

DRAFT

SAFMC WEBINAR MEETING GUIDELINES

Executive/Finance Committee

September 15, 2016

Issue: The Council is conducting some meetings via webinar and there is a need to have a set of guidelines about attendance, voting, etc.

Approach: Council staff researched the process/guidelines used by the South Atlantic Council. Information from ASMFC and the other Councils are included as **Appendix A**. A Draft Communications Report (**Appendix B**) provides an overview of the use of webinars and other electronic communications by each of the Councils. Staff prepared a draft set of options for the Committee and Council's consideration at the June 2016 meeting. However, due to time constraints, the discussion was deferred to the September 2016 meeting.

OPTION 1. NO ACTION. Current South Atlantic Council Guidance:

We have no written guidelines on conducting meetings via webinar. The Council has held a Council meeting via webinar and Council members voted via webinar. Scientific and Statistical Committee (SSC) meetings are conducted via webinar and we plan to hold some Advisory Panel (AP) meetings via webinar. The SEDAR Steering Committee meets via webinar.

All Council meetings, most AP meetings, and most SSC meetings are broadcast via webinar; portions of SEDAR assessments are broadcast via webinar. Question and Answer sessions and scoping sessions are usually only broadcast via webinar. Most public hearings are broadcast via webinar with some conducted via listening stations where Council members are present to talk with fishermen and Council staff give the public hearing presentation remotely from the office. Public comments are accepted via webinar.

The Council allows remote presentations via webinar and by phone.

OPTION 2. NEW PROPOSED APPROACH

The Council welcomes use of webinar meetings to increase transparency and efficiency while reducing or holding down the cost of conducting meetings. Preliminary NOAA GC guidance is that Council members can participate in a meeting via webinar but cannot vote if not present (in person) at the meeting. (Note: If the entire Council meeting is conducted via webinar, then Council members can vote via webinar.)

ATTACHMENT 4

The Committee/Council should indicate which of the following types of meetings they would like to have guidelines for conducting via webinar. Any additional guidance would help staff flesh out options in more detail for consideration at the September 2016 meeting.

Which of the following types of meetings would the Council like to establish a policy for webinar meetings:

1. Council meetings
2. Committee meetings
3. SSC meetings
4. AP meetings
5. Question & Answer Sessions
6. Scoping Sessions
7. Public hearings
8. SEDAR Steering Committee and other SEDAR meetings
9. Others?

Would the Committee/Council prefer for Council members to be able to vote at:

1. Council meetings
2. Committee meetings
3. SEDAR Steering Committee and other SEDAR meetings

Any other guidance at this time?

APPENDIX A

I. Atlantic States Marine Fisheries Commission (ASMFC): Webinar Meeting Guidelines

ASMFC does not have a written policy in place, but the practice is for the webinar to be listen-only. No Commissioner or public participation from the webinar. If a Commissioner is not in the room, they can't vote.

II. New England Fishery Management Council (NEFMC): Webinar Meeting Guidelines

The NEFMC does not allow Council members to participate at a Council, Committee, or Advisory Panel meeting via remote access, except in very rare instances. The determination on whether to allow it is made by the Executive Director (and the Chair, if need be). An example of where it was allowed was a recent Executive Committee meeting; they deal solely with administrative issues, do not usually take any votes, and there is rarely any public interest.

The Council does not take public comment via webinar unless it is a previously announced public hearing.

Council and SSC meetings are always webcast; on occasion we webcast some of the more important Committee meetings but this is not routine given the additional staff required to run the webinar. As noted, the Council does not take public comment via webinar.

The Council does arrange for presentations at Council or Committee meetings to be made via webinar if the presenter cannot attend. Our technical teams routinely use webinars rather than meetings, but do not take public comment during these meetings.

The North East Fisheries Science Center (NEFSC) often (always?) webcasts assessment meetings and usually allows comments to be made remotely, but they have a permanent setup in their conference room that makes running things easier.

So far the Council has not seen a need to incorporate this into a written policy. The Executive Committee and the Council just discussed this at our recent meetings, and everyone was comfortable with this approach.

III. Mid-Atlantic Fishery Management Council (MAFMC): Webinar Meeting Guidelines

The Council provides audio and presentations during Council meetings.

IV. Gulf of Mexico Fishery Management Council (GMFMC): Webinar Meeting Guidelines

The Gulf Council allows remote participation by Council members at a Council meeting but no voting. A Council member can make a motion but cannot vote on it remotely. We sometimes have webinar Council meetings where everyone is remote and can vote. We are also going to experiment with having SSC and AP meetings where participants can attend and vote remotely as an alternative to participating in person.

V. Caribbean Fishery Management Council (CFMC): Webinar Meeting Guidelines

The Council has been told in the past, and is our unwritten policy that Council members vote from those present and able. Council members could participate via Internet, but voting is only by those present.

VI. North Pacific Fishery Management Council (NPFMC): Webinar Meeting Guidelines

The Council does not meet via webinar. The Council provides audio only for Council meetings, and post documents/motions/presentations

VII. Pacific Fishery Management Council (PFMC): Webinar Meeting Guidelines

The PFMC does not allow Council members to participate in Council meetings remotely, nor do we allow remote presentations to the Council. We did draft some guidance that we provided to staff officers (below) but have not incorporated this into our COPs or SOPPs. We do have quite a few webinars for our technical/management teams, interdisciplinary plan teams, and advisory subpanels outside of Council meetings. They are useful for both preparation and follow-up from Council meetings, or if an advisory body isn't scheduled to meet at a Council meeting but still has an interest in a particular issue. For the most part we don't allow public testimony at these webinars unless it is important to the recommendations being developed, but the public is welcome to listen in. In our Federal Register and meeting notice we do include a statement that a public listening station will be available at the Council office. We have done enough of these that unless there is a lot of coordination necessary the staff officers can conduct the webinar without IT staff assistance; however, it is sometimes necessary (you may remember the 2013 October CCC webinar we hosted with a "handraising feature"). The guidance to staff from 2014 is as follows (be sure to check out the conference call link at the end of the third paragraph):

Council Staff-

Council staff continue to get questions about conference call participation for in-person Council sponsored public meetings, including both requests for participation by advisory body members as well as questions about when and how public participation can be accommodated. Further, there are questions about a transition in 2014 from in-person public meetings to more webinar-type meetings or pure conference calls. This email describes how you should respond when you get these questions or requests, so that we can achieve a consistent response across all the meetings the Council sponsors. Please feel to forward this email as appropriate.

First, in responding to requests for people to “simply be connected by phone” to an in-person meeting, it is important to understand how this can seem like an easy decision because of the circumstances applicable to the individual at that time: they or someone reliant on them are ill, their agency has disallowed travel for policy reasons or budget curtailments out of their control, their unique travel peculiarities make travel quite difficult, their immediate work schedule cannot afford the time spent traveling, etc.—the list of introspectively reasonable rationale is very long. It is also important to understand that many government agencies that work with the Council allow conference call connections to in-person meetings routinely upon request, albeit this is often without the public participation and other considerations unique to the Council situation.

There are several key considerations about this matter that make our response somewhat different than many government agencies, due to particulars of the Council process. It is important to recognize that we owe the reasonable public the same kind of access to Council sponsored in-person meetings as Advisory Body Members. One of the important strengths of the Council process is its full transparency to the public and openness to all who want to hear, understand participate in the full analysis spectrum involved in decision-making. In Advisory Body meetings, this means full access to the meeting materials and discussion, and often the ability to comment during the meeting. It is also important to let people know that the workload implications of these kinds of requests to a very small Council staff are significant across virtually every position, and often not possible without sacrificing other already-scheduled priority matters. Lastly, it is important for all to recognize the cost in efficiency and operative communication to all involved in the otherwise in-person meeting, including the person(s) on the phone; there are many reasons why conference call connections are widely recognized as an ineffective, incomplete, and generally poor substitute for in-person communication: http://youtu.be/DYu_bGbZiiQ.

Using a webinar-type alternative to try to manage around these compelling problems by if it can be planned for in advance of the meeting, particularly one day meetings. Towards that end, by this email I am asking Staff Officers to search for opportunities in 2014 to plan in advance for webinar-type meetings as a replacement to in-person meetings; in that search, be sure and check with Sandra and Kris relative to tech-host support availability. I would like to look back on 2014 and be able to say we had a significant increase in such meetings compared to prior years.

Thus, please use the following guidance when responding to requests for conference call connections to Council sponsored advisory body meetings. In addition to our obligation for advance notice of routine logistics, it is also important that people understand we will have a consistent pattern of how the meeting will be conducted with regard to such call-in requests.

In-Person Meetings Concurrent with Council Meetings

Please tell people wanting to connect to in-person advisory body meetings at Council meetings that we will be unable to do so. At Council meetings, the stress to staff resources and the cost to the Council process in terms of efficiency and high-quality outcomes are more severe than in situations outside Council meetings. An exception to this would be for special circumstances surrounding an invited speaker to present information over a short period of time.

In-Person Meetings Outside Council Meetings

Because of the aforementioned numerous and genuine problems, please tell people that we will not accommodate requests for conference call participation at scheduled in-person meetings, for the public or for advisory body members. Again, an exception would be for special circumstances surrounding an invited speaker for a reasonably short presentation.

Conference Call Meetings

Please minimize the use of conference calls as a substitute for in-person meetings, to the extent of it being a rare event. When conference calls comes to mind as an alternative to an in-person meeting, please plan on a webinar approach, such as a Go-To-Meeting or similar alternative, as a way of elevating the quality of communication. The 23 day advance Federal Register Notice requirement for Council sponsored meetings should be sufficient time to make the necessary arrangements, including coordination with our IT staff, if planned properly.

Webinars

The question of call-in requests for participation in webinar-type meetings, including the Go-To-Meeting alternative, should be moot. If there is some sort of technology incapacity for individual participation, it should be the responsibility of the individual to solve the problem, absent a disability reason. In this latter situation, please refer the individual to Carolyn Porter to properly address the problem.

VIII. Western Pacific Fishery Management Council (WPFMC): Public Comment Guidelines

The Council does not hold meetings via webinar. There are significant Internet and time zone issues. They do broadcast Council meetings and some other meetings (e.g., SSC, AP, etc.).

NOTE: APPENDIX B BEGINS ON THE NEXT PAGE.



**Councils Communications Group Meeting
1164 Bishop Street, Suite 1400, Honolulu, Hawaii 96813**

February 17 to 19, 2016

DRAFT REPORT

(2016.05.16)

The communication leads for the eight regional fishery management councils met February 17 to 19, 2016, at the Western Pacific Council's office in Honolulu. This was the first meeting of the Councils' communications group since the Council Coordinating Committee (CCC) agreed in 2012 to annual in-person meetings of the group. All of the Councils were represented except the South Atlantic Council, due to illness; however, the South Atlantic delivered a presentation by teleconference on the third day. The meeting allowed the participants to share best practices, increase technical abilities, collaborate on ideas on improving Council communications regionally and nationally and provide valuable feedback on what works and what doesn't, and provide a direction for communication in the future. Those attending the meeting found it very useful and informative. Below is a summary of findings.

1. Communications Technology and Practices

1.1 Overview

Prior to the February meeting, participants completed a survey on their communications technology and practices (see attachment). During the meeting, the participants reviewed the survey results, discussed details of the technology and practices they use, and listened to guest speaker Bob Vanasse of Saving Seafood and Stove Boat Communications share his expertise.

All of the Councils have migrated to digital production, presentation and distribution of information; however, the platforms and practices are different. The Councils varied in the technology used for email, websites and teleconferences. For email, 50 percent of the Councils use Outlook; 37.5 percent, Gmail; and 12.5 percent, Yahoo. For websites, 37.5 percent use WordPress; 37.5 percent, Drupal; and 25 percent, Dreamweaver. For teleconferences and webinars, 62 percent use GoToMeeting; 25 percent, Adobe Connect; and 12 percent, Ustream.

Some of the Councils rely on other technologies as well. The North Pacific Council uses Granicus and associated applications and iPads for meeting agendas and documents. Granicus Pro allows users to immediately view uploaded documents. The North Pacific reduced the number of briefing books from 80 to 12, which saved administratively on copying and mailing. The North Pacific also uses the application iLegislate, a part of the Granicus "Solution." All of the North Pacific Council participants have their own iPad, and two floater iPads are available. There is an application on Google Play that allows Granicus documents to be viewed on Kindle.

Participants can subscribe to notifications. The cost of Granicus is billed quarterly and includes support and infinite iCloud storage. The template used by the North Pacific is available to other Councils, which would reduce startup costs for them. On the downside, setting up the agenda in Granicus is time consuming, and, currently, tiers of accessibility are not available.

The North Pacific and Gulf Councils utilize Granicus, Google forms and other methods for public online comment and comment summaries. On Granicus, public comments can be tagged as pro, con or neutral.

The Gulf Council also uses an electronic sign-in application used by the medical industry but customized to sign people in for public comment (<http://www.medicalcheckin.com/>). The cost is for one or two iPads (depending on number of participants), stand and application, i.e., about \$800 plus \$300/year subscription. The company maintains the database and sends it to the person who does the Council's transcriptionist.

There was some discussion on photo databases, such as Flickr photo stream, and the need for a person to tag photos.

Vanasse noted the pros and cons of various media monitoring applications and the use of social media. Meltwater is hard to search and is sometimes a day behind, but it has a new interface. Journalists follow Twitter. No use for Instagram found yet; the audience is in the 18- to 35-year range. Press releases should be targeted by region, fishery, reporter, etc. so media doesn't get oversaturated by irrelevant documents.

1.2 Best Practices and Lessons Learned

- TechSoup provides non-profits the ability to purchase inexpensive software. However, the approval process is rigorous. Councils can take advantage of the "join now." TechSoup distributes updates on product availability. <http://www.techsoup.org/>
- Publish newsletter articles separately (instead of or in addition to PDFs) so that Saving Seafood and other news aggregators can link to them individually.
- NOAA News Clips is free to those with a noaa.gov email.
- A free listserv for those with 501(c3) non-profit status is verticalresponse.com which can create, send, and track emails and social posts.
- jotForm (<http://www.jotform.com/>) can be used for registration at meetings, banquets, etc.
- Free image are available from the University of Maryland's IAN Image and Video Library for any use, with attribution, except redistribution or sales. Image use without attribution can be purchased for many of the images. <http://ian.umces.edu/imagelibrary/>

1.3 Next Steps

- Investigate the potential of purchasing software at the NOAA price. The Pacific Council purchases software at NOAA prices for Adobe products through Alvarez and Associates as well as Dell, Inc.
- Investigate use of Granicus, Legistar or iLegislate content management system and associated applications by other or multiple Councils, e.g., group pricing.
- Explore 18F, an office inside the General Services Administration that helps other federal agencies build, buy and share efficient and easy-to-use digital services.
<https://18f.gsa.gov/>.

2. Council and Advisory Body Meeting Communication Protocols

2.1 Overview

2.1.1 Pre-Meeting

All Councils use email to distribute information prior to a meeting, and use email to communicate with the chairs and committees. Five Councils also use regular mail.

All Councils post meeting documents prior to the meeting on their websites. The majority of the Councils (87.5 percent) have all the meeting materials posted online. The North Pacific Council also posts information from other agencies along with their agenda. Generally, paper handouts are discouraged, and half of the Councils *actively* discourage paper use. A low tech method of using electronic documents is to use Adobe Acrobat pdf tabs and bookmarks. Briefing books come out below 20 megabytes by compressing high resolution documents.

Councils tend to send briefing books out two weeks in advance, but continue to update the book up to the day of the meeting and even during the meeting. The New England Council does not provide all documents at the Council meeting except for decision-related documents, but Council members can click the online agenda to get the documents. PowerPoints are copied. The Mid Atlantic doesn't print out a supplemental document. A handful of briefing documents are printed but are not in a briefing book. The Pacific Council posts its briefing book on its website and uploads to a public Dropbox so public doesn't ask for copies. The Caribbean prints hard copies and hand delivers.

There was a discussion on whether MSA requires paid ads to be placed in papers. Several Councils do not pay for ads and only send info out electronically or use direct mailings.

2.1.2 Meeting Presentations and Discussion

A few Councils have two or three licenses so they can broadcast multiple meetings. While all Councils broadcast their Council meetings, only a few broadcast advisory body meetings. The New England Council broadcasts the Scientific and Statistical Committee (SSC); the Caribbean Council broadcasts the Advisory Panel; and the Gulf Council broadcasts all meetings. The South Atlantic Council broadcasts all Council meetings, SSC meetings and the

majority of advisory panel meetings via webinar as they occur. A few Councils have technology challenges, specifically with internet availability and speed, which render webcasts ineffective and frustrating. Improvements in technology and equipment may help with this.

The Caribbean Council provides translations at meetings. They have listening stations to hear the translations. All notices and fact sheets of big documents are translated into Spanish as some fishermen don't speak English.

Some of the Councils generally provide a PowerPoint presentation before every agenda item, while others utilize written summaries. The technical nature of the documents was noted and the need to use plain language. The Mid Atlantic Council website includes the draft amendment and video per item. The Gulf Council creates a guide summarizing draft amendments, in combination with video describing amendment. A thermometer graphic shows where in the process an amendment is, plus document that summarizes the amendment and provides answers to common questions, like how long to go from scoping to implementation (answer: up to 3 ½ years). Each amendment also has a video on YouTube. The videos are sometimes played during webinars in lieu of a presentation.

All Councils provide Wi-Fi for the public attendees. Some of the Councils may have a network, hardline, Ethernet, Wi-Fi cards or hotspot capability dedicated just for the staff during the meeting.

2.1.3 Public Comment

All of the Councils allow public comment electronically. At least one Council's public comments are emailed directly to the executive director.

All of the Councils have a public comment deadline. The deadline varies and is usually three to six days before the meeting.

The Gulf holds public hearing in eight to 10 places plus webinar prior to the Council meeting, and uses Google Docs for public comments online. The North Pacific holds public hearings 28 days in advance of the meeting. In addition to holding public comment/hearings at each Council meeting, the South Atlantic Council holds series of in-person public hearings in various locations throughout the Southeast with an average of six in-person hearings and at least one hearing via webinar. The public hearing series are generally held twice each year. Presentations are available from the website and YouTube. The Council also recently began using listening stations in various locations with Council members manning the listening stations and Council staff providing presentations via webinar from the Council office. In addition, informal Q&A sessions are held via webinar with staff prior to public hearings and scoping and occasionally in person Q&A sessions are held.

A majority of the Councils (62.5 percent) have public comments posted online before the meeting. The Mid Atlantic Council allows posting of comments online per action item. Online posts via Google Docs show up automatically online. Staff provides a summary but not a pro versus con count.

Most (87.5 percent) of the Councils have a dedicated portion of the agenda for general public comment not associated with an agenda item.

Most of the Councils allow submission of late comments. The amount of time allotted each day for public comment varies from five minutes to four hours.

2.1.4 Decision-making

The North Pacific Council posts draft motions as they arise and the final motion as soon as the amendments and changes are incorporated, although not in real time. The Pacific Council posts motions to its website once that agenda item is finished; it is not in real time.

2.1.5 Post-meeting

The majority (87.5 percent) of the Councils publish a summary of decisions a few days after the Council meeting in various electronic formats: email, Twitter, Facebook and website. Some of the summaries are in newsletter format, and some are more technical decision documents or simply the motions.

The North Pacific Council ends its meeting on Wednesday and distributes its newsletter by Friday. Staff members are expected to write their articles at or immediately after the Council meeting. The communication lead immediately edits the articles. Other Councils do it the other way, with the editor drafting the articles and the staff reviewing them. Several Councils layout their newsletters in Publisher, but the professional printers pressure them to use InDesign. The Gulf Council uses InDesign. Some Councils use Word. The Mid Atlantic has a news feed RSS blog; they used Squarespace.

Press releases are done regularly at some of the Councils, only on key issues at other Councils, and some do none at all.

Most of the Councils do not produce minutes but only the motions and vote. The South Atlantic Council produces audio files as well as verbatim transcriptions of all Council meetings, SSC meetings and the majority of Advisory Panel meetings. Many Councils use audio tapes, tagged to agenda items. The majority of the participants understood that the requirement under the Magnuson-Stevens Fishery Conservation and Management Act (MSA) is for either audio or transcripts. Audio is less expensive, as transcripts incur a cost.

The North Pacific has a podcast on how to fill out the travel form.

2.2 Best Practices/Lessons Learned

- For Council meetings have a laminated sign that shows the staff members and their areas of expertise
- Have scientists use plain language, and have this directive come to them from the top.

2.3 Next Steps

- Explore what programs local governments are using for online comments.
- Continue to explore ways to efficiently and effectively inform the public and increase public engagement, such as through improvements to the following:
 - a) Social media
 - b) Email distribution lists
 - c) Web/video conferencing
 - d) Podcasts and educational videos
 - e) Translations in other languages
 - f) Accepting public questions via web/teleconference
 - g) Making public comment easier to submit and categorize
 - h) Audio databases defined by agenda item and searchable by keyword
 - i) Organized and intuitive filesystems

3. How to Deal with Inaccurate Messages

3.1 Overview

The participants discussed their experiences addressing inaccurate messages and shared avenues used to get accurate messages distributed.

Several Councils utilize social media to get messages out. Facebook is an effective tool when targeting tools are used. You pay for either impressions or interactions (interactions are people who have posted on a page or forwarded something, etc.) Hootsuite can be used to schedule FB posts. Another social media tool that several Councils use is YouTube.

The Western Pacific Council encourages its advisory body members to spread information into the community. The Advisory Panel members are provided with business cards, which they can provide to community members. The card uses an alternate logo rather than the official Council logo and includes this disclaimer: “Advisory Panels are advisors to the Council. For official matters, please contact the Council Office.” The cards are produced through Vistaprint, which is inexpensive and fast. The Western Pacific Council has a template. The Western Pacific FMIC also has Advisory Panel brochures with photos of advisory body members and their contact information. The Advisory Panel communicates regularly using WhatsApp (texting) and GroupSpaces. The Western Pacific Council has addressed inaccurate messages at Fishers Forums and informational booths at community events and through press releases, informational papers, fact sheets and face-to-face meetings.

Another distribution outlet is industry publications. The Alaska fishing industry produces a comprehensive and unbiased list of recent news links, focusing mostly on Alaska fishing news, but also includes major national items. It comes out about every two to four weeks depending on news quantity.

Other methods used by various Councils include opinion editorials in local papers, direct phone calls to reporters/newspapers that had wrong information, work with others to correct the errors (e.g., Sea Grant, state people).

There was discussion on the usefulness of media training, risks of talking off the record, deflecting questions to Council members or sections on the website for background, going to lunch with a reporter to have a more extended conversation, providing reporters with fact sheets, and ensuring that pause or music is played during breaks when meetings are teleconferenced or broadcast. It was noted that some Councils set up their own audio, while others contract the job out.

3.2 Next Steps

- Consider combining Councils' media lists in an online document
- Have the Pacific, North Pacific and Western Pacific Councils work together on a fact sheet about the Fukushima radiation.
- Evaluate whether there are Council YouTube videos that are appropriate for use by other Councils.

4. Regional and National Communications Coordination between the Councils and NOAA

Communication coordination between the Council and the NOAA Fisheries regional office and science center varied from region to region. In some regions, it was close, and, in other regions, nearly non-existent. Staff from the Western Pacific Council provided an update on the Marine Recreational Information Program 2015 Implementation Plan.

It was noted that some Councils have been asked by NMFS to assist with the posting of CFR and compliance guides or the drafting and distribution of press releases as it takes NMFS too long to do these. It was also noted that is important to be on the NOAA regional press release lists and that some Councils share NOAA press releases and social media on their website but NOAA doesn't reciprocate by putting the Council items on the NOAA site.

A recurring topic was a desire to be able to access products at NOAA pricing and tools, such as NOAA library online and EndNotes.

5. Marine Resource Education Program and Other Training of Council Advisors

The South Atlantic Council provided via teleconference an overview on Marine Resource Education Program (MREP). Other Councils who have done MREP joined in on how it has been implemented and funded in various regions.

MREP is a workshop-based program to foster two-way relationships, a "program by fishermen, for fishermen". Administered by the Gulf of Maine Research Institute, the program began in New England and expanded to the Southeast in 2013 (<http://www.gmri.org/our-work/fisheries-convening/mrep-southeast>). Applicants are solicited each year to participate in

the annual program. MREP Southeast includes two workshops: Fisheries Science in spring and Fisheries Management in fall. The Gulf of Maine Research Institute (GMRI) has secured funding through NMFS and National Fisheries and Wildlife Fund. The program is driven by the steering committee, consisting of fishermen, industry representatives, chefs, etc. They set the goals and objectives; define the targeted audience; develop the curriculum; and meet yearly to address program needs.

Travel and per diem for selected workshop participants are covered for the three-day workshops, but no stipend is provided. An average of 30 applicants are selected to attend each workshop and include both commercial and private recreational fishermen, charter captains, marine business owners, marine industry representatives, seafood dealers, council advisory panel members, port agents, and others interested in learning more. Each Council is allowed to send a Council member to also participate. The Science Workshop covers fishery-dependent and fishery-independent data collection and life history information that includes a wet lab tour with presentations on age and growth techniques (otoliths, gonad extraction), use of sampling gear, tagging and acoustic monitoring, barotrauma and cooperative research. The stock assessment process is also presented in detail. The Management Workshop includes an overview of regional fisheries management including the role of the Regional Fishery Management Councils, NOAA Fisheries, commissions and states. Workshops include role playing exercises where participants are given a mock SSC report and have to develop management measures. Outcomes of the program include new advisory panel members from attendees, a cooperative research proposal, media coverage, new steering committee members and budding interest from corporate and industry representatives, chefs and other non-traditional participants. NOAA Fisheries continues to support the program, along with the Gulf Council and other sources of funding, but a commitment to long-term funding is needed.

As for other training programs, Alaska Sea Grant does a young fishermen's summit, which covers how state and federal governance works and the basis of stock assessments. The North Pacific and Pacific Councils have overlap meetings, so the Advisory Panel, SSC and Council members can stay and see each other's meetings and interact. The South Atlantic noted that the downside to having Advisory Panel and SSC meetings in conjunction with scheduled Council meetings is the time needed to complete reports and recommendations to the next meeting and up the hierarchy. It also noted the importance to convey the realities of operating within MSA so fishermen don't have unrealistic expectations on the speed of effecting change. The Western Pacific Council provides new advisory body members with an orientation course.

6. 40th Anniversary of the Magnuson-Stevens Act

Each Council discussed what it did for the 30th MSA anniversary and what it (and NOAA counterparts) plans to do for the 40th anniversary. For the 30th MSA, the North Pacific put out a history document with oral histories and photos of former chairs. Contributors wrote their impressions of the Council. The North Pacific is redoing this document for the 40th. The Western Pacific has been working on a 40-year retrospective book. The Caribbean Council is publishing a historical piece in collaboration with Sea Grant. Council members and fishermen who were around in 1976 are being contacted.

The participants discussed potential anniversary activities the Councils could do together and agreed on the production of a) an all Council logo, b) 40th anniversary logo, c) 40th anniversary Council publication, d) update of the Regional Fishery Management Council (all Council) website at fisherycouncils.org and e) launch of the new publication and website at the Council Coordination Committee (CCC) meeting in May 2016.

The North Pacific Council volunteered to draft a memo with these recommendations and present them to the CCC the following week during its February meeting.

The group examined the North Pacific's logo for the 40th anniversary and various logo designs produced for other Councils. The Western Pacific Council volunteered to take the lead on the all Council and 40th anniversary logo designs.

The Gulf Council with assistance from other Councils agreed to compile, edit and layout the booklet. The group agreed that each Council should submit four major accomplishments in the past 40 years along with photos. The North Pacific volunteered to write an introductory section. The Caribbean FMC agreed to handle the printing logistics.

7. US Regional Fishery Management Council Websites

The 2012 CCC Outcomes document supported exploration in how to improve the effectiveness of the fisherycouncils.org website, as resources allow, e.g., adding videos, content management, social media.

The North Pacific Council presented a few design layouts for the fisherycouncils.org website converted from html to WordPress so multiple users are able to update the site. The Pacific Council presented on the Managingfisheries.org website, how the website gets updated via Squarespace and suggested protocols on how to transfer responsibility of the site to the next Council should there is another Managing Our Nation's Fisheries conference. The Pacific Council volunteered to pay for the Managingfisheries.org website domain name registration, DNS, and Squarespace account to keep the ManagingFisheries.org website available online to the public (which it is now doing).

The Mid Atlantic Council volunteered to convert the current fisherycouncils.org website to Squarespace so both websites use the same program and then make the revisions. Like WordPress, Squarespace allows for updates and revisions by multiple users and is more user-friendly. It is also inexpensive. The paid version is \$18/month. There is also a free version. There is no limit to the number of administrators. The new site can be found at <http://fisherycouncils.squarespace.com>. The North Pacific Council would look into paying the initial subscription, and the issue of continuing cost could be brought before the CCC.

The group agreed to update their individual Council sections on the new site, as well as the documents for the CCC meetings that their Council hosted. It was also suggested to post reports of the SSC working group and other all Council committees and to promote the site.

Reviewing each Council's website also provided Councils with ideas on what they might consider to improve their individual websites. The Western Pacific Council uses ISSUU, which allows documents and outreach material to appear on a virtual bookshelf. Interesting outreach

materials on the Western Pacific site include a habitat game, fishery profile fact sheets and a “How safe is it to eat each fish?” handout. The North Pacific Council has a nicely done “top stories” section. The Gulf Council has a well done section on “how to submit public comments.”

8. Best Practices on Getting Public Input Outside of Public Hearings

Group meetings were identified as one way to garner public input outside of public meetings. The Western Pacific Council has contracted focus groups to find out how effective its outreach has been and to solicit fishermen recommendations on the best ways to get information to them. The Western Pacific Council also holds Fishers Forums in the evening as part of their Council meetings. The Gulf has held RAP (recreational angler participation) sessions in sporting goods stores, community centers, etc., which generate a lot more participation than at public scooping meetings. The Gulf also holds fishers forums, webinars, television and speaking engagement to fishing clubs; however, public input outside of Council meetings is low. On the East Coast, the New England Council has a Recreational Groundfish Advisory Panel that engages charter industry representatives, and the NOAA regional administrator has hosted informal listening sessions at Council meetings. The South Atlantic Council holds informal Q&A sessions via webinar and sometimes combination in-person/webinar sessions. The Council held 26 port meetings as part of its Visioning Project for the snapper grouper fishery (<http://safmc.net/resource-library/council-visioning-project>). These informal meetings were well received and this format is likely to be used in the future. The Pacific and North Pacific Councils are the only Councils that do not do hearings in communities on a regular basis. Public outreach is conducted by the North Pacific out in the bush and engages people who can't afford to fly to meetings but may be impacted by decisions.

It was noted that it is nerve-racking for some fishermen to come to hotel, go in front of a table and microphone, etc. The group discussed the importance of providing easily understood recommendations on how to provide public comment, e.g., on the website. Some of the Councils coach the fishermen or have an orientation meeting before the public hearing so the fishermen understand the topic and know how to provide comment. Production of an easy to understand document summarizing complex amendments/issues and providing these to tackle shops, etc., was also recommended.

One take home was to work closely with recreational fishing groups to find out what they need and how the Council can improve communications with them.

Surveys are another method for getting public input that has been used by several Councils. However, it was unclear what approvals are required by Councils to do surveys, e.g., Paperwork Reduction Act/OMB clearance to survey fishermen. It was noted that Sea Grant is exempted from some of the requirements. One idea suggested was to post a short popup survey on a Council's website.

10. Sustainable Fisheries and Seafood

Each Council presented on the sources of information on sustainable fisheries and seafood utilized by consumers in their region (e.g., NOAA FishWatch, GulfWild, partnerships with restaurants/chefs, etc.) and perspectives on these sources. John Kaneko of the Hawaii

Seafood Council gave a guest presentation of that organization's website (hawai-seafood.org), which has a volume of traffic. The Hawaii-Seafood.org website links to NOAA FishWatch and includes modules on how fisheries are managed, stock assessments and popular managed species for consumers as well as fisheries 101 section. Other websites with useful resources were discussed, such as CFooduw.org: Science of Fisheries Sustainability (maintained by Professor Ray Hilborn) and Alaska Seafood Marketing Institute's <http://www.wildalaskaseafood.com>.

There was some discussion on fish that aren't popular as seafood, such as spiny dogfish and lionfish, and educating consumers about the seasonality of fish.

New England promoted sustainability through a newspaper insert piece with a focus on how fisheries management works. For the Pacific Council, sustainable seafood is hugely important but it hasn't done much on the topic. In the North Pacific, the fisheries are certified by MSC and some other initiative, so the Council spends time with auditors and items on North Pacific website addresses information that auditors want.

There was discussion about poor ratings from some organizations that provide information to seafood consumers. The group agreed that seafood managed under MSA are sustainable and do not need third party certification. Also, restaurants should be getting their seafood information locally.

The Councils could work together to on the production of graphics so they could each have a Fisheries 101 on their website.

11. Climate Change

The group briefly discussed climate change noting it is a topic of importance. It also noted marine national monuments are another hot topic. Due to time constraints, these topics were not discussed in detail and there are no recommendations.

Attachment: Council Communications Survey Summary

		Allow Computers, etc. at table?	iPhone, iPad, etc. provided by Council and to whom?	Stream Audio/Video? What program?	Online storage of audio?
David Witherell, Maria Shawback	NPFMC, 2015	flat pad devices only for document management; Council provides wireless at all meetings	Council provides ipads and iPhones for staff; have two loaner ipads for meetings. Council members provide own devices	Adobeconnect. Audio only, and post documents/motions/presentations	Box.net
Sandra Krasue, Jennifer Gilden	PFMC (updated 2015)	Yes. All kinds. Council provides wireless.	No.	GoToMeeting	On website and FTP site.
Sylvia Spalding, Jordan Takegawa, Loren Bullard	WPFMC	Yes. All kinds. Council provides wireless.	computers to staff; cell phone/iPad to exec director	Ustream	No.
Pat Fiorelli	NEFMC	All kinds. Council provides wireless in mtg room.	None except PAO receives cell phone stipend.	gotoweinar.com	On website, MP3's by agenda item
Mary Clark	MAFMC	Yes. All kinds. Council provides wireless.	Computers for all staff; Tablets for technical staff upon request	Adobe Connect - Audio and presentations	Links to webinar recordings (audio + presentation) for each agenda item are posted on the Council's website after meetings.
Kim Iverson	SAFMC	Yes. All kinds. Council provides wireless.	iPhone for Council Chair if needed	Yes - Live Streaming via Go To Meeting (screen capture and audio only)	Audio and transcription of meetings available on request.
Lia Hibert, Diana Martino, Alida Ortiz	CFMC	Yes, all kinds. Council provides wireless	Computers to all staff. Cellphones to key personnel	GotoMeeting.com audio only	Verbatim transcription and audio available on website
Charlene Ponce	GMFMC	Yes, all kinds. Council provides wireless.	No phones provided; however, staff does receive a quarterly cell phone stipend. Also, no iPads provided, but we do have two office iPads that we use to sign-up stakeholders for public comment.	Gulf Council TV: GoToWebinar. Video stream (audio and screen capture only) all meetings, including AP and SSC meetings, but excluding public hearings and scoping workshops.	MP3s by agenda item stored on file server. Verbatim transcriptions stored on network. All available by request.

	Online meeting program(s)?	Allow email submission of comments?	Photo / Video database	File sharing program(s)	
David Witherell, Maria Shawback	NPFMC, 2015	Granicus (npfmc.legistar.com)	Yes, one email address. It's a bulky and troublesome way for us - easy for public.	We have a public flickr account	dropbox and box.net
Sandra Krasue, Jennifer Gilden	PFMC (updated 2015)	?	Yes, pfmccomments@noaa.gov	We don't have one. Have experimented with Pinterest.	Dropbox
Sylvia Spalding, Jordan Takegawa, Loren Bullard	WPFMC	Webex. Google hangouts (AP). Skype (not so much nowadays)	Yes.	Tried/abandoned PhotoBucket; now looking at Canto	Dropbox. Google drive
Pat Fiorelli	NEFMC	GoToMtg	Yes		DropBox
Mary Clark	MAFMC	Adobe Connect	Yes. We accept comments via email, mail, and fax. Online comment forms are also available for specific amendments and frameworks.	No. We would like to but don't have the staff time to maintain.	SharePoint. Google Drive for some older documents. These are primarily for sharing files among staff. Nearly everything publicly available is posted on our website.
Kim Iverson	SAFMC	GoToWebinar	Yes.	Video presentations from website and YouTube	Dropbox
Lia Hibert, Diana Martino, Alida Ortiz	CFMC		Yes, specific emails for specific action.	We don't have either one at this time	In house server and dropbox
Charlene Ponce	GMFMC	GoToWebinar	Yes. Comments can be submitted via U.S. mail, email - to gulfcouncil@gulfcouncil.org, or via our online comment forms specific to each amendment. Forms are developed using google sheets. Comments submitted via comment form are automatically posted on our website. Other comments submitted are regularly uploaded to the website.	We have an online video library that includes educational videos. We also have a YouTube channel for all of our public hearing and scoping workshop videos.	Google docs, dropbox

	Social Media. Type. Administrator(s). One-way or forum?	Website program(s) and host? Who administers?	Email program	Electronic distribution program? What distributed?	
David Witherell, Maria Shawback	NPFMC, 2015	No.	wordpress. Godaddy. Maria manages the site, individual staff can update certain pages.	mozilla (which we hate, we only keep for our list management)	mailchimp for agenda and newsletters
Sandra Krasue, Jennifer Gilden	PFMC (updated 2015)	Online Blog, Twitter, Facebook, Pinterest. Admin: Jennifer, Sandra. Mostly one way but will respond to questions/ complaints.	Wordpress. Sandra manages site. Jennifer and staff add content.	Gmail	VerticalResponse is our listserver
Sylvia Spalding, Jordan Takegawa, Loren Bullard	WPFMC	Facebook, Twitter, youtube, Vimeo. Three staff. One-way (but messages get posted on Facebook anyway)	WordPress, ISSUU. Hostgator. All staff.	Thunderbird and gmail	Constant Contact. Press releases, newsletter, announcements.
Pat Fiorelli	NEFMC		Web designer hosts. One admin staffer posts	Outlook	Mail Chimp
Mary Clark	MAFMC	Twitter	Squarespace. Mary manages the site. Two other staff members post content as needed.	Outlook/Office 365	iContact - press releases, meeting agendas, other announcements as needed
Kim Iverson	SAFMC	Facebook (interactive); YouTube Channel used for posting presentations; Twitter (inactive) - FB Staff Social Scientist and YouTube/Twitter Outreach Specialist	Drupal hosted by contracted host. Administered by Outreach Specialist	Outlook	Constant Contact
Lia Hibert, Diana Martino, Alida Ortiz	CFMC	No. Maybe in the future	Website development and management done by staff	Yahoo mail	Press Releases, notices, newsletters, ...
Charlene Ponce	GMFMC	Facebook, blog	Dreamweaver, hosted by Network Solutions. Administered by me.	Outlook	Constant Contact: Press releases and meeting notices.

	Media outlets and/or contractors	Newsletters & other publications	Software programs?	E-calendar external? Internal?	Willing to present? On what topic(s)?	
David Witherell, Maria Shawback	NPFMC, 2015	n/a	newsletter after each council meeting, so 5 a year.	most all adobe suite of software, and office software. Endnote share with NMFS, Filezilla for FTPing, and thinking about moving everything - files and software - to the cloud.	internal? A paper calendar on the wall!	granicus - our online "paperless" meeting management software
Sandra Krasue, Jennifer Gilden	PFMC (updated 2015)	n/a	Newsletter 4x year, short summary (The Line) about 4x year	Adobe Acrobat Pro; MS Office Pro, Endnote (NMFS); WS FTP Pro for FTP;	External: Basic event calendar available on website. Internal: Google Calendar	managingfisheries.org
Sylvia Spalding, Jordan Takegawa, Loren Bullard	WPFMC	ENN World Wire, StoveBoat	Quarterly newsletter, monographs, brochures, posters, displays, videos, radio, lunar calendars, grey literature, proceedings, books, signs	PhotoShop, Adobe Acrobat, Adobe InDesign	External -website. Internal - Microsoft Outlook.	
Pat Fiorelli	NEFMC	Meltwater	Newsletter 5x/yr	MS Publisher	Both	Meltwater and whatever else.
Mary Clark	MAFMC	No formal arrangements. Staff use Google alerts to keep up with news on mid-Atlantic fisheries	Post-meeting report 6/year; press releases (15-20/year); fact sheets as needed	MS Office Suite; Adobe Acrobat, Illustrator, Lightroom, and Photoshop	External - website; Internal - Outlook/Office 365	
Kim Iverson	SAFMC	None	Quarterly Newsletter (print and email distribution), MPA Brochure, Other brochures as needed	Adobe Package (InDesign, Photo Shop, Illustrator), MS Office (Word, Excel, PPT), iMovie, Photo (Apple)	Outlook calendar internal; Google Calendar from Website	If helpful, yes
Lia Hibert, Diana Martino, Alida Ortiz	CFMC	N/A	Bulletins, News Releases, newsletters...		No	
Charlene Ponce	GMFMC	None	Quarterly newsletter; Council Meeting Updates; Navigating the Council Process; Amendment Guides; Regulations; Postcards	Adobe Dreamweaver, InDesign, Photoshop, Illustrator, (Creative Cloud Suite). Word, Excel, Powerpoint, Video editing software, iMovie, iWeb	Outlook calendar - two calendars - internal and external. Pdf external and post to web monthly.	whatever you need.