

Western Pacific Regional Fishery Management Council



Communications Framework March 2017

How to use this Communications Framework Guide

Primary Messaging

This page provides the overall messaging that your organization should be communicating. It will explain your importance and significance to the community as a whole. These broad messaging points are used as the basis for specific messages to each of your audiences and issues.

Primary Messaging

There are four primary reasons why your organization matters to the public and your specific target groups.



To give people a voice in the decisions made regarding fishery management



To prevent overfishing and protect the ocean ecosystem



To support the fishing communities and their livelihood and culture



To provide consultation and recommendations as required by law

Communications Framework Overview

This provides a snapshot of your

- Identified target audiences
- Current issues
- Value placed on issue
- Appropriate messaging

	Catch Limits (ACLs, Quotas)	Marine National Monuments	Bigeye/ International Management	Fishery Ecosystem Management	Foreign crews	Fisheries Development & Access	American Samoa canneries
Council Family	High	High	High	High	High	High	High
Environmentalists	High	High	High	High	High	High	High
Fishermen & Their Families (recreational, commercial, non-commercial, subsistence)	High	High	High	High	High	High	High
Policy makers	High	High	High	High	High	High	High
Seafood Retailers, Wholesalers, Consumers	High	High	High	High	High	High	High
Indigenous Communities	High	High	High	High	High	High	High
Teachers & Students	High	High	High	High	High	High	High
General Public	High	High	High	High	High	High	High


How to use this Communications Framework Guide (continued)

General Messaging

Provides a broad overview of the messaging that should be consistently communicated to this group. It includes the Primary Messaging points adapted for the specific audience.

General Public

The key when communicating to this group is to focus on how fishery management decisions may affect them on a personal level.



General Messaging
Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience.

<p>Give a voice in decisions</p> <p>The Western Pacific Regional Fishery Management Council gives you a voice in how decisions are made about our waters. Get involved and be heard.</p>	<p>Prevent overfishing. Protect the environment</p> <p>Our goal is to foster responsible management of our oceans and to prevent unregulated, overfishing.</p>	<p>Support Industry. Protect culture</p> <p>In this difficult economic environment, we help to sustain a drastically declining industry, as well as protect the indigenous culture of thousands of Pacific Islanders.</p>
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Cares about the environment as well as the fishing industry on a very broad level. They are not deeply invested in the specific issues and how they are decided. However, they are concerned with how fishery management decisions may affect them directly.



Messaging Priorities



When opportunities arise to discuss specific issues, use these messaging priorities to focus on the issues that truly matter to them, as well as the key points that would help them understand your point of view.



The Primary Messaging icons are also listed for reference to help craft additional support points.



Messaging Priorities


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Council Family on Catch Limits (ACLs and Quotas): Annual catch limits and quotas are at the core of Federal fisheries management. Your participation and guidance is critical to ensure our fishery resources are sustainable while minimizing impacts to our communities and local businesses.
- 


Marine National Monuments: As Council family, you advise and assist the Council to ensure that the concerns of the fishing community are considered on fishery matters in waters that are designated or candidates to be designated as Marine National Monuments.
- 


Bigeye tuna/International management: The Council appreciates and relies upon your advice and information to develop management regimes that strive to prevent overfishing, protect the ecosystem and level the international playing field for our region's fishing interests.
- 


Fishery Ecosystem Management: Fishery management decisions depend on input from you as part of the Council family and an expert of the fisheries in your island area. The Council believes that fisheries thrive when the entire ecosystem is considered. Protecting the entire ecosystem will help fisheries thrive. The Council process is open and transparent, allowing for public comments prior to decision making.
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Fisheries Development and Access: As Council family, your expertise in various forms of fishing can help assist the Council identify fishery development and access needs in the region.
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American Samoa Canneries: The tuna canneries in American Samoa are an integral part of the fishing industry and economy of the Territory and provide canned tuna to US markets. As Council family members, we depend on your participation to ensure we are informed on the local issues surrounding the canneries so the Council can continue to support fishing communities and their livelihoods.
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Foreign Crews: Foreign fishing crews are contracted employees on many longline and purse-seine fisheries in the region. All US fisheries in the western pacific are operating within the legal framework for US foreign fishing crews, which is the jurisdiction of the US Customs and Border Protection. The Council does not condone slave labor or human trafficking in foreign or domestic fisheries.

Primary Messaging

There are four primary reasons why your organization matters to the public and your specific



To give people a voice in the decisions made regarding fishery management



To prevent overfishing and protect the ocean ecosystem



To support the fishing communities and their livelihood and culture




To provide consultation and recommendations as required by law


CARES:


Deeply


Somewhat















































Very Little

 A voice in decisions

 Prevent overfishing
Protect environment

 Support industry
Protect culture

 Legal Compliance

	Catch Limits (ACLs, Quotas)	Marine National Monuments	Bigeye/ International Management	Fishery Ecosystem Management	Foreign crews	Fisheries Development & Access	American Samoa canneries
Council Family							
Environmentalists							
Fishermen & Their Families (recreational, commercial, non-commercial, subsistence)							
Policymakers							
Seafood Retailers, Wholesalers, Consumers							
Indigenous Communities							
Teachers & Students							
General Public							

Council Family



As part of the Council family, they care deeply about any issues affecting the Council.

You should focus on communicating how vital your activities are to their interests. You should also invite them to get involved and learn about what you do through your various channels.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience.

 Prevent overfishing, Protect the environment	 Support communities, livelihood & culture
We strive to maintain sustainable fishing levels, which helps to stabilize catch volumes and thus income.	Protecting the fishing community is principal to our mission.

Messaging Priorities



Annual Catch Limits and Quotas: Annual catch limits and quotas are at the core of Federal fisheries management. Your participation and guidance is critical to ensure our fishery resources are sustainable while minimizing impacts to our communities and local businesses.



Marine National Monuments: As Council family, you advise and assist the Council to ensure that the concerns of the fishing community are considered on fishery matters in waters that are designated or candidates to be designated as Marine National Monuments.



Bigeye Tuna/International Management: The Council appreciates and relies upon your advice and information to develop management regimes that strive to prevent overfishing, protect the ecosystem and level the international playing field for our region's fishing interests.



Fishery Ecosystem Management: Fishery management decisions depend on input from you as part of the Council family and an expert of the fisheries in your island area. The Council believes that fisheries thrive when the entire ecosystem is considered. Protecting the entire ecosystem will help fisheries thrive. The Council process is open and transparent, allowing for public comments prior to decision making.



Fisheries Development and Access: As Council family, your expertise in various forms of fishing can help assist the Council identify fishery development and access needs in the region.



American Samoa Canneries: The tuna canneries in American Samoa are an integral part of the fishing industry and economy of the Territory and provide canned tuna to US markets. As Council family members, we depend on your participation to ensure we are informed on the local issues surrounding the canneries so the Council can continue to support fishing communities and their livelihoods.



Foreign Crew: Foreign fishing crews are contracted employees on many longline and purse-seine fisheries in the region. All US fisheries in the western pacific are operating within the legal framework for US foreign fishing crews, which is the jurisdiction of the US Customs and Border Protection. The Council does not condone slave labor or human trafficking in foreign or domestic fisheries.

Environmentalists



There is a wide range of dedication among this group. While staunch fundamentalists are the most vocal, many within the general public would say they care about environmental issues.

You can't turn the fundamental environmentalists, but you can educate those who are more open to other points of views.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:



A voice in decisions

You want a voice in how decisions about our waters are made. We invite you to be a part of that discussion and learn the reasoning behind our policies.



Prevent overfishing, Protect the environment

We also believe in protecting the environment. We take a balanced approach to ocean policies. We believe there is a way for all of us to thrive together.

Messaging Priorities

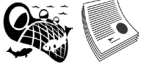
This audience has a deep interest in the issues you face. There is an opportunity to provide deeper education on your stance on these topics. Research-based responses are the key to addressing this group. The fundamentalists make claims and distort the truth, which the less engaged environmentalists take as fact. Develop concise answers explaining your side.



Annual Catch Limits and Quotas: Overfishing and fisheries sustainability can be largely addressed by conventional fishery management, without closing large, productive fishing areas. The Council provides a forum for all to express concerns about marine resources and their management.



Marine National Monuments: The Council's management the last 40 years was critical in maintaining the pristine ecosystems now designated as marine national monuments. The Council will continue to be the platform for public input in managing fishery resources in the monuments. You are invited to participate.



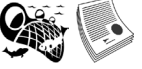
Bigeye Tuna/International Management: Not all areas of the Pacific impact bigeye the same. Hawaii's fisheries operate in areas with light bigeye fishing pressure and impact less than 2% of total Pacific catches. The Council works with partners to end bigeye overfishing, especially by purse-seine vessels incidentally catching juvenile bigeye on drifting FADs. The Pacific-wide bigeye stock requires international management for effective conservation. The Council is an advisor to these international commissions.



Fishery Ecosystem Management: Fishery management decisions depend on input from everyone. You are invited to be a part of that discussion and learn the reasoning behind our policies. The Council believes fisheries thrive when the entire ecosystem is considered and protected.



Foreign Crew: Like you, the Council is concerned about social justice and does not condone human trafficking, slave labor, and poor working conditions for foreign crew. Oversight and monitoring of foreign crew is conducted by the US Customs and Border Protection and other federal agencies.



Fisheries Development and Access: Natural resources should be managed to benefit island communities, which historically depend on these resources for nutrition, maintenance of traditions, recreation and economic development. The Council supports community consultation on management actions so one group is not burdened by inequitable distribution of environmental risk or benefit.



American Samoa Canneries: Like you, the Council wants to ensure the fishing industry makes its best effort to protect the environment. The Council provides a platform for you to be a part of the decision-making process to achieve a balanced approach to ocean policies for pelagic fisheries.

Fishermen & Their Families

Recreational, Commercial, Non-Commercial, and Subsistence



Regardless of their purpose, fishing is simply a way of life for this group. So they are highly invested in your work.

You have to continuously send the message that you are working to protect their interests and ensure their continued livelihood and recreational pursuits.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 A voice in decisions	 Prevent overfishing, Protect the environment	 Support industry, Protect culture
We want to hear from you to make sure the individual issues you're facing are properly addressed in our management policies.	Our management policies are designed to sustainably regulate fishery populations.	One of our primary goals is to protect the fishing industry.

Messaging Priorities

They are highly concerned with nearly all of your issues. So there is a huge opportunity to provide a great deal of insightful messaging about what your organization offers. While they are highly invested in various issues, messaging should focus on how your policies benefit them specifically. It's not essential that you provide them with lengthy explanations of the research behind your policies. It's more important to explain how much you do to protect their livelihood and recreation.



Annual Catch Limits and Quotas: Nobody knows more about the fishery as the fishermen themselves. The Council provides fishermen a seat to evaluate the fishery and fish stocks in developing catch limits. This tool can be used to sustainably maintain the fish stocks so fishermen can fish forever.



Marine National Monuments: These monuments have served as blue legacies for outgoing presidents often at the expense of the people, including you and your families. Marine national monuments are proclaimed by Presidential order. Spatial management through the Council process is more inclusive, rigorously analyzed and allows for adaptive management. Currently more than half of the US waters are closed to commercial fishing because of marine monument designations. The Council works to protect your access to these areas.



Bigeye Tuna/International Management: The transfer of BET quota to the Hawaii Longline Association provides vital funds for American Samoa fisheries development. The local government has expressed its desire to have a larger role in international fisheries management. The Council assists ASG in making quota transfer recommendations as well as with representation in international forums such as the WCPFC.



Fishery Ecosystem Management: Fish does not live by prey alone. The fish that supports the fishery that in turn supports the fishermen and their family is part of an interconnected ecosystem. Council's management of the fish means managing the ecosystem. Fishermen are part of the ecosystem and part of fishery management.



Fisheries Development and Access: The Council recognizes the important role fishermen play in identifying the needs and priorities for fisheries development in the region.



Foreign Crew: We understand that environmentalists are concerned about social justice. Like you, the Council does not condone human trafficking, slave labor, and poor working conditions for foreign crew. Oversight and monitoring of foreign crew is conducted by the US Customs and Border Protection and other federal agencies.



American Samoa Canneries: Loss of the American Samoa canneries would be a catastrophic blow to the Territory's economy. The American Samoa Government should do all in its power to nurture the local domestic longline fleet as well as the home ported American purse seine fleet. The Council acts to foster the continued operations of the domestic longline fishery that supplies fish to the cannery.

Policymakers



Policymakers care about developing sound policies that have the maximum benefit to their constituents. They are required by law to take your recommendations into consideration.

Consistent communication, updating them on your policy recommendations, is all that is necessary with this group.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:



A voice in decisions

Our policy recommendations are based on best scientific information available, as well as public open forums to ensure non-biased management plans are enacted.



Law Compliance

Note: it's not necessary to remind them they are legally bound to take your recommendations.

Messaging Priorities

They have some interest in all of your current issues because they are required to. It's not necessary to expend additional resources and energy to communicate with this group. All you need to do is provide them with the necessary information they need in order to comply with their legal obligations. They may be influenced by environmentalists and the general public. But it's more important to focus your energy on communicating with those groups (environmentalists and the general public) directly and influencing their opinions. Keep them updated and informed about your policy recommendations as a whole.



Annual Catch Limits and Quotas: Annual catch limit for managed species is one tool in the toolbox that the State, Territorial, and Federal fishery management agencies can use to manage the stocks. The Council encourages consistency between federal and state management because fish do not recognize jurisdictional boundaries.



Marine National Monuments: Over half of US waters in the WPR have been established as MNMs, which prohibit commercial fishing. The use of the obscure Antiquities Act to establish MNM has usurped the Nation's primary fisheries law, the MSA. The MSA requires fisheries management actions to be consistent with the National Standards and involves several steps of public participation and opportunities for review, whereas monument designation by Presidential proclamation occurs at the stroke of the pen with no formal public process, no requirement to be consistent with best scientific information available.



Foreign Crews: Fishing Crews in the Western Pacific are made up of locals and foreign workers who work legally aboard U.S. fishing vessels. Rules for and oversight of foreign workers are administered by Department of Homeland Security. Like migrant farm labor is important to the U.S. agriculture industry, these foreign fishing crews are crucial to the U.S. fishing vessels that have lengthy trips targeting tuna and other highly migratory species on the high seas.



Bigeye Tuna/International Management: The Council provides to policymakers accurate and factual information related to the operation of fisheries managed within international and domestic legal framework.



Fishery Ecosystem Management: Our recommendations are based on the best available science and a bottom-up approach. Scientific and other advisory bodies to review each and every issue before Council makes recommendations. We conduct scoping meetings and forums throughout our jurisdiction to solicit information from the communities.



Fisheries Development and Access: Fisheries in the Western Pacific are sustainable. The Council believes they should be developed to provide jobs, feed the community and help the economy.



American Samoa Canneries: We understand that the canneries are vital to the American Samoa economy and your constituency. We strive to maintain a steady supply of fish to the canneries within the multi-level regulatory environment.

Seafood Retailers, Wholesalers & Consumers






Among the general public, there are many who enjoy eating seafood. Some simply enjoy the taste of the many culinary delicacies from the sea, while others also eat seafood for cultural reasons. Eating seafood is an important part of their lifestyle.

Focus on the fact that your policies help to ensure a sustainable supply of seafood now and in the future.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 A voice in decisions	 Prevent overfishing, Protect the environment	 Support industry, Protect culture
If you want a say in the supply of fish available to you, we provide a forum for you.	Our goal is to ensure there will always be a plentiful supply of fish for all.	Eating [insert seafood] is a way of life for most. We seek to ensure that lifestyle

Messaging Priorities

There are only a few of your current issues that they care about. So messaging to this group should be very focused. It's important to remember that this audience isn't concerned with the complexities of fishery management. If you try to explain it to them, they will simply stop listening. Focus on how you help ensure their favorite seafood will be available for years to come. That's all. If there are some within this group that is interested in specifically learning more about what you do, you have numerous venues to educate them. But in general messaging to this group, always focus on your key message.



Annual Catch Limits and Quotas: Our fisheries are healthy and sustainably managed through annual quotas. Retailers who sell fish subject to ACLs can be assured they are managed to be sustainable. Economic concerns are considered when developing annual quotas.



Marine National Monuments: Marine national monuments are proclaimed by Presidential order. Spatial management through the Council process is more inclusive and rigorously analyzed and allows for adaptive management. More than half of US waters in our region are closed to commercial fishing because of monument designation. The Council works to protect US fishing fleet access to fishing grounds.



Bigeye tuna/International management: Bigeye tuna is the region's big fish. You play a key role in science, food security and management. The data you provide helps the Council to support sustainable fisheries.



Fishery Ecosystem Management: Hawaii seafood is from fisheries sustainably managed by the Council.



Fisheries Development and Access: Maintaining access to sustainable fisheries and developing the fishery to harvest at sustainable levels helps ensure a steady supply of seafood to the market. These among efforts the Council undertakes.



American Samoa Canneries: The Council helps the fishing industry by supporting US fisheries that supply American Samoa tuna canneries, which provide 52 percent of the American Samoa gross domestic product and is the Territory's primary non-government employer. The Council provides a voice in international management of tuna and other highly migratory species.



Foreign Crew: Fishing crews in the Western Pacific include local and foreign fishermen who work legally aboard US fishing vessels. Rules for and oversight of foreign workers are administered by Department of Homeland Security. Like migrant farm labor is important to the US agriculture industry, foreign fish crews are crucial to US fishing vessels with lengthy trips targeting tuna and migratory species on the high seas.

Indigenous Communities




By definition, fishing is a way of life for them. They may not be aware of all of the political factors that affect their ability to fish in the areas they have used for generations. So it is critical to keep them abreast of policies and decisions that directly affect them.

Your messaging to this group should focus on the fact that you provide a voice for these communities.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 A voice in decisions	 Prevent overfishing, Protect the environment	 Support industry, Protect culture
We want to hear your concerns and the issues you face to address them in our management plans.	We seek to protect the oceans which you depend on.	We strive to protect your culture from unnecessary restrictions.

Messaging Priorities

They care about the same issues as other fishermen. However, messaging should be more personal, since fishing is more than a source of income or a hobby. It is a part of their culture. Overall, messaging for these issues should ultimately tie back to the fact that you are trying to address their concerns and that you provide a voice they may not have otherwise.



Annual Catch Limits and Quotas: “Take only what you need” is a traditional ecological knowledge passed down through generations. “Take only what you are allowed” is a contemporary equivalent. The Council uses both knowledge bases to sustain the fish stock for generations to come.



Marine National Monuments: The establishment of monuments in the US Western Pacific too often serves to alienate island communities from their traditional resources. The Council supports the continuation of traditional access and traditional practices in all areas.



Fishery Ecosystem Management: The Council recognizes the rights of native communities to access their traditional resources. This is a long and continuous tradition. We work to balance the rights of native communities with the needs of natives, residents and visitors.



Fisheries Development and Access: The Council supports indigenous fishermen in the U.S. Pacific Islands and recognizes that fishing is more than a source of income or a leisure activity – it is a way of life and a part of the culture. The Council is committed to developing the fisheries and improving access for indigenous fishermen and the preserving their culture.



Foreign Crew: The use of foreign crews offsets the high costs of local labor in Hawaii. The foreign fishermen are monitored regularly by Customs and Border Protection. There have been no instances of fishermen reporting abuses. Money earned by crew is a vital source of money for families in their home countries.

Teachers and Students



Overall, you want to send the message that your organization seeks to protect both the environment, as well as the livelihood and culture of fishermen. You should invite them to learn more through your various outreach activities.

Interested in the environment from an educational standpoint, teachers want their students to learn about our oceans, as well as the various issues that affect it.

General Messaging

Exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 A voice in decisions	 Prevent overfishing, Protect the environment	 Support industry, Protect culture
We invite you to learn more about our ocean's delicate ecosystem.	A part of our primary mission is to ensure the ocean's continued sustainability.	The other part our mission is to protect the numerous fishermen in our waters, who depend on fishing as a way of life.

Messaging Priorities

This audience is interested in many of your issues to some degree. Endangered species has long been a part of school curriculum. So this audience will be fairly knowledgeable on the subject. When communicating to this audience, you'll want to balance your overarching message with an invitation to learn more about these various topics.



Fishery Ecosystem Management: Protecting the ocean is important to us. Our policies seek to provide a sustainable ecosystem and prevent overfishing.



Annual Catch Limits and Quotas: Learn more about how the Council's catch limits protect ecosystems and stocks, which support the fishing culture and allow everyone to fish forever.



Marine National Monuments: Marine protected areas are one of many tools to manage ocean resources. Marine national monuments are proclaimed by Presidential order. MPAs set through the Council process are more inclusive, rigorously analyzed and allow for adaptive management. Currently more than half of the US waters are closed to commercial fishing because of marine monument designations.

General Public



The key when communicating to this group is to focus on how fishery management decisions may affect them on a personal level.

Cares about the environment as well as the fishing industry on a very broad level. They are not deeply invested in the specific issues and how those issues are decided. However, they are concerned with how fishery management decisions may affect them directly.

General Messaging

The exact language will vary by situation and context. But the overall sentiment of the following messaging should serve as a guide in your communications with this audience:

 A voice in decisions	 Prevent overfishing, Protect the environment	 Support industry, Protect culture
The Western Pacific Regional Fishery Management Council gives you a voice in how decisions are made about our waters. Get involved and be heard.	Our goal is to foster responsible management of our oceans and to prevent unregulated, overfishing.	In this difficult economic environment, we help to sustain a drastically declining industry, well as protect the indigenous culture of thousands of Pacific Islanders.

Messaging Priorities

They care deeply about some specific fishery topics but are relatively low informed about the complexity of the issues.

They focus on sound bites, and we need to address the issues in the same manner. When communicating to this audience, it's important to focus on the issues they care about most, rather than trying to incorporate all of the different factors that relate to fishery management.



Annual Catch Limits and Quotas: Limiting the catch, based on science, is important to ensure that we are able to “fish forever.” Annual Catch Limits allow us to protect the stocks AND continue fishing.



Marine National Monuments: The Council is responsible for developing fishing regulations in Marine National Monuments and strives to balance the protection of ecosystems with the needs of fishing communities.



Foreign Crew: The use of foreign crews offsets the high costs of local labor in Hawaii. The foreign fishermen are monitored regularly by Customs and Border Protection. There have been no instances of fishermen reporting abuses. Money earned by crew is a vital source of money for families in their home countries.

Appendix: Guide to developing messaging for new issues

Guide to developing messaging for new issues

1. Determine how much each of your target audiences would care about the issue on a scale of *Very Little* – *Somewhat* – *Deeply*.
2. For those that care about the issue *Somewhat* or *Deeply*, review what the target’s General Messaging should be.
3. Review where this issue falls within their Messaging Priorities.
4. Write a succinct statement that would address their concern and your position on the issue.
5. Identify which General Messaging talking points would also support this issue for the audience.

	Issue
GENERAL PUBLIC	
SEAFOOD CONSUMERS	
ENVIRONMENTALISTS	
TEACHERS & STUDENTS	
FISHERMEN	
COMMERCIAL FISHERMEN WIVES	
INDIGENOUS FISHERMEN	
POLICYMAKERS	

Deeply	Somewhat	Very little
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