Introduction to Fisheries Communications

NOAA

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FISHFRIFS

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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

Legislative Affairs

Output

- Rollout announcements
- Briefings

NOAA Communications/ External Affairs

Output

- National/HQ news releases
- NOAA national stakeholder events
- NOAA web page, content, social media
- NOAA email communications
- Coordination with DOC

NOAA Fisheries Office of Communications

Output

- High-level strategic planning & execution
- Leadership support/ awareness
- National-level messaging
- Communications tools/resources
- Web (CMS), content, social media
- National stakeholder outreach
- Strategic 3rd party partnerships
- Major events, meetings, conferences
- Internal communications

HQ Program Leads

Output

- Messages & stories
- Web, social media
- Stakeholder outreach
- Events
- News releases
- Internal communications

Regional Communications Council

Output

- Messages & stories
- Web, social media
- Stakeholder outreach
- Local events
- News releases
- Education
- Internal communications



Fisheries Priorities +	Strategic Process =	Targeted Communication
Consistent use of key messages	Coordinated outreach strategies	Delivered to
 Core Mission Areas Sustainable Fisheries Protected Resources Supporting Programs Science and Technology Habitat International Enforcement Aquaculture 	Example External Methods Leadership messages Websites (national, FishWatch) Online feature stories (e.g., science highlights) Social media E-newsletters (e.g., FishNews) Videos & podcasts Stakeholder emails/calls News releases Op-eds/interviews Fact sheets/reports Presentations/keynotes Example Internal Methods Rollout plans Inside Fisheries (national intranet site) All-Hands meetings with employees Agency-wide emails AA's Week Ahead	External Audiences Congress Stakeholders/partners Regional Fish Management Councils Interstate Fisheries Commissions States/tribes Media Teachers/students Public Internal Audiences Leadership Staff
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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



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 <u>web</u> ...
 - Content
 - Social Media
 - Video
 - Photos
 - Podcasts



Questions?



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