janice Plante
(607) 592-4817, jplante@nefmc.org

Scallops: New England Council Initiates Framework 29 to Address Northern Gulf of Maine, 2018-2019 Specs, Flatfish AMs

During its mid-April meeting in Mystic, CT, the New England Fishery Management Council initiated Framework Adjustment 29 to the Atlantic Sea Scallop Fishery Management Plan. The framework will address four "2017 scallop management priorities" identified last fall. These include:

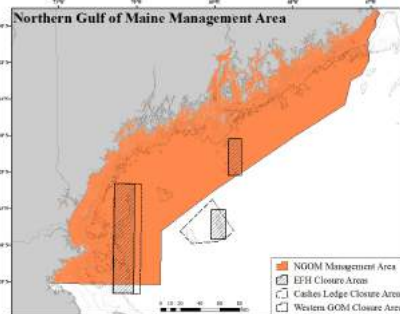
- Fishery specifications for the 2018 scallop fishing year and default specifications for 2019;
- Flatfish accountability measures for scallopers;
- Scallop access area modifications to be consistent with pending habitat area revisions; and
- Measures for the Northern Gulf of Maine (NGOM) Management Area.

While specifications and AM adjustments are required to be in the framework, the following problem statement explains the reason for the NGOM measures:

"Recent high landings and unknown biomass in the Northern Gulf of Maine Scallop Management Area underscore the critical need to initiate surveys and develop additional tools to better manage the area and fully understand total removals."

Framework 29 may consider limiting vessels from fishing in the NGOM until biomass is more accurately determined and management measures can ensure sustainable harvest for all permit categories. Furthermore:

- (1) The Council voted to send a letter to the Northeast Fisheries Science Center asking the center to explore including the area off Cape Ann and the northeastern section of Stellwagen Bank in upcoming 2017 scallop surveys. NGOM fishing effort was concentrated in those areas during fishing years 2016 and 2017. And
- (2) The Council will consider prioritizing the development of an amendment in 2018 to explore potential provisions related to sustainable harvest strategies, permit allocations, permit access, NGOM research set-aside allocations, and trip-level reporting. The Council will cast a final vote on 2018 priorities at its Dec. 5-7 meeting in Newport, RI.



New England Fishery Management Council

FOR IMMEDIATE RELEASE
May 3, 2018

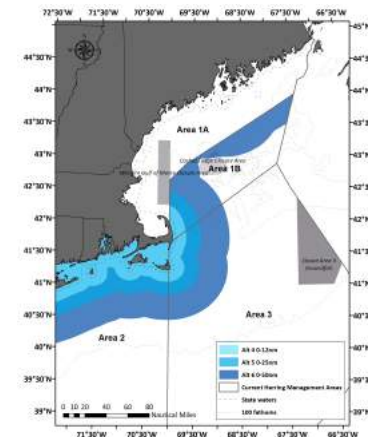
PRESS CONTACT: Janice Plante
(607) 592-4817, jplante@nefmc.org

Atlantic Herring: Council to Conduct Seven Public Hearings on Amendment 8 in May and June from Maine to Pennsylvania

The New England Fishery Management Council has scheduled a series of public hearings on Amendment 8 to the Atlantic Herring Fishery Management Plan. The purpose of the hearings is to solicit comments on the amendment's two major components, which include: (Part 1) 10 alternatives to establish a long-term acceptable biological catch (ABC) control rule that "may explicitly account for herring's role in the ecosystem" plus "address the biological and ecological requirements of the stock;" and (Part 2) nine primary alternatives to address potential localized depletion and user conflicts, with several spatial and seasonal sub-options designed to help minimizing biological and socioeconomic impacts.

Public Hearing Schedule

- **Narragansett, RI** – Tuesday, May 22, University of Rhode Island, Coastal Institute Building, Hazard Room, 215 S. Ferry Road, 6 p.m.
- **Rockport, ME** – Thursday, May 24, Samoset Resort, 220 Warrenton Street, 6 p.m.
- **Gloucester, MA** – Wednesday, May 30, Beauport Hotel, 55 Commercial Street, 6 p.m.
- **Philadelphia, PA** – Tuesday, June 5, DoubleTree by Hilton, 237 South Broad Street, 4 p.m., NOTE: This hearing will begin immediately following the close of business at the Mid-Atlantic Fishery Management Council meeting
- **Portland, ME** – Tuesday, June 12, Holiday Inn by the Bay, 88 Spring Street, 4 p.m., NOTE: This hearing will begin immediately following the close of business at the New England Fishery Management Council meeting
- **Chatham, MA** – Tuesday, June 19, Chatham Community Center, 702 Main Street, 6 p.m.
- **Webinar Hearing** – Wednesday, June 20, starting at 2 p.m. Registration is required to participate. Here's how:



Color coded above are Buffer Zone Alternatives 4, 5, and 6, which could be applied year-round or seasonally, where midwater trawl gear would be prohibited inside 12 nautical mile (nm), 25 nm, or 50 nm zones in Herring Management Areas 1B, 2, and 3 from Cape Cod to the North/South Carolina border. – NEMFC graphic

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New England Fishery Management Council

The New England Fishery Management Council is reminding charter/party vessel operators who *carry for-hire passengers* about an important February 10 workshop in Danvers, MA.

WHAT'S THIS ABOUT: The Mid-Atlantic Fishery Management Council has scheduled two training sessions – one in New England and one in the Mid-Atlantic – to help charter/party captains learn how to transition from submitting paper vessel trip reports (VTRs) to **electronic** vessel trip reports (eVTRs).

WHY: Beginning March 12, 2018, all vessels with federal charter/party permits for species managed by the Mid-Atlantic Council will be **required** to submit eVTRs when carrying passengers for hire. This requirement also applies to **New England charter/party for-hire operators** who hold permits for the following Mid-Atlantic species:

- Atlantic mackerel, squid, butterfish
- Summer flounder, scup, black sea bass
- Bluefish
- Tilefish

“Although this measure was developed by the Mid-Atlantic Council, we’re aware that it impacts a large number of our New England charter and party boats,” said New England Council Executive Director Tom Nies. “I encourage our captains to take advantage of the February 10 training opportunity to gain a better understanding of how eVTRs work.”

WHERE: The Danvers, MA workshop will be held at the DoubleTree by Hilton Boston North Shore, 50 Ferncroft Road, from 9 a.m. to 4:30 p.m. The second workshop will be held on February 24 in Toms River, NJ at the Clarion Hotel & Convention Center.

WHAT'S ON THE AGENDA: According to the Mid-Atlantic Council, “All options for electronic reporting will be briefly discussed, but the majority of each workshop will focus on hands-on



New England Fishery Management Council

The New England Fishery Management Council will hold a three-day meeting from Tuesday, April 17 through Thursday, April 19, 2018. The public is invited to listen-in via webinar or telephone. Here are the details.

MEETING LOCATION: Hilton Hotel, 20 Coogan Boulevard, Mystic, CT 06355; [Hilton Hotel Mystic](#).

START TIME: The webinar will be activated at 8:00 a.m. each day. However, please note that the meeting is scheduled to begin at 9:00 a.m. on Tuesday and 8:30 a.m. on Wednesday and Thursday. The webinar will end at approximately 6:00 p.m. EST or shortly after the Council adjourns each day.

WEBINAR REGISTRATION: Online access to the meeting is available at [Listen Live](#). There is no charge to access the meeting through this webinar.

CALL-IN OPTION: To listen by telephone, dial +1 (914) 614-3221. The access code is 167-206-035. Please be aware that if you dial in, your regular phone charges will apply.

AGENDA: The agenda and all meeting materials are available on the Council’s website at [April 17-19, 2018 NEFMC Mystic](#).

SPECIAL EVENT: The Bureau of Ocean Energy Management’s (BOEM) Office of Renewable Energy Programs will be holding an open house on Tuesday and Wednesday from 8:30 a.m. to 5:30 p.m. in conjunction with the Council meeting. The event will be held in the Clipper Room near the Council’s main meeting room. BOEM has scheduled this open house to: (a) gather feedback on recently proposed commercial offshore renewable energy projects; (b) enhance communications between leaseholders and the fishing community; (c) answer questions about future leasing; and (d) solicit public comment on recently published public notices, including the **Vineyard Wind** project, which currently is under a 30-day public comment period with five public hearings scheduled from April 16 through April 19. Four will be held in Massachusetts (New Bedford, Martha’s Vineyard, Nantucket, and Hyannis) and one in Kingston, RI. Learn more at [Vineyard Wind notice and hearing schedule](#) and visit [open house](#).

GROUND FISH NOTE: On Wednesday morning, the Council will receive an overview of Northeast Fishery Sector IX’s steps to address its shortcomings, as well as a summary of Sector IX’s proposed operations plan as submitted to the National Marine Fisheries Service’s (NMFS) Greater Atlantic

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Dear Interested Parties,

In case you missed the news, here's a recap of what's happening.

1. **VINEYARD WIND:** The offshore energy company Vineyard Wind is reminding fishermen that it has begun conducting geotechnical surveys in the Vineyard Wind Lease Area and *between* the lease area and Cape Cod, including Muskeget Channel and Nantucket Sound. Contact Fishery Representative Jim Kendall with questions. His email address and phone numbers are included in Vineyard Wind's [notice to mariners and fishermen](#).
2. **RHODE ISLAND FISHERIES:** Rhode Island fishermen are inviting all stakeholders to the May 7 celebratory launch of the *Rhode Island Commercial Fisheries Blueprint for Resilience*. The blueprint is the result of a two-year undertaking that included "48 interviews, 10 themed workshops, a full-day, scenarios-planning exercise, and an extensive industry-based review process." Learn more about the blueprint and the launch event at [Resilient Fisheries RI](#).
3. **WHALE CLOSURES, ENFORCEMENT:** The National Marine Fisheries Service (NMFS, NOAA Fisheries) issued reminders to fishermen about ongoing and upcoming closures that are part of the Atlantic Large Whale Take Reduction Plan (ALWTRP). The closures are intended to "reduce serious injuries and deaths of right, humpback, and fin whales due to entanglement in commercial fishing trap/pot and gillnet gear from Maine to Florida." The notice can be viewed at [whale protection closures](#). Also, the Coast Guard announced it was working with NOAA's Office of Law Enforcement to increase enforcement of the ALWTRP to "detect and deter illegally placed fishing gear and reduce the likelihood of fatal whale entanglements from occurring. View the news release at [more at-sea inspections of unattended lobster and gillnet gear](#)."
4. **NOAA ENFORCEMENT:** The NOAA Office of Law Enforcement (OLE) has released a document detailing its five-year list of enforcement priorities. Download the report at [OLE Enforcement Priorities for 2018 through 2022](#).
5. **CATCH SHARES:** NOAA Fisheries has published a technical memo titled "Community Participation in U.S. Catch Share Programs." The document can be downloaded at [catch share programs](#).
6. **OFFSHORE ENERGY:** The Bureau of Ocean Energy Management (BOEM) is collecting public feedback on its "proposed path forward for future offshore renewable energy leasing on

No Council
logo

Roundup of
other people's
news

Service to
stakeholders



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Fishery Management
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Conserving and managing fishery resources by relying on sound science, promoting public participation, and balancing competing interests.

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Northeast
Multispecies



Sea Scallop



Monkfish



Atlantic Herring



Habitat



Skates



Small-Mesh
Multispecies



Red Crab




Spiny Dogfish



Atlantic Salmon

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View Management Plans



[All News](#)

LATEST NEWS

Council Initiates Skate Framework 6; Discusses Industry-Funded Monitoring, Research Steering

NMFS Approves "Majority" of Council's Habitat Amendment

Whiting: Council Approves 2018-2020 Specifications; Votes to Send Limited Access Amendment 22 to Public Hearing

Next Council Meeting

JUNE 2018
HOLIDAY INN BY THE BAY,
PORTLAND, ME

June 12 — 14, 2018

[Learn More](#)

APRIL 2018 COUNCIL MEETING
Check out What Happened

[Get Documents](#)

3 Meeting Outlook

JUNE - DECEMBER 2018

Upcoming Events

[All Upcoming Events](#)

May 14, 2018 SBRM FMAT / Plan Development Team Co...
May 15 - 16, 2018 NRCC Meeting
May 22-24, 2018 CCC Meeting

◀ May 2018 ▶						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02

Navigating the Website

- Toolbars
- Pulldowns
- News archive
- Species/plan pages

Journalism/Publishing World

- Newspapers, magazines, radio, television, film producers
- All have different needs, requirements, formats, standards
- They're writing or airing their story – with or with you

All Have Deadlines



Make Yourself Available

It's the First Rule of Thumb

Acceptable

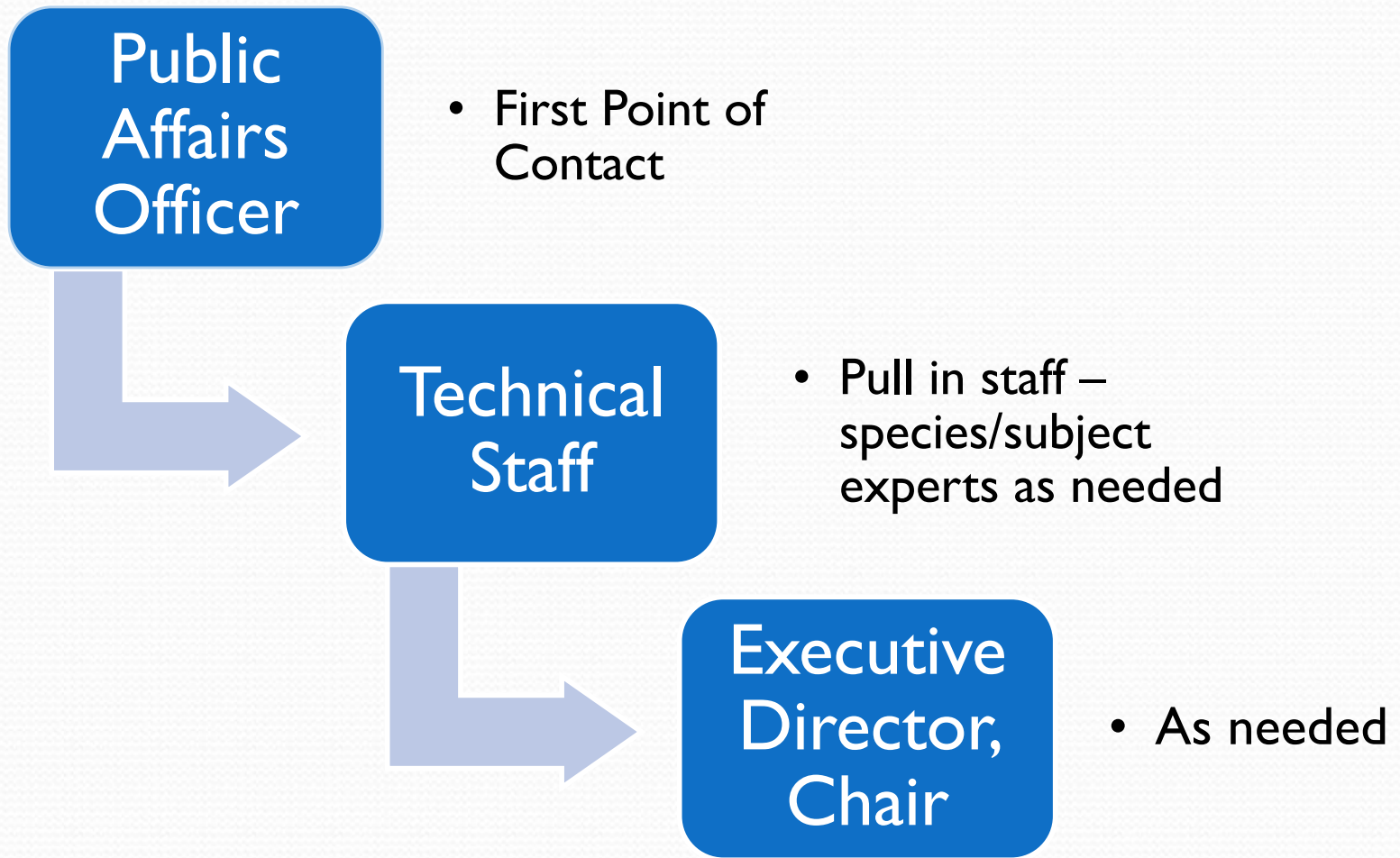
“Spokesperson Janice Plante said the council has a policy of not commenting on ongoing litigation.”

Unacceptable

“The council could not be reached for comment.”



New England Council Press Protocols



Cultivate Relationships – Daily Papers

NEW ENGLAND REGION DISTINGUISHED NEWSPAPER
The Standard-Times



Gloucester Daily Times

Newspaper of the Year | Serving Cape Ann

The Boston Globe



CAPE COD TIMES

Portland Press Herald



Cultivate Relationships – Live Radio



wbur 90.9

Boston's NPR News Station



Live Radio

- Different needs
- Different deadlines



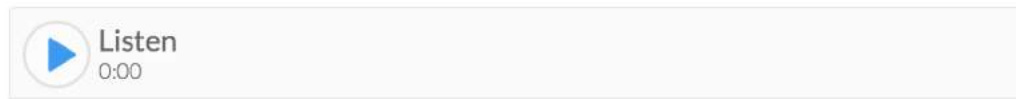
Cultivate Relationships – Live Features

New England's Newest Fishery Plan has Science at Its Core

By HEATHER GOLDSTONE & ELSA PARTAN • JAN 22, 2018

New England's fishery managers have released a sweeping new plan for managing the ocean ecosystems off New England's coasts. [Habitat Omnibus Amendment 2](#) has been fourteen years in the making and, as with any new fishing rule, it's been controversial, with critics among the fishing industry and environmental advocates.

It has also been hailed as a groundbreaking application of ocean science.



Michelle Bachman

The plan designates a number of areas in which fishing will be restricted in order to protect the physical structure of the seafloor. It's all based on a model that synthesizes state-of-the-art maps and video surveys of the seafloor, the habitat preferences of individual species, and what's known about the environmental impacts of different fishing gear.



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Living Lab Radio

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HOSTED BY HEATHER GOLDSTONE

- **18-minute segment**
- **In-depth discussion**
- **Technical staff key**

Cultivate Relationships – Trade Papers

FISHERMEN'S VOICE
News and Comment for and by the Fishermen of Maine

undercurrentnews
seafood business news from beneath the surface

National Fisherman

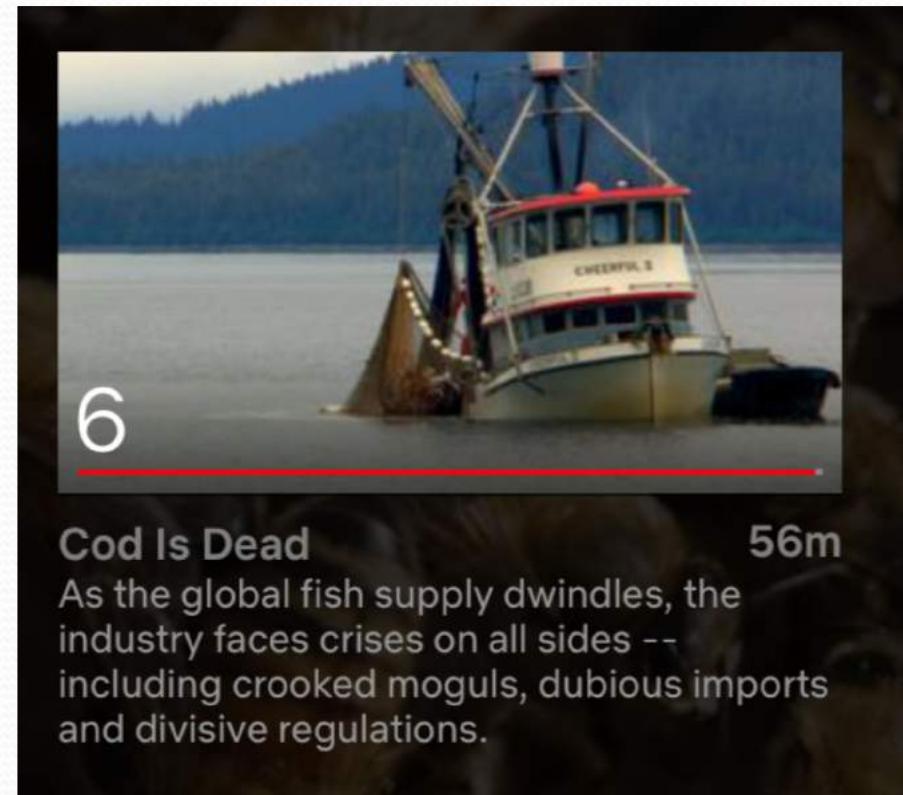


Commercial Fisheries News

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Cultivate Relationships – TV, Film Crews, Documentaries



Cultivate Relationships – TV, Film Crews, Documentaries



Oh Yeah Cool.
A Film Company.

Donald Trump and marine monuments



Channel 4 News

about 4 months ago · 🌐

Follow



Donald J. Trump will soon announce whether he will open up as much as 820,000 square miles of protected waters to commercial fishing.

Conservationists are warning that this could damage vital ecosystems and endangered animals.

804

277 Shares 75K Views



Editorial Content vs. Advertising

The New York Times

The Washington Post

Democracy Dies in Darkness



The Dividing Line

- Distinct editorial separation versus ...
- Editorial support for advertisers (product features, reviews)
- Good to know who you're dealing with



Tips to Go By

- Always be honest
- Learn who you can talk with on background
 - Sometimes what they *don't* know comes back to bite you
- Put positive spin on *everything*, even the bad news
 - *“Yes, overfishing is occurring, but we’re addressing the issue with help from our industry advisors. They’ve given us some very helpful ideas for how to move forward and reverse the situation.”*
- Send out positive news as often as possible, especially to contacts you’ve cultivated



On Background vs. On the Record

NE Fishery Management Council Divided Over New Plan For 'Codfather's' Fishing Sector

By AVORY BROOKINS • APR 20, 2018

In a divided vote, the **New England Fishery Management Council** is backing a new operations plan for a sector of New Bedford boats that have been prohibited from fishing. However, the council said the plan should only be approved if certain conditions are met.

The sector of boats, called Sector IX, has been banned from catching groundfish, such as cod and haddock, for the past five months. Federal regulators from the National Oceanic and Atmospheric Administration made the decision to prohibit all sector activity after fishing mogul Carlos Rafael, who has also been referred to as "The Codfather," pleaded guilty to misreporting the numbers of fish his boats were catching.

Now, Sector IX wants to be operational again as a "lease-only" sector, which means the boats would remain docked but could still make money by leasing their fishing allocation to other fishermen.

In addition, 55 boats from that sector want to move to Sector VII, which would leave only three boats in Sector IX. Sector VII's proposed operations plan would require boats owned by Rafael to be sold to an independent party before becoming active again, but those vessels could still lease their allocations in the meantime.

The boats from Sector IX moving to Sector VII that are not owned by Rafael would not have to change ownership before being permitted to fish again.

The management council is recommending that federal regulators approve Sector IX's lease-only plan with the condition that the unreported catch is paid back in full. Then, after the overages are paid back, the council said Sector VII's plan should also be approved, as long as the sector's Board of Directors follows through with the board's conditions.

That decision made during the council's meeting Wednesday was far from unanimous, with seven members voting "yes," five voting "no," and five abstaining.

As of now, it's not clear how many boats from Sector IX will have to pay back the overages or when NOAA will make a final decision on each sector's plan.

New Bedford Mayor Jon Mitchell sent a letter to the council Wednesday urging NOAA to make their decision for Sector IX as soon as possible.

In the letter, Mitchell said an economist from the School of Marine Science and Technology at the University of Massachusetts Dartmouth found the city's lucrative fishing port lost \$12 million just 25 days after the sector's closure went into effect.

New Bedford fishermen docked for season's start

By Sean Horgan | Staff Writer | Apr 20, 2018

The New Bedford groundfishing fleet will remain at dock — and without the ability to lease quota to other fishing entities — when the 2018 fishing season dawns on May 1. What happens after that is anybody's guess.

NOAA Fisheries staffers informed the **New England Fishery Management Council** earlier this week that operations plans for New Bedford-based Northeast Fishing Sectors VII and IX will not be completed in time for the opening of the 2018 fishing season.

But the discussion following the briefing, as well as the council's widely split vote on a draft recommendation to NOAA Fisheries, reflected stark divisions within the council and the Northeast groundfish fishery at large over how NOAA should resolve the issues borne from the long-standing catch misreporting and conviction last year of New Bedford fishing mogul Carlos Rafael.

In the end, the council voted 7-5, with five abstentions, to recommend NOAA Fisheries authorize the "2017 and 2018 Sector IX lease-only operation with the condition that all overages attributable to the known misreporting are repaid in full."

It also recommended that, following full repayment of the overages associated with Rafael's cheating, NOAA Fisheries work with Sector VII "to ensure that the 2018 sector operation plan and associated conditions" are fully implemented.

"These vessels will remain inactive except for trading purposes until they are sold," the draft motion concluded.

The final line of the draft motion appears to relate to the four Rafael-owned groundfish boats seized by federal authorities that were among the 55 vessels that opted out of Sector IX and into Sector VII with the hope of leasing their groundfish quota while the current fishing ban remains in place.

Janice Plante, spokeswoman for the NEFMC, said council members retain the opportunity to review the language of the draft motion to clean up any glitches before formally submitting it to NOAA Fisheries.

"But the content won't change," Plante wrote in an email.

She said the council expects to transmit the vote by letter next week to the Gloucester-based Greater Atlantic Regional Fisheries Office.

The matter is further complicated by questions of ownership surrounding the four vessels seized by the U.S. Department of Justice — and now the property of U.S. Marshals — as part of Rafael's forfeiture package, following his conviction and the imposition of a 46-month sentence in federal

When Positive News Doesn't Work



New England Fishery Management Council

The following scallop, herring, groundfish, red hake, and dogfish items are of relevance to the New England Fishery Management Council's stakeholders.

ATLANTIC SEA SCALLOPS: The 2018 scallop fishing year will begin on April 1.

- The New England Fishery Management Council developed Framework Adjustment 29 to the Atlantic Sea Scallop Fishery Management Plan (FMP), which contains 2018 fishery specifications and other measures. Visit "Related News" and "Framework 29" on the Council's [Scallop Webpage](#). The National Marine Fisheries Service (NMFS) currently is reviewing the framework for approval and implementation.
- **Northern Gulf of Maine** measures are expected to be in place by April 1. The proposed rule is available at [NGOM Framework 29 measures](#). NMFS will publish the final rule soon.
- The remainder of Framework 29 will not be in place by April 1. Therefore, the 2018 scallop **default measures** implemented through [Framework Adjustment 28](#) will kick in. NMFS's Greater Atlantic Regional Fisheries Office (GARFO) published a side-by-side comparison of the measures at [Defaults vs. Framework 29 Guide](#).
- On March 15, NMFS published the proposed rule containing the remainder of the Framework 29 measures, meaning everything *except* the NGOM actions. The agency is collecting public comment through March 30. Visit [Framework 29 proposed rule](#) for details.
- **IMPORTANT NOTE:** In addition to Framework 29, the scallop fleet must wait for the **Omnibus Habitat Amendment 2** final rule to be published before being able to access the new **Closed Area 1 and Nantucket Lightship-West** areas. Visit the [New England Council's Habitat Webpage](#) and [NMFS Approves "Majority" of Council's Habitat Amendment](#) for more information.
- The New England Council's **Scallop Advisory Panel (AP)** will meet [March 21, 2018 in Providence, RI](#). The Council's **Scallop Committee** will meet the following day at the same hotel in Providence. Details and documents are available at [Scallop Committee March 22, 2018 meeting](#).

ATLANTIC HERRING: Effective March 14, NMFS prohibited **Atlantic herring midwater trawl vessels** from directed fishing in the Mid-Atlantic/Southern New England Catch Cap Area after projecting that the fishery's **river herring/shad catch cap** had been harvested. The herring midwater trawl possession limit is 2,000 pounds in this area for the remainder of the 2018 fishing year, which ends December 31.

- **ATLANTIC HERRING DETAILS:** Additional details and a map showing the Mid-Atlantic/Southern New England Catch Cap Closure Area can be found at [NMFS herring fishery bulletin](#).
- **ATLANTIC MACKEREL FISHERY:** The Atlantic mackerel fishery, which is managed by the Mid-Atlantic Council, also reached its river herring/shad catch cap. Effective February 27, NMFS prohibited federally permitted mackerel vessels from possessing more than 20,000 pounds of mackerel per trip through December 31. Learn more at [NMFS mackerel fishery bulletin](#).
- The New England Council's **Herring Committee and Herring AP** will meet jointly on April 4 in Boston to, among other things, discuss the implications of the river herring/shad catch cap accountability measures (AMs) being triggered in both the Atlantic herring and Atlantic mackerel fisheries. The Committee and AP also will review a draft white paper considering the addition of river herring and shad as "stocks in the Atlantic herring fishery." The meeting notice is available at [April 4 Herring Committee/AP meeting](#). Related documents will be posted on this same page as they become available.

GROUNDFISH: Effective March 1, NMFS extended its previous emergency action to **remove the 2017 southern windowpane flounder AMs for non-groundfish trawl vessels**. The emergency action will run through April 30, the end of the 2017 fishing year. Read the notice at [emergency action extension](#). A map of the area is available at [bulletin](#).

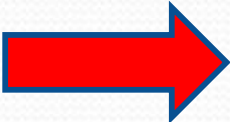
- The New England Council's Groundfish AP will meet March 26, 2017 at the Hilton Garden Inn, Logan Airport in Boston. The Groundfish Committee will meet the following day at the same location primarily to discuss Groundfish Monitoring Amendment 23 and work-to-date on 2018 groundfish priorities. The meeting notice is available at [March 27, 2018 Groundfish Committee Meeting](#). Related documents also will be available on this page shortly.

GROUNDFISH RECREATIONAL: At the request of the New England Council, NMFS published a new control date that *may* be used to determine future participation in the Northeast multispecies charter/party fishery. The **new control date is March 19, 2018**. This replaces the previous March 30, 2006 control date, which many members of the industry considered to be "stale" and not reflective of current conditions in the fishery. NMFS is collecting public comment on the new date through April 18. The notice is available at [March 19, 2018 control date](#). Learn more about the New England Council's recent recreational actions at [January 31 decision-making](#).

RED HAKE: NMFS has notified the New England Council that the Southern Georges Bank/Mid-Atlantic stock of red hake is now **subject to overfishing and overfished** based on the recent 2017 assessment. As such, the Council will be working to develop measures to end overfishing and rebuild the stock. Read the [Federal Register notice](#) and visit the Council's [Small-Mesh Multispecies Webpage](#).

The Associated Press

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Page 2 of 3

- Associated Press picked up the red hake item
- Went viral on the AP Wire



The AP Wire's Reach



 **WTNH.com** (46 other sources) • USA • Mar 20 • 1:21 am



Feds say red hake stock is overfished | WTNH Connecticut News

S. fishermen in the Atlantic Ocean has become overfished. The **National Marine Fisheries Service** says red hake have become overfished in it...

Reach 185k

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 **Boston Herald** (30 other sources) • USA • Mar 20 • 4:42 am



Feds say red hake stock is overfished

S. fishermen in the Atlantic Ocean has become overfished. The **National Marine Fisheries Service** says red hake have become overfished in it...

Reach 921k

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New England Fishery Management Council

The National Marine Fisheries Service (NMFS, NOAA Fisheries) recently implemented or released announcements about several actions that were developed by the New England Fishery Management Council (Council) or have Council involvement. The actions relate to groundfish, skates, monkfish, and Atlantic sea scallops. Here they are at a glance, followed by a list of upcoming New England Council committee meetings and Atlantic herring public hearings.

GROUNDFISH: NOAA Fisheries implemented the following groundfish-related actions in time for the May 1 start of the 2018 fishing year.

- Framework Adjustment 57 to the Northeast Multispecies Fishery Management Plan, which was developed by the New England Council: [Groundfish Fishing Year 2018 Regulations](#)
- [2018 quotas to 17 of the 19 groundfish sectors based on catch limits approved in Framework 57: Sector Allocations Final Rule](#)
- Recreational management measures for Gulf of Maine cod and haddock plus Georges Bank cod, which were recommended by the New England Council: [2018 Recreational Cod and Haddock Measures](#)

SKATES: The New England Council developed Framework Adjustment 5 to the Northeast Skate Complex Fishery Management Plan, which contains 2018-2019 specifications and management measures. At the end of April, NMFS announced that the framework would not be in place by the May 1 start of the 2018 fishing year and, as such, the fishery would continue to operate under 2017 regulations until further notice. Framework 5 proposes to allow possession of barndoor skates in the skate wing fishery under certain constraints. **IMPORTANT: Possession of barndoor skates currently is prohibited until Framework 5 is implemented.** The agency anticipates publishing a proposed rule later this spring. More information about Framework 5 is available at [Council action](#) and [Skate Framework 5](#).

MONKFISH: NOAA Fisheries announced that, on June 4, the agency will implement specifications for the 2018 monkfish fishing year. Days-at-sea allocations, possession limits, and total allowable landings will be the same as those implemented in 2017. The specifications are part of Framework Adjustment

Council Update May 8, 2018

- Groundfish
- Skates
- Monkfish
- Atlantic Sea Scallops
- Atlantic Herring Public Hearings
- Scallop/Herring Benchmark Stock Assessments



Associated Press Picked Up Skate Item



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NOAA Considering Letting Fishermen Take Endangered Skate

 May 9, 2018



Barndoor skates.
Credit: NEFSC/NOAA

PORTLAND, Maine (AP) — Federal fishing managers are considering allowing commercial fishermen to take a species of endangered skate that is currently prohibited.

Fishermen catch skates for use as food and bait on both coasts. They are currently prohibited from possessing barndoor skates, or bringing them to shore. Barndoor skates are considered endangered by the International Union for Conservation of Nature.

The National Oceanic and Atmospheric Administration says proposed changes to the skate fishery include an allowance for limited possession of barndoor skates. The new rules weren't yet in place on May 1, which was the start of the new fishing year, and the skates are still prohibited at the moment.

Barndoor skates are found from Canada to North Carolina. Their populations declined heavily decades ago due to overfishing, but they've recovered somewhat since.

Picked Up in Saving Seafood

NOAA considering letting fishermen take endangered skate

Posted: 09 May 2018 10:58 AM PDT

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[Read the full story from the Associated Press at the *Washington Post*](#)

Associated Press – A Helpful Example



 **Maine Public** (30 other sources) • USA • May 10 • 6:46 am




Herring Harvest Rules Could Change To Account For Fish's Crucial Role In Food Web

May 22 in Narragansett, **Rhode Island**, and will also take place in Rockport, **Maine**; Portland, **Maine**; **Gloucester**, Massachusetts; **Chatham**,

Reach 64k

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RE DAILY T

 **Centre Daily Times** (1 other source) • USA • May 10 • 12:28 am



Herring's role in ocean food web could change fishing rules

May 22 in Narragansett, **Rhode Island**, and will also take place in Rockport, **Maine**; Portland, **Maine**; **Gloucester**, Massachusetts; **Chatham**,

Reach 98k

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Associated Press – A Helpful Example

Herring Harvest Rules Could Change To Account For Fish's Crucial Role In Food Web

By AP • MAY 10, 2018

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ROCKPORT, Maine - Changes could be coming to the harvest of a small fish that supports one of the largest fisheries on the East Coast.

Federal fishing managers have debated changes to the harvest of Atlantic herring in recent years, and the potential new rules are headed for public comment this month and next. Herring are small schooling fish that are harvested in the hundreds of millions of pounds annually to supply food, bait and fish oil.

The New England Fishery Management Council is considering changing the rules to "explicitly account for herring's role in the ecosystem." Herring are also a key piece of the ocean food web.

The hearings begin May 22 in Narragansett, Rhode Island, and will also take place in Rockport, Maine; Portland, Maine; Gloucester, Massachusetts; Chatham, Massachusetts; and Philadelphia.





New England Fishery Management Council

FOR IMMEDIATE RELEASE
July 26, 2017

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NEFMC Chair Dr. John Quinn to Testify on MSA Reauthorization

New England Fishery Management Council Chairman Dr. John Quinn is scheduled to testify before the U.S. Senate Subcommittee on Oceans, Atmosphere, Fisheries, and Coast Guard on Tuesday, Aug. 1 at a 10 a.m. hearing on reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act (MSA). The subcommittee is under the wing of the U.S. Senate Committee on Commerce, Science & Transportation. Dr. Quinn, who is Director of Public Interest Law Programs at the University of Massachusetts School of Law, will be speaking on behalf of the Council Coordination Committee (CCC). The CCC is comprised of the leadership teams of all eight of the nation's regional fishery management councils.

"I'm honored to be testifying before the Senate subcommittee on behalf of my fellow Council chairmen, vice chairs, and executive directors," said Dr. Quinn. "We discussed Magnuson-Stevens Act reauthorization extensively at our mid-May CCC meeting in Gloucester, Massachusetts, and I look forward to presenting our position during the hearing."



New England Council Chairman Dr. John Quinn is Director of Public Interest Law Programs at the University of Massachusetts School of Law. The law school is located in Dartmouth, MA, near New Bedford, the highest grossing fishing port in the U.S. for 16 consecutive years. – NEFMC photo

The MSA is the primary law governing marine fisheries management in U.S. federal waters. It was first passed in 1976 as the Fishery Conservation and Management Act, extending U.S. jurisdiction out to 200 nautical miles and establishing the regional fishery management council system. The act underwent two major reauthorizations – the first in 1996 through the Sustainable Fisheries Act and the second in 2007, resulting in the current Magnuson-Stevens Act.

Sen. Dan Sullivan (R-AK) chairs the 17-member subcommittee that scheduled this Aug. 1 hearing. Chris Oliver, the newly appointed assistant administrator for NOAA Fisheries, also will be testifying. Live video with opening statements, witness testimony, and questioning will be available at the Senate link below. The hearing will focus on "NOAA and Council Perspectives" related to MSA reauthorization issues.

The subcommittee has scheduled a second hearing for Aug. 23 in Soldotna, AK. This hearing will focus on the MSA's "fisheries management successes and challenges."

- Documents related to the Aug. 1 and Aug. 23 hearings, as they become available, will be posted at: <https://www.commerce.senate.gov/public/index.cfm/oceansatmospherefisheriesandcoastguard>
- Information about the MSA, including the act's history and past reauthorizations, is available at: http://www.nmfs.noaa.gov/sfa/laws_policies/msa/index.html

Quotes Help

More apt to be picked up by press

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Quotes and Headlines

- **Reporters Want Quotes**
 - Some will keep you talking until they have a usable quote
- **Headlines**
 - Reporter doesn't always write the headline
 - Some publications have headline writers

CLIMATE FWD:

Fiddling With the Roof

This week, we're answering your questions about the color of rooftops and how the global temperature is measured.

By KENDRA PIERRE-LOUIS, BRAD PLUMER and JOHN SCHWARTZ

May 9, 2018



California Will Require Solar Power for New Homes

The state mandate, to take effect in 2020, is the first in the country and is expected to add \$8,000 to \$12,000 to the cost of a house.

By IVAN PENN

May 9, 2018





New England Fishery Management Council

