

April 25, 1977

MEMORANDUM

SUBJECT: Public Awareness Activities for the North Pacific Fishery Management Council

The following activities are being carried out by Council staff to improve public and industry awareness and understanding with the North Pacific Fishery Management Council.

1. The staff is compiling a newsletter which could be mailed at regular intervals. A rough "paste-up" is included for your reference. It will summarize the most current Council meeting, and highlight important decisions. It will also serve to discuss general Extended Jurisdiction activities off Alaska and the rest of the country. It could also serve to elaborate on foreign extended jurisdiction matters; i.e. the Soviet Union/Japan 200-Mile talks. A mailing list has not been finalized. Cost with a bulk mail permit would be about \$30 for 500 if we print ourselves, \$100 if we have it printed.
2. The Council staff is preparing a special supplement to the Alaska Seas & Coast newsletter which will be mailed in June. This supplement will update all Council Extended Jurisdiction activities and current events. It is being sponsored (financially and editorially) by the University of Alaska Sea Grant Program.
3. During the next several Council meetings photographs will be taken of all Council members, Scientific and Statistical Committee members, and Advisory Panel members. The intent is to use these pictures with short biographical sketches in local newspapers and magazines. This will identify key individuals in specific geographic areas and hopefully encourage greater local inputs into Council business.
4. Council staff and Council members have attended several public meetings which are listed in the following:
  - a. On Saturday, April 16 Jim Branson participated in a panel discussion for the International Jaycees Convention at the Captain Cook Hotel.
  - b. On Wednesday, April 20, Mark Hutton presented a lecture to a University of Alaska natural resource management class.

c. On Thursday and Friday, April 21 and 22 Jim Branson, Elmer Rasmuson, Hank Eaton and Harold Lokken participated in a panel discussion at the Kodiak Fisheries Institute.

d. Last month Jim Branson made a presentation at a meeting of the Alaskan Chapter of the American Fisheries Society in Cordova.

5. A Press Release was sent to all forms of media 10-12 days before Council meeting.