

NATIONAL MARINE FISHERIES SERVICE

Fisheries Information System

Outreach Strategy

Draft
Version 1.0

April 2007

NOAA FISHERIES SERVICE

**Office of Science and
Technology**

1315 East-West Highway
Silver Spring, MD 20910

Phone: 301-713-2328
Fax: 301-713-1875

E-mail: FIS.PMO@noaa.gov



Blank Page

Table of Contents

| | |
|---|------------|
| Executive Summary | vii |
| 1 Introduction | 1 |
| 1.1 Purpose | 1 |
| 1.2 Key Messages..... | 1 |
| 2 Outreach Campaign Planning | 2 |
| 2.1 Current Outreach Situation..... | 2 |
| 2.2 Specific Outreach Goals and Objectives..... | 3 |
| 2.3 Target Audiences | 4 |
| 2.4 Outreach Methods..... | 4 |
| 3 Outreach Strategies and Campaign Implementation | 10 |
| Appendix A: Communication Activities within Levels | 13 |
| Appendix B: Sample Outreach Materials | 15 |

Document Location

The Fisheries Statistics Division retains the source of this document on the Fisheries Statistics Division shared server, in the Fisheries Information System Program database. The baseline of this document is stored in QuickPlace, the Fisheries Information System (FIS) documentation repository.

Document Development

Subject: Change history for the *Outreach Strategy* document

Comments: Comments regarding this version should be sent via email to FIS.PMO@noaa.gov

Release Date: March 2007

| Release No. | Date | Description |
|-------------|------------|--|
| 1.0 | April 2007 | Initial version of the Outreach Strategy |
| | | |

Approvals

This document requires approval from the following Program Management Team members:

| Name | Jurisdiction Represented | Approved |
|--------------------|--|-----------------|
| Mike Cahall | Atlantic Coastal Cooperative Statistics Program | |
| Tina Chang | Office of Science and Technology | |
| Al Coan | Southwest Region | |
| Dave Colpo | Pacific and Alaska Fisheries Information Network | |
| Dave Donaldson | Gulf of Mexico Fisheries Information Network | |
| Steve Freese | Northwest Region | |
| Jennifer Mondragon | Alaska Region | |
| Karen Sender | Pacific Islands Region | |
| Galen Tromble | Office of Sustainable Fisheries | |
| Steve Turner | Southeast Region | |
| Dave Van Voorhees | Program Director | |
| John Witzig | Northeast Region | |

FIS Outreach Strategy

Executive Summary

The FIS Outreach Strategy is written to provide a summary of the outreach materials and key messages the Fisheries Information System (FIS) will implement to increase the awareness of the FIS Program.

The purpose of this document is to identify the outreach strategies and materials to facilitate and exchange accomplishments, ideas, and information across the FIS community. This will ensure that the PMO, PMT, and PSGs messages convey the National Marine Fisheries Services and NOAA senior leadership requirements between and within the FIS community.

Blank Page

1 Introduction

1.1 Purpose

This document is written to provide the Fisheries Information System (FIS) Program with outreach strategies to connect with members of the fisheries community, as well as to inform different audiences such as organizations, groups, and the general public of the FIS mission and accomplishments.

The FIS outreach strategy outlined in the subsequent sections undertakes the following: 1) summarizes the efforts to provide an educational and informative approach, 2) reviews several types of information exchange, and 3) describes various methods for the dissemination of information. Additionally, the outreach efforts are structured so as to tie with the goals and objectives of the FIS Program.

The Outreach Strategy document seeks to provide a plan to:

- Increase awareness of FIS accomplishments
- Develop methods to effectively target all audience levels
- Encourage enhanced FIS interactions with fisheries colleagues and potential participants
- Improve the effectiveness of FIS feedback opportunities

1.2 Key Messages

There are five key types of messages, each related to the audience for which they are intended:

- 1) Messages to fulfill the obligations of the National Marine Fisheries Services and NOAA senior leadership
- 2) Messages to address the requirements of FIS participants
- 3) Messages to resolve issues arising within the FIS Community
- 4) Messages to meet the informational needs of the special initiatives from National Marine Fisheries Services and NOAA senior leadership
- 5) Messages to provide fisheries data requests to state and federal agencies

2 Outreach Campaign Planning

The following processes serve as a guideline for the creation of the FIS outreach strategy. It is recommended that the following tasks be completed prior to the creation and distribution of proposed outreach materials:

- Assess current outreach situation
- Identify specific outreach goals and objectives
- Identify target audiences and potential partners
- Evaluate methods and develop outreach strategies

2.1 Current Outreach Situation

Prior to conducting research or initiating any activities, it is important to review the existing strategies to determine what is currently in place, what is working and what has not been successful. Currently, FIS outreach activities are based on verbal communication and the FIS Web site.

Verbal Communication – This method has limitations due to the constraints of time and workload of FIS participants. Although several projects are underway and most have achieved positive results, promotion of the Program via word-of-mouth has been ineffective to promote and increase the awareness to advance the overall mission of FIS.

FIS Web site – The limited success is based on the minimal number of publications that exist to promote the use of the Web site. Due to the weak promotional activity, knowledge of the Web site in the FIS community is limited to the PMO, PMT, PSGs, and those members who are working on specific FIS projects. Non-fisheries use of the site is extremely low.

At the time of this publication, the usefulness of the FIS website is limited due to the following issues:

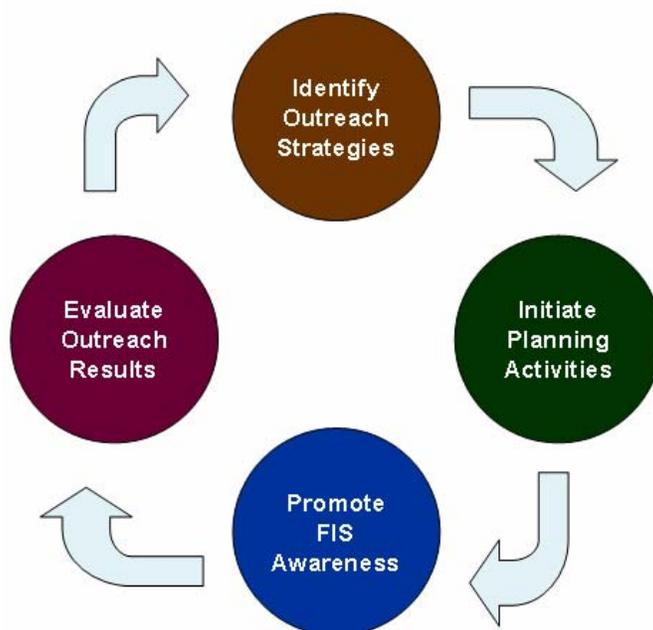
- Visually unappealing layout and design
- Non-target to attract to the general public
- Poor navigational ability and functions
- Limited relevance of content presented
- Mismatched and outdated information on home page
- Undefined target audience
- Limited site promotion
- Unsatisfactory user experience

2.2 Specific Outreach Goals and Objectives

The outreach approach of the FIS Program for 2007 and beyond includes the following tactics:

- **Identify Outreach Strategies**
 - Identify outreach strategies that share the mission, goals, and objectives of FIS to include both Fisheries and non-fisheries audiences
 - Idea generation, information sharing, and collaboration
- **Initiate Planning Activities**
 - Identify Key Messages – determine the specific information, ideas, and methods to communicate to specific audiences
 - Create an FIS Brand – design and implement a consistent and visually appealing image that represents a unique “look and feel” to be used for FIS communication methods
- **Promote FIS Awareness**
 - Communicate FIS information to targeted audiences
 - Encourage and publicize the FIS accomplishments
- **Evaluate FIS Outreach Results**
 - Develop a method to determine the successfulness of outreach campaigns and strategies
 - Ascertain if modifications are needed

These activities are part of the Outreach Life Cycle, a contiguous process to develop outreach strategies, implement outreach activities using selected communication methods, and determine which techniques are working better than others.



2.3 Target Audiences

FIS encompasses a diverse stakeholder community and consideration must be given to their informational needs which will help determine the types of outreach materials required. This includes a) determining which groups to approach and which methods would be best suited to reaching those audiences and b) reviewing existing and potential FIS partners to ascertain which would be instrumental in contributing to the outreach campaign, noting that each partner has access to a specific audience and would be an asset in determine a particular outreach strategy. In order to meet the mission of the FIS Program, communication must occur with several individuals and across various groups and audiences at different levels. Three audience levels are identified as follows:

Level One – NOAA leadership groups

- National Marine Fisheries Services (NMFS) senior leadership
- NMFS – Data Management Committee
- Integrated Ocean Observing System (IOOS)
- Data Management Working Group

Level Two – FIS Community

- Program Management Team (PMT)
- Professional Specialty Groups (PSGs)
- Regional Offices (RO)
- Fisheries Science Centers (FSC)
- Fisheries Information Networks (FINs)
- Office of Science and Technology (ST)

Level Three – Other Fisheries participants and General Public

- Fisheries and non-fisheries programs of the NOAA Agency
- Other Federal Agencies
- State Agencies
- Public

2.4 Outreach Methods

The distribution of FIS information can occur across several possible outreach methods or channels that include facilitation activities and distributed materials. Outreach methods are categorized in the following manner: in-person, electronic, printed documentation, and merchandise advertising.

A detailed description of the outreach methods can disseminate information to the members of the FIS Program and to other audiences is provided in table 1. (For illustrative examples of the various outreach methods, refer to *Appendix B*.)

Table 1: Outreach Methods

| Method | Activities / Materials | Description | Audience | Advantages | Disadvantages | Financial Impact |
|------------------|--------------------------|--|--|---|--|---|
| In-Person | Verbal Exchange | Informal conversations with members of the FIS community that allow for an immediate exchange of information | <ul style="list-style-type: none"> All Levels | <ul style="list-style-type: none"> Conveys information easily to small groups | <ul style="list-style-type: none"> Information is not documented and may be inaccurately transferred to other parties | <ul style="list-style-type: none"> None |
| | Brown Bag session | An informal presentation (within NOAA) that addresses a specific topic in an informational format | <ul style="list-style-type: none"> Level 2 - FIS Community | <ul style="list-style-type: none"> Allows for interaction and exchange of ideas at summary and detail level | <ul style="list-style-type: none"> Usually focused on a single topic | <ul style="list-style-type: none"> Minimal / None |
| | Meeting | Information is exchanged in a group format with clearly defined purposes and expected results; occurs via teleconference, video conference, or face-to-face engagement | <ul style="list-style-type: none"> Level 1 - NOAA Leadership Level 2 - FIS Community | <ul style="list-style-type: none"> Conveys specific information Formalize the documentation process | <ul style="list-style-type: none"> Limited number of people reached during single session | <ul style="list-style-type: none"> Dependent upon meeting format and travel expenses |
| | Presentation | Information is presented in a visually appealing format along with opportunity for question and answer period, such as an informal (e.g., brown bags) or formal (e.g., seminars) session | <ul style="list-style-type: none"> All Levels | <ul style="list-style-type: none"> Allows presenter to provide a summary of the FIS Program and to highlight major successes | <ul style="list-style-type: none"> Most effective if presenter is familiar with topic and can provide additional information if requested | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |

| Method | Activities / Materials | Description | Audience | Advantages | Disadvantages | Financial Impact |
|-------------------|---|--|--|---|--|---|
| | Training Session | Provides an acquisition of knowledge and/or skills via <ul style="list-style-type: none"> - Instructor-led classroom sessions - Informative briefings - Workshops | <ul style="list-style-type: none"> ▪ Level 2 - FIS Community | <ul style="list-style-type: none"> ▪ Provides in-depth level of knowledge sharing ▪ Provides opportunity for question and answer session | <ul style="list-style-type: none"> ▪ The number of sessions, numbers of participants require travel, and/or larger off-site facilities are needed may increase the activity cost if significant | <ul style="list-style-type: none"> ▪ Dependent upon the number and type of training materials, facilitator or instructor fees, travel expenses, and meeting facilities |
| Electronic | | | | | | |
| | Electronic Mail (abbreviations: Email, e-mail, email) | Provides a method of composing, sending, storing, and receiving messages over electronic communication systems. Formal messages from the PMO will be sent via the FIS PMO mailbox at: FIS.PMO@noaa.gov | <ul style="list-style-type: none"> ▪ Level 1 - NOAA Leadership ▪ Level 2 - FIS Community | <ul style="list-style-type: none"> ▪ Quickly disseminate information | <ul style="list-style-type: none"> ▪ Time consuming | None |
| | Web site (also website) | A collection of informational pages that serves as the primary public-facing outreach method | <ul style="list-style-type: none"> ▪ Level 2 - FIS Community ▪ Level 3 - Other Participants such as, Federal and State Agencies, and Public. | <ul style="list-style-type: none"> ▪ Conveys information easily ▪ Allows for summary and detailed information ▪ Provides informative approach ▪ Allows for branding of FIS materials can browse as needed or at leisure | <ul style="list-style-type: none"> ▪ Potential users must be aware of the site in order for it to be used ▪ Site must be maintained and updated on a regular basis | <ul style="list-style-type: none"> ▪ Minimal costs to maintain (e.g., NOAA Web master or administrator) |

| Method | Activities / Materials | Description | Audience | Advantages | Disadvantages | Financial Impact |
|--------------------------|------------------------|--|---|---|--|---|
| Printed documents | Brochure | A two- or three-fold style document distributed for advertising or promotional purposes | <ul style="list-style-type: none"> All Levels | <ul style="list-style-type: none"> Provides summary level information about a specific topic in simplistic format | <ul style="list-style-type: none"> May need to be manually distributed or placed in strategic locations with high visibility to attract target audience Most effective with full service color and high resolution printing on quality paper | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |
| | Fact Sheet | A presentation of specific information or data concerning any subject to emphasize key points of interest, having a pleasing design, to convey the most relevant information using limited space | <ul style="list-style-type: none"> Level 1 - NOAA Leadership Level 2 - FIS Community | <ul style="list-style-type: none"> Allows for a quick-reference guide for NOAA Leadership | <ul style="list-style-type: none"> Overview style does not provide Program or project level details | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |
| | Flyer | A single page leaflet advertising one message such as an event, a service, or an activity. | <ul style="list-style-type: none"> Level 2 - FIS Community Level 3 - Other Participants, Federal and State Agencies, and Public | <ul style="list-style-type: none"> Appeals to selected public groups Informative Capture public's attention. Communicate a unique message | <ul style="list-style-type: none"> Message must be carefully selected and highly targeted Must evaluate potential locations to increase the awareness and attention. | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |

| Method | Activities / Materials | Description | Audience | Advantages | Disadvantages | Financial Impact |
|--------|------------------------|--|---|--|--|---|
| | Newsletter | A regularly distributed internal publication generally about centralized topics which are of interest to its subscribers. | <ul style="list-style-type: none"> All Levels | <ul style="list-style-type: none"> Distributes FIS information regularly Updates easily Allows for links on the FIS Web site to recent and previous issues Provides discussion of Fisheries news and related information Allows for referral to the Web site Allows for branding | <ul style="list-style-type: none"> Input is needed on a regular basis from project managers and stakeholders Needs an FIS brand or logo that correspond with other distributed materials | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |
| | Poster | A large piece of paper which can be hang from a wall or other such surface, | <ul style="list-style-type: none"> Level 2 - FIS Community Level 3 - Other Participants, Federal and State Agencies, and Public | <ul style="list-style-type: none"> Appeals to a wide FIS audience Targets message Provides strong visual interest Designed to be eye-catching | <ul style="list-style-type: none"> Includes high impact graphics and layout that may increase the printing cost. | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed |
| | Press Release | Information notifying the media, citizens, or government-related agencies via mail, fax, or e-mail to editors of newspapers, magazines, radio or TV stations | <ul style="list-style-type: none"> Level 3 - Other Participants, Federal and State Agencies, Public | <ul style="list-style-type: none"> Provides agency approved message that represents FIS mission | <ul style="list-style-type: none"> Reviews from NOAA Public Relations and Legal Dept may increase the time frame of the final release | <ul style="list-style-type: none"> Minimal / None |

| Method | Activities / Materials | Description | Audience | Advantages | Disadvantages | Financial Impact |
|--------------------------------|------------------------|--|---|--|---|--|
| | Report | A type of document written to provide an accountability of the Program updates such as status and financial reports, findings, or accomplishments | <ul style="list-style-type: none"> All Levels | <ul style="list-style-type: none"> Provides both summary and detail level information about the Program and specific projects May be produced on a predetermined basis such as monthly, quarterly, or annually | <ul style="list-style-type: none"> Includes an agreement for content and layout May be time-consuming to produce Requires skilled writers / editors to document the content Requires skilled graphics artists or illustrators to produce artwork if needed. | <ul style="list-style-type: none"> Dependent upon printing costs and type of graphics needed Additional staff, as needed |
| Merchandise Advertising | Promotional Items | <p>Useful objects that act as a mini advertisement and may contain information such as a logo, slogan, catch-phrase, or web address</p> <p>Examples: Magnets, Mouse Pads, Mugs, Pens, Sports Bottles, Clothing articles (i.e. t-shirts, baseball caps, and others)</p> | <ul style="list-style-type: none"> Level 2 - FIS Community Level 3 - Other Participants, Federal and State Agencies, and Public | <ul style="list-style-type: none"> Limited artwork or text necessary Easily distributed | <ul style="list-style-type: none"> Message must be targeted, clear, and concise for most effectiveness, (information on the item should speak for itself) Need to encourage FIS members to distribute the items | <ul style="list-style-type: none"> Dependent upon type and quantity of the item ordered |

3 Outreach Strategies and Campaign Implementation

In order to accomplish the course of action and to facilitate effective strategies for the FIS Program, the Program Management Team (PMT) will decide to implement the outreach strategies that best reach the intended audience. Per discussions during FY2006 Quarterly PMT meetings, key elements agreed upon by FIS members include:

- ◆ Developing outreach materials that convey a consistent FIS image or “look and feel” that is continually repeated and reinforced (branding).
- ◆ Increasing collaboration and communication within the FIS community by publicizing FIS activities and accomplishments to foster awareness and share successes.
- ◆ Communicating Program opportunities to gain regional and national recognition.

Using the outreach life cycle as the framework, a review and analysis of possible outreach strategies were determined. During the initial planning activities, several outreach options were weighed based on timeline for completion, cost factors, and the critical needs of FIS. As a result, the following recommendations were made for FY 2007:

3.1 Identify Outreach Strategies

Objectives

Determine the approach to utilizing maximize efforts and minimal costs via idea generation and collaboration.

Tasks

1. Meet with NOAA media / marketing representatives to review previously successful campaigns, best practices, and outreach costs.
2. Review other NOAA organizations’ outreach approaches.
3. Determine specific outreach methods to be used for FIS, given budget constraints.

- Redesign the FIS Web site

FIS is an emerging program, and as such requires a critical path for outreach activities that promote the accomplishments and successes of FIS using methods that exemplify the highest level of quality. As noted earlier, the site currently has several limitations and brings in few non-FIS participants. For this reason, the site redesign will dramatically increase the level of quality that is visible to a wide range of audiences, provide up-to-date relevant information, and will embody the image and message of FIS that the Program would like to present.

- Develop Printed Materials

The importance of distributing printed materials is recognized as a key factor in promoting FIS activities and accomplishments to the Fisheries community. For this reason, the PMO has targeted in FY2007, the creation of a Brochure that can be easily distributed by FIS member and the creation of a Quarterly Newsletter. Due to funding limitations, additional documents will be targeted for FY2008, such as the FIS Fact Sheet (“zing document”). It is intended that the Fact Sheet will be updated with a new

FIS logo and design format. This will be distributed by members of the PMT to FIS participants and fisheries constituents.

- Identify and Distribute Promotional Items

While researching the outreach activities of other NOAA programs, it was noted that several campaigns have successfully used promotional items distributed to members of the fisheries community, marine scientists, and industry. Specific items will be proposed by the PMO and agreed upon by the PMT prior to purchase. (Examples are shown in Appendix B.)

4. Assign resources to develop FIS outreach materials.

Timeline

3rd Quarter, FY 2007

Cost Estimates

N/A

Lead

PMO

3.2 Initiate Planning Activities

Objectives

Define FIS in terms of who we are, what we do, and why we are important to the fisheries community.

Tasks

1. Identify specific contents and necessary information that will be contained within each outreach method, including Web pages and written materials targeting specific user groups based on the category level of information by audience.
2. Meet with graphic arts designer to review possible options for the FIS brand.
3. Obtain cost estimates for design and layout, developer or contractor assistance, and printing costs.
4. Identify possible promotional items and determine locations for distribution (e.g., conferences, regional meetings, etc.).

Timeline

3rd Quarter, FY 2007

Cost Estimates

- Graphic design \$3,000 (logo and unified title)
- Web developer \$15,000 (depends on how much work and what features)
- Brochure printing fees \$3,000 (3000 full color and tri-fold printed copies)
- Promotional item fees Dependent upon type and quantity ordered

Lead

PMO

3.3 Promote FIS Awareness

Objectives

Exchange and share regularly updated FIS information between and within regions and among federal and state partners

Tasks

1. Distribute outreach materials at conferences, meetings, and special events.
2. Share FIS accomplishments with the fisheries communities.
3. Publicize FIS news-worthy information on a regular basis.
4. Communicate positive feedback from FIS community and constituents with NOAA leadership via face-to-face meetings.

Timeline

3rd & 4th Quarters, FY 2007

Cost Estimates

- Newsletter, (free) via web with new logo design and promoted by NOAA Publications Office

Lead

PMT, PMO

3.4 Evaluate FIS Outreach Results

Objectives

Develop a method to evaluate the effectiveness of outreach campaigns to ascertain if modifications are needed

Tasks

1. Measure use of existing outreach methods prior to campaign (baseline).
2. Measure the frequency of FIS inquiries, number of Web site visits, and accomplishments recognized by NOAA leadership after campaign implementation.
3. Determine if campaigns are successfully reaching target audiences and if awareness of FIS increases as a result of the outreach efforts. (Interview PMO, PMT, and random sample of FIS community.)

Timeline

1st Quarter, FY 2008

Cost Estimates

- Web tracking software (dependent upon specific product) Starting from \$1,300.

Lead

PMO

3.5 Outreach Schedule

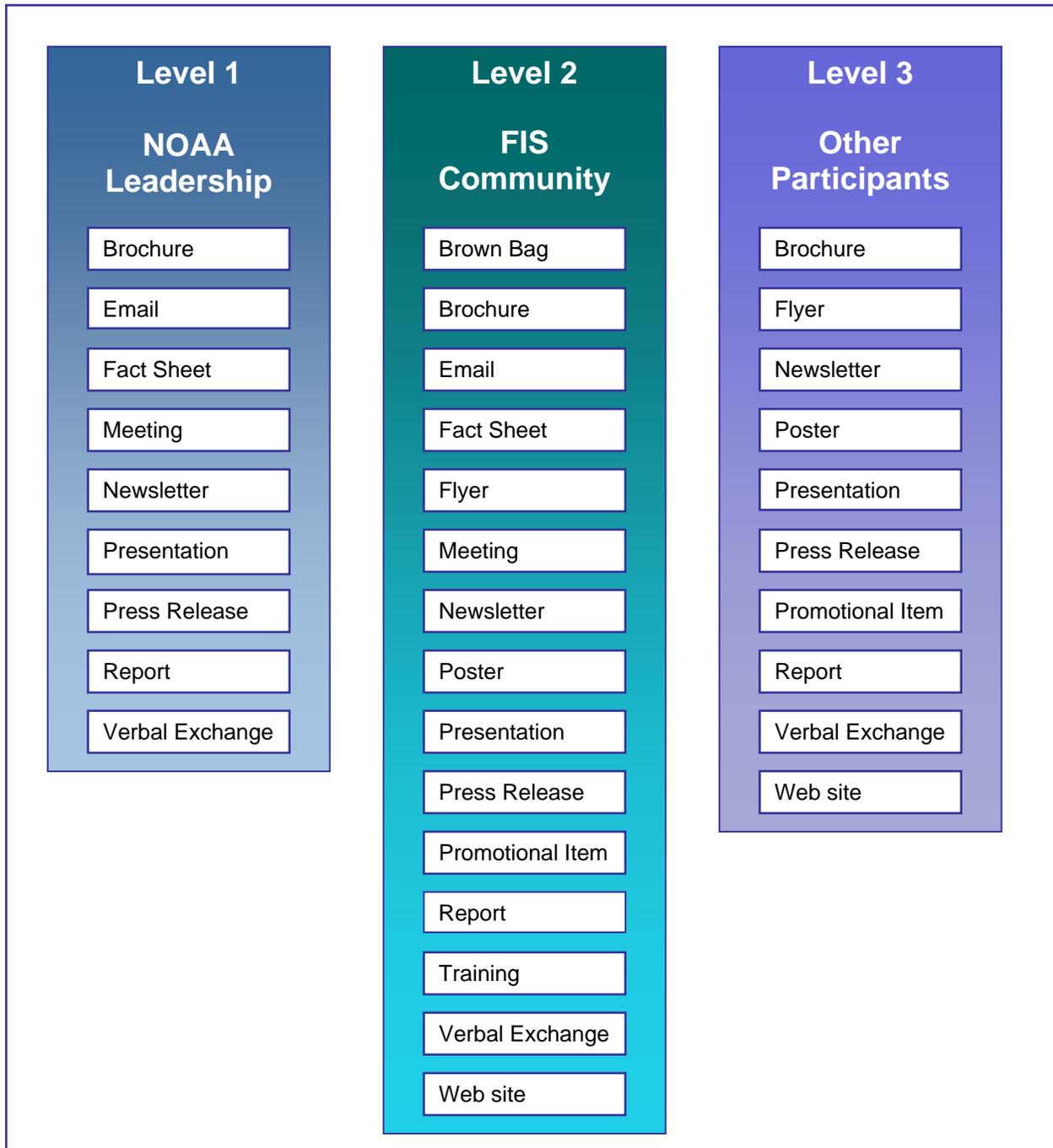
The proposed timeline represents the outreach schedule for FY2007 and FY2008.

Table 2: Outreach Schedule

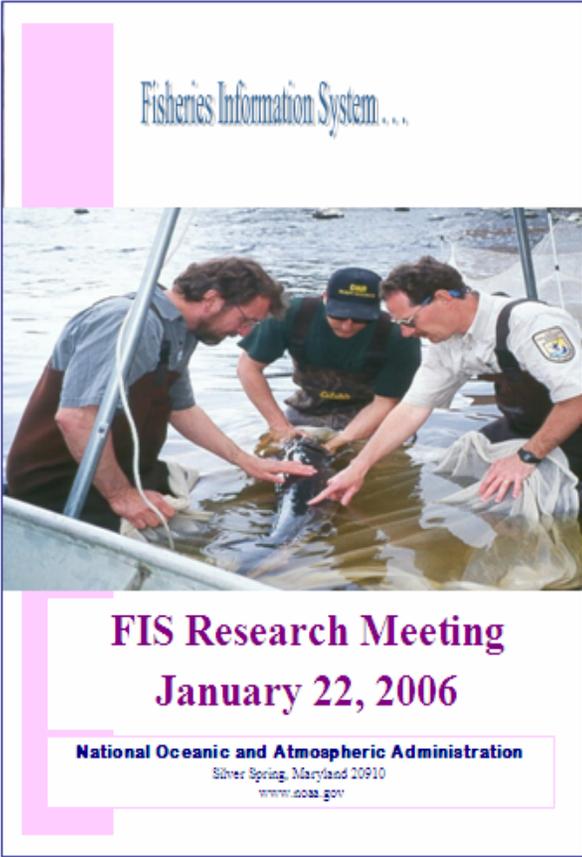
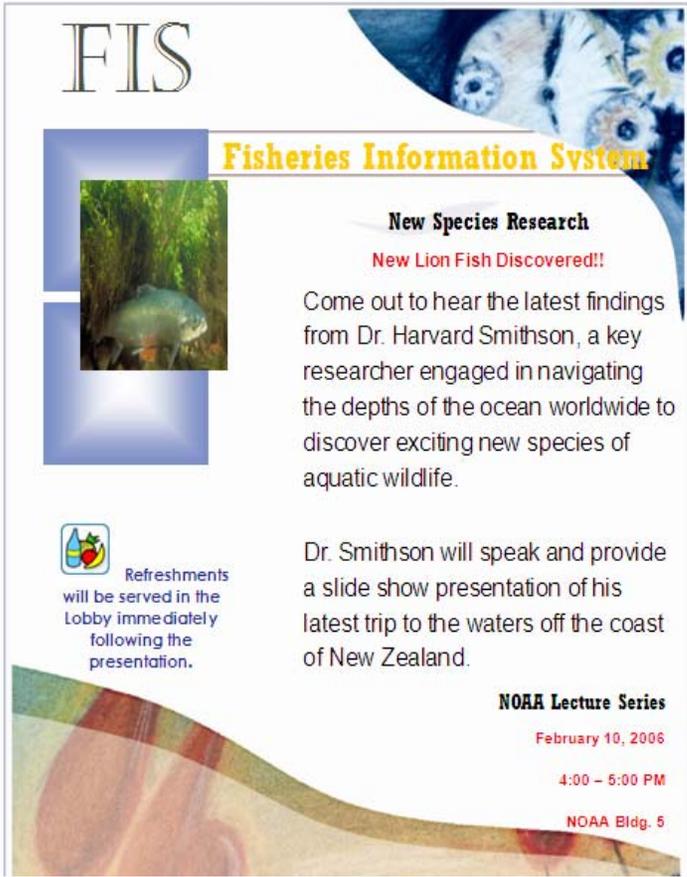
| Outreach Methods per Activities /Materials | Proposed Timeline |
|--|---|
| In-Person | |
| <ul style="list-style-type: none"> • Brown Bag | <ul style="list-style-type: none"> ▪ As needed |
| <ul style="list-style-type: none"> • Meeting | <ul style="list-style-type: none"> ▪ As needed |
| <ul style="list-style-type: none"> • Presentation | <ul style="list-style-type: none"> ▪ February 2007 – initial version ▪ 1st Quarter, FY 2008 – modified version |
| Electronic | |
| <ul style="list-style-type: none"> • Web site redesign | <ul style="list-style-type: none"> ▪ June 2007 |
| Printed Document | |
| <ul style="list-style-type: none"> • Brochure | <ul style="list-style-type: none"> ▪ July 2007 |
| <ul style="list-style-type: none"> • Fact Sheet | <ul style="list-style-type: none"> ▪ 1st Quarter, FY 2008 |
| <ul style="list-style-type: none"> • Flyer | <ul style="list-style-type: none"> ▪ As needed |
| <ul style="list-style-type: none"> • Newsletter | <ul style="list-style-type: none"> ▪ September 2007 ▪ Quarterly basis, FY 2008 |
| <ul style="list-style-type: none"> • Poster | <ul style="list-style-type: none"> ▪ 2nd & 3rd Quarters, FY 2008 |
| <ul style="list-style-type: none"> • Press Release | <ul style="list-style-type: none"> ▪ As needed |
| <ul style="list-style-type: none"> • Report | <ul style="list-style-type: none"> ▪ As needed |
| Merchandise Advertising | |
| <ul style="list-style-type: none"> • Promotional Items | <ul style="list-style-type: none"> ▪ September 2007 |

Appendix A: Communication Activities within Levels

The illustration below represents the communication activities that can occur within each level, depending upon the type of communication need, the audience, and the intended result of the communication.



| Type | Sample Materials |
|-------------------|--|
| <p>Fact Sheet</p> | <div data-bbox="443 253 1136 391" style="background-color: #ffff00; padding: 10px; text-align: center;"> <h3>PROTECTED SPECIES PROGRAM AND NATIONAL OCEAN SERVICE COOPERATION</h3> </div> <div data-bbox="459 420 1125 509" style="background-color: #add8e6; padding: 10px; text-align: center;"> <p><i>Link NOS and Office of Protected Resources missions in order to further mutual program goals on protected marine resource issues, communicating a single NOAA message to the public.</i></p> </div> <div data-bbox="464 581 741 873" style="text-align: center;">  </div> <div data-bbox="512 886 693 902" style="text-align: center;"> <p>Hawksbill Turtle, <i>Diomedea irrorata</i></p> </div> <div data-bbox="768 532 1125 570" style="background-color: #add8e6; padding: 5px;"> <p>Marine Ecosystem Management</p> </div> <div data-bbox="768 591 1125 656" style="background-color: #add8e6; padding: 5px;"> <p>Enhance capability for reducing mortality of Northern Right whales from ship collisions via collaboration on the NMFS Ship Strike Strategy.</p> </div> <div data-bbox="768 677 1125 742" style="background-color: #add8e6; padding: 5px;"> <p>Partner on stranding and unusual mortality events through the development of a NMFS/NOS MOU for both response and laboratory testing.</p> </div> <div data-bbox="768 763 1125 828" style="background-color: #add8e6; padding: 5px;"> <p>Develop innovative GIS capacity using expertise and capability of NOS to support an Atlantic-wide sea turtle conservation strategy.</p> </div> <div data-bbox="768 849 1125 914" style="background-color: #add8e6; padding: 5px;"> <p>Developing and implementing various protected species recovery plans with the National Marine Sanctuary program (NMSP).</p> </div> <div data-bbox="459 964 827 1002" style="background-color: #add8e6; padding: 5px;"> <p>Research Coordination</p> </div> <div data-bbox="459 1023 827 1153" style="background-color: #add8e6; padding: 5px;"> <p>Conduct multi-year population studies of hump-back whales in the North Pacific Basin (SPLASH), including funding of west coast U.S. surveys, streamlining of research permitting requirements, and development of common materials promoting the program.</p> </div> <div data-bbox="459 1174 827 1222" style="background-color: #add8e6; padding: 5px;"> <p>Monitor marine mammal and ocean health in cooperation with Hollings Marine Laboratory.</p> </div> <div data-bbox="459 1243 827 1325" style="background-color: #add8e6; padding: 5px;"> <p>Conduct research, monitor coral species and collaboratively manage coral disease outbreaks in the Florida Keys with the National Marine Sanctuary Program.</p> </div> <div data-bbox="852 997 1108 1252" style="text-align: center;">  </div> <div data-bbox="867 1268 1094 1284" style="text-align: center;"> <p>Northern Pacific Right Whale, <i>Eubalaena glacialis</i></p> </div> <div data-bbox="1157 282 1461 558" style="text-align: center;">  </div> <div data-bbox="1213 574 1398 591" style="text-align: center;"> <p>Stellar sea lions, <i>Elopetus jubatus</i></p> </div> <div data-bbox="1486 253 1887 293" style="background-color: #add8e6; padding: 5px;"> <p>Outreach and Education</p> </div> <div data-bbox="1486 315 1887 396" style="background-color: #add8e6; padding: 5px;"> <p>Proactively collaborate on an education and outreach strategy for the recovery of protected species and their habitat through a collaborative working group with NMSP and Office of Law Enforcement.</p> </div> <div data-bbox="1486 417 1887 531" style="background-color: #add8e6; padding: 5px;"> <p>Launch a new program, "Ocean Etiquette: Promoting Responsible Encounters in the Marine Environment," to address common concerns on teaching the public how to lessen impacts while enjoying recreational activities in the marine environment.</p> </div> <div data-bbox="1486 552 1887 600" style="background-color: #add8e6; padding: 5px;"> <p>Collaborate on the NOAA Fisheries Acoustic Program National Lecture Series.</p> </div> <div data-bbox="1173 662 1850 911" style="background-color: #ffff00; padding: 20px; text-align: center;"> <p>The Protected Species Program is committed to establishing creative, collaborative partnerships with the National Ocean Service to make efficient use of our combined expertise and resources to protect, restore, and manage the use of coastal and ocean resources through ecosystem-based management.</p> </div> <div data-bbox="1209 967 1373 1138" style="text-align: center;">  </div> <div data-bbox="1440 967 1604 1130" style="text-align: center;">  </div> <div data-bbox="1646 997 1850 1118" style="text-align: center;">  </div> |

| Type | Sample Materials |
|--------------|--|
| <p>Flyer</p> | <div data-bbox="428 248 1010 1105">  <p>Flyer for FIS Research Meeting, January 22, 2006. The flyer features the text "Fisheries Information System..." at the top, a photograph of three people in a boat handling a fish, and the event details: "FIS Research Meeting January 22, 2006" and "National Oceanic and Atmospheric Administration, Silver Spring, Maryland 20910, www.noaa.gov".</p> </div> <div data-bbox="1100 248 1787 1125">  <p>Flyer for FIS Fisheries Information System. The flyer includes the FIS logo, the title "Fisheries Information System", and a section titled "New Species Research" with the sub-heading "New Lion Fish Discovered!!". The text describes a presentation by Dr. Harvard Smithson on his findings from New Zealand. It also includes a note about refreshments and the event details: "NOAA Lecture Series, February 10, 2006, 4:00 - 5:00 PM, NOAA Bldg. 5".</p> </div> |

| Type | Sample Materials |
|-------------------|--|
| <p>Newsletter</p> | <div data-bbox="428 240 1113 365">  </div> <div data-bbox="428 391 636 412"> <p>FishNews December 12, 2006</p> </div> <div data-bbox="428 436 585 454"> <p>NOTE FROM THE EDITOR:</p> </div> <div data-bbox="428 479 1163 513"> <p>NOAA Fisheries has a new home page on the web! The front page is updated weekly with the latest news on marine fisheries, coastal habitat and ocean wildlife. Visit www.rmf.noaa.gov to check it out.</p> </div> <div data-bbox="428 537 558 555"> <p><u>WEEK'S HIGHLIGHTS</u></p> </div> <div data-bbox="476 578 1020 597"> <p>National Magnuson-Stevens Fishery Conservation and Management Reauthorization Act Passes Congress</p> </div> <div data-bbox="476 621 982 641"> <p>National Public Invited to Comment on List of Commercial Fisheries that Impact Marine Mammals</p> </div> <div data-bbox="476 664 882 683"> <p>National Public Invited to Comment on Documentation for Dolphin-Safe Tuna</p> </div> <div data-bbox="480 706 730 724"> <p>Alaska Pacific Cod Amendment Under Review</p> </div> <div data-bbox="480 748 835 768"> <p>Alaska NOAA Scientists Studying the Status of Cook Inlet Belugas</p> </div> <div data-bbox="480 790 871 810"> <p>Alaska NOAA to Collect Economic Information for Gulf of Alaska Fisheries</p> </div> <div data-bbox="447 833 919 852"> <p>Pacific Coast Proposed Measures Would Protect Sea Otters from Coastal Pelagic Fisheries</p> </div> <div data-bbox="447 876 743 896"> <p>Pacific Coast Changes to HMS Permit Process Proposed</p> </div> <div data-bbox="441 919 837 938"> <p>South Atlantic Control Dots Under Consideration for King Mackerel Fishery</p> </div> <div data-bbox="464 961 905 980"> <p>Northeast 2007 Management Measures Proposed for Mackerel, Squid and Butterfish</p> </div> <hr/> <div data-bbox="428 1044 609 1062"> <p><u>EVENTS & ANNOUNCEMENTS</u></p> </div> <div data-bbox="428 1086 867 1187"> <p>El Niño Gains Strength New NOAA Website Provides Information on Student Opportunities Newsletter Addresses Ecosystem-Based Fisheries Management in the Chesapeake Bay Effective Date Delayed for VMS Requirement in the Gulf of Mexico Reef Fish Fishery Stock Assessment for Small Coastal Sharks, Feb. 5-9 in Panama City, FL Bluefish Closure and Quota Transfer</p> </div> <div data-bbox="428 1209 573 1229"> <p><u>NOAA Fisheries Actions</u></p> </div> <div data-bbox="428 1248 506 1266"> <p><u>Bill's Corner</u></p> </div> <div data-bbox="428 1286 489 1305"> <p><u>Calendar</u></p> </div> |

In Today's Issue

WEEK'S HIGHLIGHTS

National – Magnuson-Stevens Fishery Conservation and Management Reauthorization Act Passes Congress

On December 8, 2006, in the final hours of the 109th Congress passed the Magnuson-Stevens Fishery Conservation and Management Reauthorization Act.

President Bush, through his Ocean Action Plan, made reauthorizing the Magnuson-Stevens Act a top priority. The President called for an end to overfishing, increased use of market-based management tools, creation of a national saltwater angler registry, and an emphasis on ecosystem approaches to management.

The bill keeps intact the existing 10-year rebuilding timeframe and adds in new protections against overfishing. It requires fishery managers base all quotas on the advice of scientists and advances new limitations on "cap-and-trade" fishing permit programs.

The new bill will:

- authorize the use of market-based limited access privilege programs;
- require establishment of a regionally-based registry for recreational fishermen;
- strengthen fisheries enforcement;
- authorize the Secretary to provide assistance to the Regional Fishery Management Councils for development of regional ecosystem programs; and
- establishes Community Based Restoration Programs that utilize public-private partnerships to restore fishery and coastal habitat, in with the President's Cooperative Conservation Agenda.

"We believe that this legislation is an important step for the United States to rebuild our nation's fisheries and will allow our fishers to utilize the tools that are available so their fishing businesses can operate safely and economically," said Bill Hogarth, director of the National Marine Fisheries Service.

National – Public Invited to Comment on List of Commercial Fisheries that Impact Marine Mammals

NOAA Fisheries has published its proposed List of Fisheries for 2007, as required by the Marine Mammal Protection Act (MMPA). The proposed List of Fisheries for 2007 reflects new information on interactions between commercial fisheries and marine mammals. NOAA classifies each commercial fishery on the list into one of three categories based upon the level of serious injury and mortality of marine mammals that occurs incidentally to each fishery. The categorization of a fishery determines whether participants in that fishery are subject to certain provisions of the MMPA, such as registration, observer coverage, and take reduction plan requirements. Additional materials including current and past lists, registration procedure requirements, and marine mammal injury/mortality reporting forms, are available [online](#).

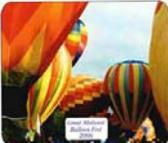
Comments on the proposed list may be sent to 2007LOF.comments@noaa.gov through January 3, 2007.

For more information, read the [proposed rule](#) 

| Type | Sample Materials |
|---------------|---|
| <p>Poster</p> | <div data-bbox="411 267 1354 1266" style="border: 1px solid black; padding: 10px;"> <p style="text-align: center;">Have you seen this invader?</p>  <ul style="list-style-type: none"> • Name: Asian green mussel, <i>Perna viridis</i> • Color: Emerald green and brown • Size: Up to about 4 inches (10 cm) • Habitat: Any underwater hard surface <hr/> <p style="text-align: center;">Florida Fish and Wildlife Conservation Commission Florida Marine Research Institute, St. Petersburg</p> <p style="text-align: center;">Please report any sightings to the Education and Information Office (727) 896-8626</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> </div> |

| Type | Sample Materials |
|---------------|---|
| Press Release | <div data-bbox="451 240 1333 357"><p>NEWS FROM NOAA NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION • US DEPARTMENT OF COMMERCE</p></div> <p data-bbox="451 381 766 430">Contact: Susan Buchanan (301) 713-2370</p> <p data-bbox="1018 381 1312 430">FOR IMMEDIATE RELEASE December 14, 2006</p> <p data-bbox="619 446 1207 495">NOAA SEEKING NOMINATIONS FOR 2007 SUSTAINABLE FISHERIES LEADERSHIP AWARDS</p> <p data-bbox="451 519 1354 609">The public is invited to submit nominations for the 2nd-annual sustainable fisheries leadership awards. This award program recognizes people and organizations who promote a strong public marine stewardship ethic through sustainable use of the nation's ocean resources. The nomination period is open until January 31, 2007, and winners will be announced in March.</p> <p data-bbox="451 625 1354 714">"With hundreds of people and organizations deserving of recognition for their valuable role in promoting ocean literacy and marine conservation, we look forward to another year of tough competition for these awards," said Bill Hogarth, director of NOAA Fisheries Service. "I'd like to thank our constituents in advance for nominating those who you feel are deserving of this special government recognition."</p> <p data-bbox="451 730 976 755">Nominations may be made for any of six award categories:</p> <ul data-bbox="483 771 1375 1128" style="list-style-type: none">▪ The Special Recognition Award, honoring lifetime achievement in leadership for sustainable use of marine resources;▪ The Stewardship and Sustainability Award for excellence in promoting long-term social, economic, and biological sustainability of marine resources;▪ The Conservation Partnership Award for collaborative work to foster best practices in sustaining marine resources;▪ The Science, Research and Technology Award for excellence in the field of applied fisheries research;▪ The Coastal Habitat Restoration Award for significant achievements in coastal habitat restoration through community-based support; and▪ The Public Education, Community Service, and Media Award for increasing ocean literacy and understanding about the importance of a strong stewardship ethic by all Americans. <p data-bbox="451 1144 1354 1209">The awards program is sponsored by the National Marine Fisheries Service. All nominations will be reviewed by the Department of Commerce's Marine Fisheries Advisory Committee, and the winners will be selected by NOAA and NOAA Fisheries Service leadership.</p> <p data-bbox="451 1226 1354 1323">The Fish for the Future Foundation, a non-profit organization, is managing the nomination process. The nomination form is available online (see address, below). Nominations may be sent electronically to nominations@fish4thefuturefoundation.org; mailed to: Sustainable Fisheries Leadership Awards, c/o Fish for the Future Foundation, 3382 Gunston Road, Alexandria, VA 22302; or faxed to 703-379-5777.</p> |

| Type | Sample Materials |
|--------|---|
| Report |  <p>The image shows the cover of a report titled "Evaluating Bycatch: A National Approach to Standardized Bycatch Monitoring Programs". The cover features a large background image of various fish, including a prominent flatfish in the center. Three smaller inset images are arranged horizontally in the middle: the left one shows blue crates filled with fish; the middle one shows a person in a boat handling orange buoys; the right one shows a person in a boat handling a large fish. At the bottom left of the cover is the NOAA logo, and at the bottom center is the text: "U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Marine Fisheries Service, NOAA Technical Memorandum NMFS-F/SPO-86, October 2004".</p> |

| Type | Sample Materials | | |
|--------------------------|------------------|---|---|
| Promotional Items | Mouse Pad |   | Mug  |
| | Office Items |  | Pen  |
| | Magnet |  | Stress Relievers  |
| | Sports Bottle |  | Key Chain  |
| | Compass |  | Mini Tool  |
| | Apparel |  | |

Notes: