

## Council Communications Group

Harrigan Centennial Hall, Eagle Room #7, 330 Harbor Drive, Sitka, AK 99835  
May 22-23, 2018 ♦ 8:30 am – 5 pm

<https://global.gotomeeting.com/join/531411973>, 1 (646) 749-3122  
Access Code: 531-411-973

Meeting materials posted: <https://tinyurl.com/CCGMay2018>,

### AGENDA

The purpose of the meeting is to allow the participants to share best practices, increase technical abilities, collaborate on ideas on improving FMC communications regionally and nationally and provide valuable feedback on what works and what doesn't, while providing a direction for communication in the future.

Meeting to be split in two days, with reference materials to be drafted/compiled beforehand and posted through an electronic agenda.

### Part 1, Tuesday May 22 Communication Tools and Procedures

*8:30 -10:00 am*

- 1. Communication and technology tools and procedures– by Council: Maria NPFMC**
  - a. Updated overview template of current practices by Council
  - b. Round table discussion of software/IT tools
    - Email platforms: constant contact, iContact, mailchimp, other mailing lists.
    - Databases used for emailing, commenting
    - Wifi/network hardware at Council meetings: provided by hotel/staff and used by staff/public
    - Applications developed specifically for the councils
  - c. Round table discussion of procedures and practices related to communication efforts
    - Website administration: authorization for posting
    - Cell phone/ipad usage: who pays for what. Cell phone policies in place? Messaging?
    - Reaching those that aren't available electronically. Policies?
  - d. Proposed MSA Legislation effects on Council Communications

*BREAK*

*10:15-11:30 am*

- 2. Promoting the regional Council system: ALL**

Brainstorm ways to promote and use the fisherycouncils.org website. Who is the audience? What mediums/events/people are available to us? Can we unify a public-facing effort across Councils? Do we need to? Discuss [fisherycouncils.org](http://fisherycouncils.org) (Mary MAFMC) [managingfisheries.org](http://managingfisheries.org) (Jennifer PFMC) with regard to responsibilities, workflow, and how site is currently being used and expectations for future use and integration with NOAA fisheries' site on regional councils. Demo of how to edit squarespace sites. Update all-council flyer.

11:30 -12:30

**3. Communicating effectively using social media: Emily GMFMC**

- Overview of platforms being used and strengths of each
- Metrics to support use
- Apps (Fish Rules)
- Staff effort vs. desired outcome

12:30 – 1:30 pm Lunch – Box lunches delivered

**Part 2**

**Talking, Telling, and Translating**

1:30 – 3:00 pm

**4. Public comment/input outside of Council meetings/public hearings: Maria NPFMC**

*How to effectively solicit input and present it for an informed body. Round table discussion including:*

- Policies for written comments pre-meeting and comments during meetings
- Listening sessions, scoping meetings, vision meetings, informal port meetings: what works
- Soliciting for comment: effective practices. Bulletin boards, notices

*BREAK*

3:15 – 5:00 pm

**5. Working effectively with the news/media: Janice NEFMC**

Round table discussion regarding experiences and best practices for:

- Developing relationships with reporters
- Working collaboratively with regional and state agencies
- Effectively providing information to media: images, video, supplemental material to be used
- Media training for staff/Council

5:30 – 8:00 pm Reception at the Sitka Fine Arts Camp

**DAY 2, Wednesday, May 23**

8:30 – 10:00 am

**6. Regional and national communications coordination between Councils and NOAA: Maria NPFMC**

Round table discussion surrounding collaborative efforts and relationships between agencies: Sharing resources, (software, online journal subscriptions, listservs, etc.) collaboration on documents, and press releases. Fishwatch.

10:30 – 12:00 pm

**7. Council and advisory body meeting communication protocols: Sylvia WPFMC**

How do Councils communicate with advisory bodies? Round table discussion to include what works and what has been problematic regarding:

- Q&A sessions, public hearings, committee and AP/SSC reports
- How is information conveyed to Council
- Minority reporting
- Protocol for AP and Council meetings via webinar.

12:00 – 1:00 Lunch – will have menus available and order takeout

**Part 3**  
**Teaching and Learning**

*1:00 – 2:00 pm*

**8. Education programs and training of Council/staff: Kim SAFMC, Sylvia WPFMC**

- MREP
- Internal training and/or orientation for Council members, AP, SSC
- Educational initiatives from Councils and NOAA
- Partner educational programs, i.e. Seagrant

*2:00 – 3:00 pm*

**9. Publications and outreach: Sylvia WPFMC**

Discussion regarding working with vendors. Developing printed materials, outreach kiosks, displays, event giveaway items and trade show booths

*3:15 – 5:00 pm*

**10. Wrap up: path forward**

Discussion/report to the CCC. Provide recommendations and guidance for future communications-related projects and issues.

*5:15 Tour of Sitka Sound*

**Thursday, May 24**

**CCC Meeting: 8-5pm**

Specific Items of interest to the CCG:

1:30 – 2:45 NEFMC	Program Review	Tom Nies
2:45 – 3:00 NOAA Fisheries	Website Transition	Rebecca Ferro
3:00 – 3:15 <b>Break</b>		
3:15 – 4:15 CCC Workgroup Reports	Communications Group	Maria Shawback