

Outcome Statements and Recommendations

Council Coordination Committee May 1-3, 2012

Mauna Lani Bay Hotel
68-1400 Mauna Lani Drive
Kohala Coast, Island of Hawaii (Big Island)
www.fisherycouncils.org/CCC/CCC.htm
www.wpcouncil.org

Communications

The Council Coordinating Committee (CCC) recommends that the Councils communications committee hold face-to-face meeting annually to discuss shared best practices and ways to improve regional and national communication. Items that could be developed at the next meeting include, but are not limited to, the following:

1. Improve effectiveness of the RFMC website (fisherycouncils.org) as resources allow, e.g., adding videos, content management and social media.
2. In a significant and timely manner, improve regional and national communications coordination between the Councils and NOAA, to ensure accuracy of information as well as recognition of the Councils in the management process.

The CCC also recommends the Councils support the following efforts:

1. Coordinate a solid communication plan/strategy for the NC3 conference, including media news releases after the conference, the lead being the Pacific Council. Plan for a joint Council booth in addition to regional Councils booths and a National Marine Fisheries Service booth at the conference; Develop a twitter hashtag for the conference.
2. Facilitate the use of social media tools (Facebook, Twitter, YouTube, etc.) at the individual RFMC level.
3. Ensure the Council websites are linked to the RFMC website (fisherycouncils.org) and encourage NOAA Fisheries to do the same.
4. Cultivate relationships to promote Council communications regionally and nationally with other government and non-governmental organization offices.

