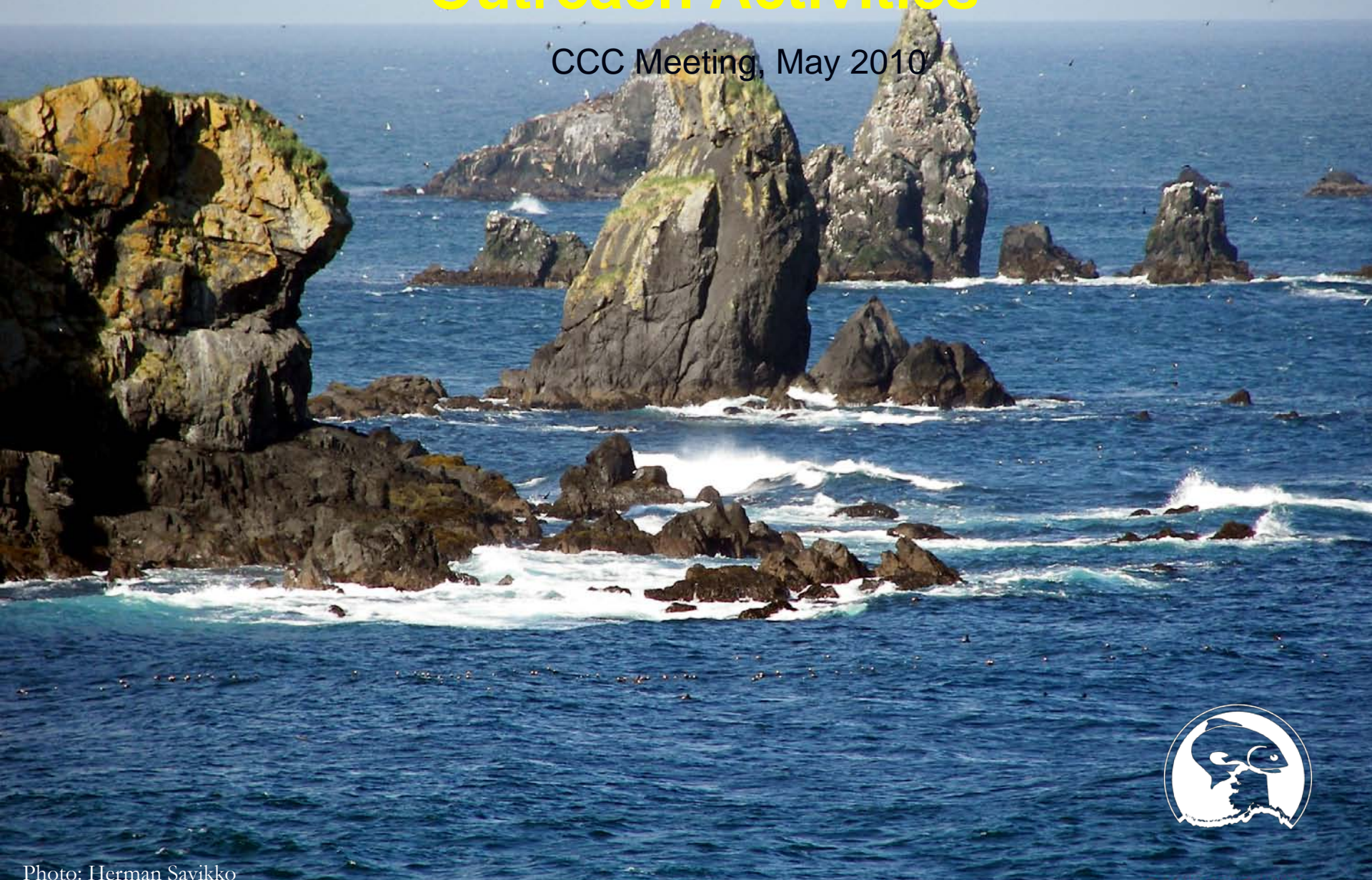


North Pacific Fishery Management Council

Outreach Activities

CCC Meeting, May 2010



Council Outreach

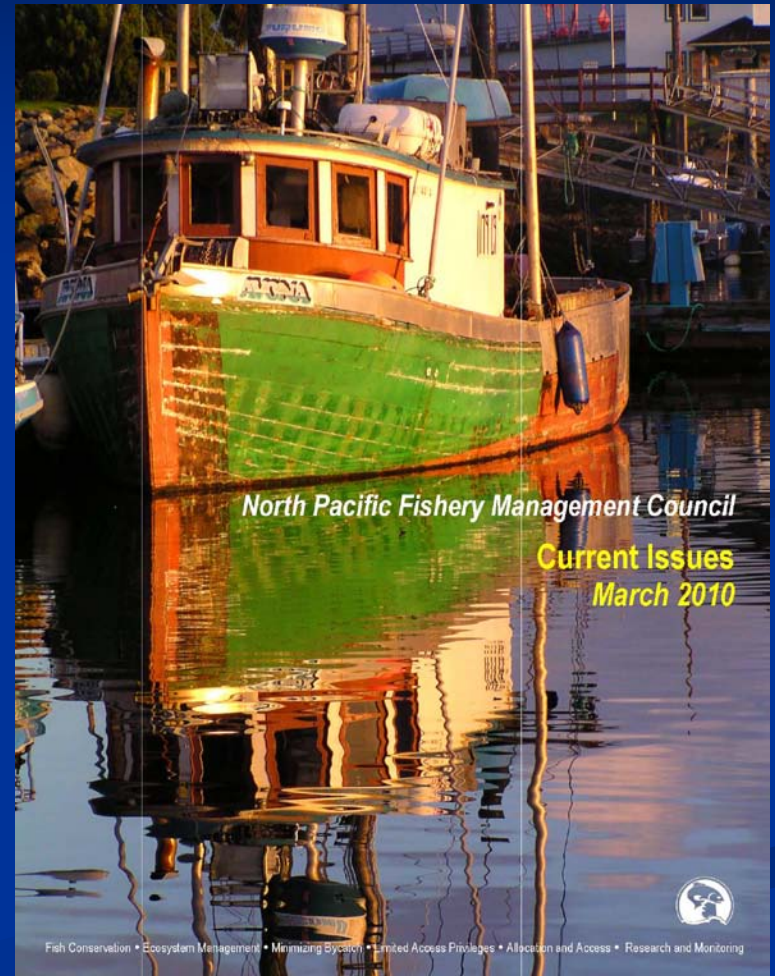
One of the Council's priorities is to improve outreach and communications with **all** stakeholders.

- Pursuant to NMFS Policy Directive 30-129, Council incorporated the 7 principles for stakeholder involvement into its SOPP
- 3 levels of outreach: statewide, regional, and project-specific
- Specific focus on improving outreach and communications with rural communities and Alaska Native entities



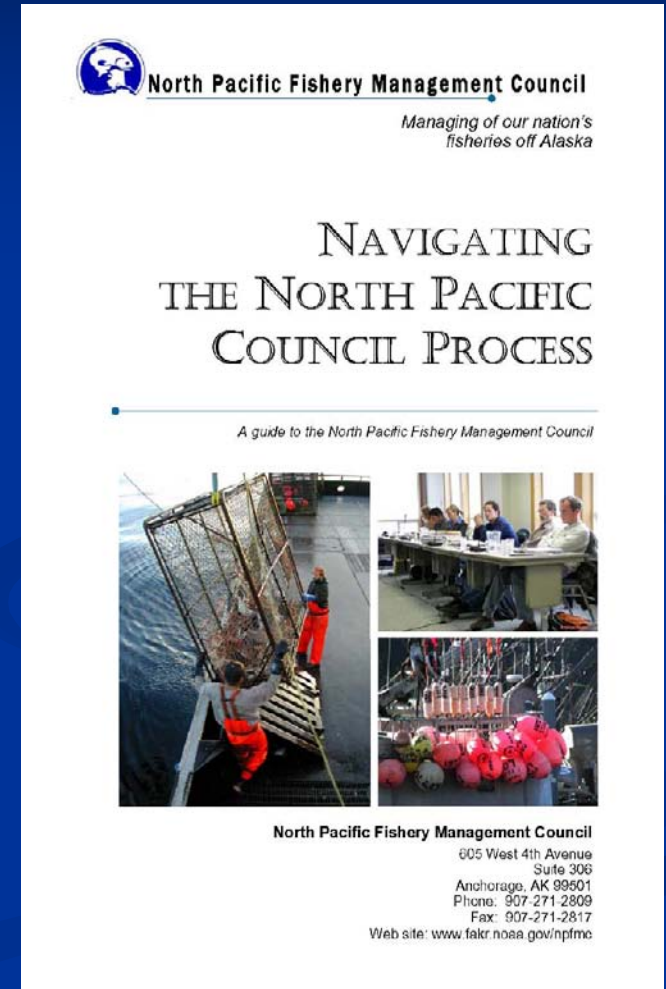
Outreach: General efforts

- Established Outreach Committee chaired by Council Chair
- Audio streaming Council meetings
- Re-designing Council website & including rural community issues component
- Developing brochures and summaries of Council actions



Outreach: General efforts

- Developed easy-to-use booklet on how to participate in Council process
- Distribution of promotional items with new web address
- Specified budget for outreach
- Improving opportunities for input by considering location of Council meetings for agenda items important to stakeholders



Outreach: Rural communities

Council appointed a standing committee (Rural Community Outreach Committee - chaired by Council Chair) in 2009, to advise Council on how to provide opportunities for better understanding, participation, and input from Alaska Native & rural communities

Atka, Alaska



AVCP, Bethel



Outreach: Rural communities

- Developing contact list for rural communities, Alaska Native corporations, regional non-profits, and tribes
- Exploring alternative ways to reach rural stakeholders & receive input through technology
- Developing calendar of regional meetings
- Developing a regional partnership approach with entities in rural Alaska
- Supporting development of educational workshop on Council process that can be given in rural communities



Outreach: Rural communities

Developing targeted outreach plans for specific projects

- Bering Sea chum bycatch limitation measures
- Northern Bering Sea Research Area research plan development

Outreach plans include:

- Statewide mailings
- Statewide teleconference
- Public workshops
- Regional outreach meetings with analysts and Council members in rural Alaska
- Attendance at regional conferences
- Radio interviews and press releases in rural hubs
- Documentation of outreach results; report to Council