

Communicating CCC and Council Successes

**Council Coordination Committee
Communications Work Group**

February 17, 2023

Where We Fit in the CCC

Terms of Reference for the Council Coordination Committee

(h) Subcommittees/Work Groups: Work groups or subcommittees may be established to address particular issues, and include members from the CCC, other Council members, Council staff, members of Council-established advisory bodies and NMFS staff with expertise as necessary. CCC Working Group and Subcommittee recommendations or reports shall be reviewed and approved by the CCC before being authorized as a CCC perspective. **The Legislative Work Group, Council Communications Group, Scientific Coordination Subcommittee, and Habitat Work Group are standing CCC bodies.** These groups will report at least annually to the CCC, and the CCC will provide guidance for future subcommittee/work group activities when receiving the reports.

What is This Session About?

February 17, 2023

8:30 AM – 10:30 AM: Communicating Council Successes and Challenges – Janice Plante

- How do individual Councils currently highlight and communicate management successes?
- How to leverage our collective platform to highlight individual Council efforts related to topics such as climate change, forage fish, bycatch, habitat, and protected resources?
- How to handle CCC positions on issues such as wind, marine monuments, MSA reauthorization?
- Action: Provide recommendations of if and how to amplify individual Council and CCC accomplishments and positions.

- **How do individual Councils currently highlight and communicate management successes?**
- **How can we leverage our collective platform to highlight individual Council efforts related to topics such as climate change, forage fish, bycatch, habitat, and protected resources?**
- **How do we – or should we – handle CCC positions on issues such as wind, marine monuments, MSA reauthorization?**
- **ACTION: Provide recommendations for if and how to amplify individual Council and CCC accomplishments and positions.**

Communicating CCC Positions

Let's start with communicating CCC positions and successes.

CCC Communications Group Meeting_2023

Council Coordinating Committee Communications Group Meeting

February 15-17, 2023

8:30 am – 5:00 pm, EST – Wednesday, February 15

8:30 am – 5:00 pm, EST – Thursday, February 16

8:30 am – 12:30 pm, EST – Friday, February 17

Sheraton Sand Key Resort, 1160 Gulf Blvd, Clearwater Beach, FL 33767

[Agenda](#)

Communicating Council Coordination Committee Successes and Positions

What Have We Done Best?

~ The Big Three ~

- U.S. Regional Fishery Management Councils website – top dog!
- CCC responses to marine national monument issues.
- CCC responses to Magnuson-Stevens Fishery Conservation and Management Act (MSA) reauthorization.



CONSERVING AND MANAGING THE FISHERIES OF THE UNITED STATES

[Home](#)

[The Councils](#)

[Magnuson-Stevens Act](#)

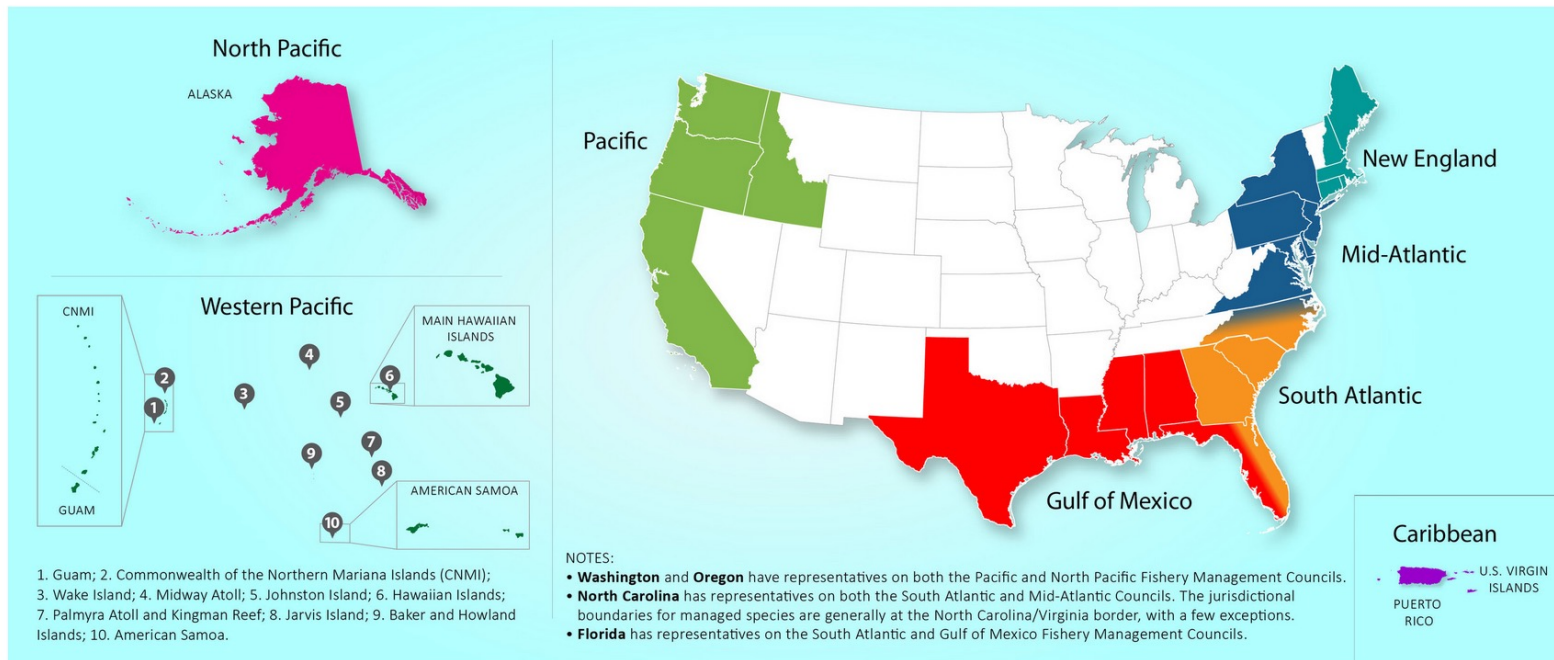
[Meetings](#)

[Calendar](#)

[Resources](#)

[Contacts](#)

The Magnuson-Stevens Fishery Conservation and Management Act (MSA) is the main law that governs fishing in U.S. federal waters, ranging from 3 to 200 miles offshore. First passed in 1976, the MSA established a 200-mile Exclusive Economic Zone (EEZ) and created eight regional fishery management councils to manage our nation's marine fishery resources. This unprecedented management system gives fishery managers the flexibility to use local level input to develop management strategies appropriate for each region's unique fisheries, challenges, and opportunities.



Regional Councils Website

- Repository for all CCC correspondence
- Devoted to Council business across all regions through a neutral platform
- Gives the public one-stop-shopping for fishery management council contacts, species management, and information

Regional Councils Website

* New Action Item *

- Develop a landing page for the CCC Area-Based Management Subcommittee's final report, which is [reacting to](#) the administration's 30x30 initiative.
- The subcommittee is made up of members from the CCC Habitat Work Group with staff from all eight councils.



Communicating CCC Positions

The New England Council never took a formal position on any of the marine monument proposals. However, the Council was a signatory to the position developed by the Council Coordination Committee (CCC), which was sent in a letter to the President.

Chairman Stockwell said, “The position of all eight Councils is that we still prefer to be allowed to continue managing fishing activity and establishing essential fish habitat designations under the MSA.”



New England Fishery Management Council

FOR IMMEDIATE RELEASE
September 15, 2016

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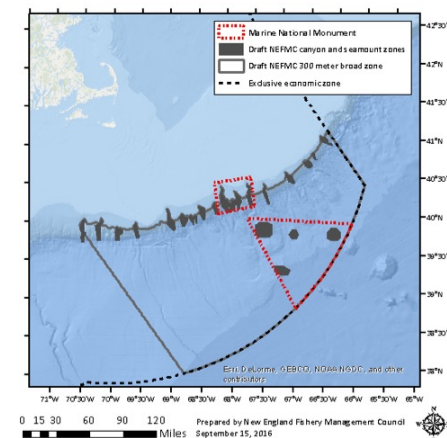
Council to Weigh New Marine Monument Impacts, Implications

President Obama today announced that he had used his authority under the Antiquities Act of 1906 to establish a “Northeast Canyons and Seamounts Marine National Monument,” the first of its kind in the Atlantic Ocean. The New England Fishery Management Council, which has been working for several years to develop its own coral protection measures throughout a significantly broader sweep of this offshore area, will now turn its efforts toward analyzing the impacts and implications of the newly established marine monument and determining how the designation affects the work that already has been conducted under the Council’s draft Omnibus Deep-Sea Coral Amendment.

The 4,913-square-mile monument encompasses three deep-sea canyons – Oceanographer, Gilbert, and Lydonia – as well as four seamounts – Physalia, Bear, Retriever, and Mytilus – that also were proposed for additional protection under the Council’s Coral Amendment.

However, the Council will need to reassess its management strategy given these new developments. Next week, the full Council will meet in Danvers, Massachusetts and discuss “next steps” for how the Habitat Committee should proceed given that some of the actions in the Coral Amendment have been superseded by the monument’s establishment.

“The monument area does overlap some of the proposals in our own Coral Amendment,” said Council Vice Chairman Dr. John Quinn, who also chairs the Council’s Habitat Committee. “Since there’s no need for duplication of conservation measures, I expect those alternatives to be removed.”



The New England Council’s Coral Amendment is considering alternatives to protect 15 additional deep-sea canyons outside of the new marine national monument boundaries. Ten are west of Oceanographer Canyon and five are east of Lydonia Canyon.

CCC Host Chair Testifies Before Congress on MSA

Amplifying CCC Positions

“I’m honored to be testifying before the Senate subcommittee on behalf of my fellow Council chairmen, vice chairs, and executive directors,” said Dr. Quinn. “We discussed Magnuson-Stevens Act reauthorization extensively at our mid-May CCC meeting in Gloucester, Massachusetts, and I look forward to presenting our position during the hearing.”



New England Fishery Management Council

FOR IMMEDIATE RELEASE
July 26, 2017

PRESS CONTACT: Janice Plante
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NEFMC Chair Dr. John Quinn to Testify on MSA Reauthorization

New England Fishery Management Council Chairman Dr. John Quinn is scheduled to testify before the U.S. Senate Subcommittee on Oceans, Atmosphere, Fisheries, and Coast Guard on Tuesday, Aug. 1 at a 10 a.m. hearing on reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act (MSA). The subcommittee is under the wing of the U.S. Senate Committee on Commerce, Science & Transportation. Dr. Quinn, who is Director of Public Interest Law Programs at the University of Massachusetts School of Law, will be speaking on behalf of the Council Coordination Committee (CCC). The CCC is comprised of the leadership teams of all eight of the nation’s regional fishery management councils.

“I’m honored to be testifying before the Senate subcommittee on behalf of my fellow Council chairmen, vice chairs, and executive directors,” said Dr. Quinn. “We discussed Magnuson-Stevens Act reauthorization extensively at our mid-May CCC meeting in Gloucester, Massachusetts, and I look forward to presenting our position during the hearing.”



New England Council Chairman Dr. John Quinn is Director of Public Interest Law Programs at the University of Massachusetts School of Law. The law school is located in Dartmouth, MA, near New Bedford, the highest grossing fishing port in the U.S. for 16 consecutive years. – NEFMC photo

The MSA is the primary law governing marine fisheries management in U.S. federal waters. It was first passed in 1976 as the Fishery Conservation and Management Act, extending U.S. jurisdiction out to 200 nautical miles and establishing the regional fishery management council system. The act underwent two major reauthorizations – the first in 1996 through the Sustainable Fisheries Act and the second in 2007, resulting in the current Magnuson-Stevens Act.

Sen. Dan Sullivan (R-AK) chairs the 17-member subcommittee that scheduled this Aug. 1 hearing. Chris Oliver, the newly appointed assistant administrator for NOAA Fisheries, also will be testifying. Live video with opening statements, witness testimony, and questioning will be available at the Senate link below. The hearing will focus on “NOAA and Council Perspectives” related to MSA reauthorization issues.

The subcommittee has scheduled a second hearing for Aug. 23 in Soldotna, AK. This hearing will focus on the MSA’s “fisheries management successes and challenges.”

- Documents related to the Aug. 1 and Aug. 23 hearings, as they become available, will be posted at: <https://www.commerce.senate.gov/public/index.cfm/oceansatmospherefisheriesandcoastguard>
- Information about the MSA, including the act’s history and past reauthorizations, is available at: http://www.nmfs.noaa.gov/sfa/laws_policies/msa/index.html

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Promoting CCC Meetings

Host Councils put out press releases and various announcements to flag CCC meetings and announce results.



**Council Coordination Committee Meeting
Final Recommendations**

**May 27 and 28, 2020
Hosted by the
Western Pacific Fishery Management Council
Web-Conference**

The 2020 annual Council Coordination Committee (CCC) meeting, hosted by the Western Pacific Fishery Management Council, was held on May 27-28, 2020 via web conference. Below are the final recommendations as approved by the CCC.



New England Fishery Management Council

FOR IMMEDIATE RELEASE
May 2, 2017

PRESS CONTACT: Janice Plante
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Fishery Management Councils to Meet May 15-18 in Gloucester

Leadership teams from the nation's eight regional fishery management councils will be gathering in Gloucester, MA for the spring 2017 Council Coordination Committee (CCC) meeting.

The CCC is comprised of the chairs, vice chairs, and executive directors of the New England, Mid-Atlantic, South Atlantic, Caribbean, Gulf of Mexico, Pacific, Western Pacific, and North Pacific Fishery Management Councils. CCC chairmanship rotates annually among the eight Councils.

The committee meets twice each year to discuss issues relevant to all fishery management councils. The National Marine Fisheries Service – often called NOAA Fisheries – annually hosts the first meeting, which for 2017 was held Feb. 28-March 1 in Arlington, VA. The New England Council is serving as this year's CCC chair and will be hosting the May 15-18 spring meeting at the Beauport Hotel on the Gloucester Harbor waterfront. The public is welcome to attend.



Principal agenda items will be discussed Tuesday, Wednesday, and Thursday, May 16-18, beginning at 8:30 a.m. each day. The eight Councils will take part in a Round Robin on Tuesday morning. Council deputy directors will meet concurrently and report to the full CCC on Thursday, May 18. Copies of the agenda will be available shortly. Hotel information can be found at <http://www.beauporthotel.com>.

AGENDA ITEMS

Among other topics, the CCC is scheduled to cover:

- National Standard 1 Guidelines, National Marine Monuments and Sanctuaries, Capitol Hill legislation, and budget issues;
- Science, habitat, recreational fishing, legal, and enforcement updates/overviews; and
- Fishery independent data funding, electronic monitoring, and 2017 priorities.

Visit the NOAA Fisheries, New England Council, and U.S. Regional Fishery Management Councils CCC webpages respectively at:

- o <http://www.fisheries.noaa.gov/sfa/management/councils/ccc/ccc.htm>
- o <http://www.nefmc.org/calendar/may-15-18-2017-ccc-meeting-hosted-by-nefmc>
- o <http://www.fisherycouncils.org/ccc-meetings/>

The meeting notice is available at <https://www.gpo.gov/fdsys/pkg/FR-2017-05-02/pdf/2017-08825.pdf>.

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Promoting Successes Within Our Own Councils



New England
Fishery Management
Council



MID-ATLANTIC FISHERY
MANAGEMENT COUNCIL



U.S. Regional Fishery
Management Councils



Survey Responses for This Session

	A	B
1	Which Council do you represent?	How does your Council currently communicate its successes?
2	South Atlantic	Typical communication avenues but we need to do a better job.
3	New England	Primarily through press releases and during oral comments at meetings.
4	North Pacific	made during that meeting. Otherwise, we don't normally "communicate our success."
5	Gulf of Mexico	We can improve on this. We currently only public Council Meeting Summary press releases. We plan to highlight our successes using short videos and blog articles.
6	Pacific	We do not have communications or outreach personnel at this time.
7	Mid-Atlantic	There is a lot of room for progress in this department! At the end of the year we give the Council a recap of accomplishments from the year as part of the priority-setting process, but that's not really geared toward the public. I am interested to hear what if anything other Councils are doing.
8	Caribbean	Announced at council meetings and social media
9	Western Pacific	Quarterly newsletter, Press Releases, Monographs, brochures/handouts/fact sheets, website. We currently have an email list of ~2,000 people that we can distribute information to along with direct mailings of printed copies of our publications/outreach products.

New England Council Example

Coral Amendment, Marine Monument

“The Council worked hard to walk that fine line between providing strong habitat and coral protections in the area while balancing the social and economic impacts to the industry,” said Executive Director Nies.

“We’ve said from the beginning that fishery management councils are best suited to address the complicated tradeoffs involved in managing fisheries, and we appreciate regaining control to do so in the monument area,” said Council Chairman Dr. John Quinn.



New England Fishery Management Council

FOR IMMEDIATE RELEASE
June 17, 2020

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Deep-Sea Coral Amendment to Provide Sweeping Habitat Protection, Including in Canyons and Seamounts Monument

The New England Fishery Management Council's Omnibus Deep-Sea Coral Amendment, which has been approved by NOAA Fisheries and is expected to become effective this summer, will provide sweeping protections for concentrations of fragile corals and prevent the expansion of fishing effort into areas where corals are likely to be present. The [amendment](#) applies to two regions.

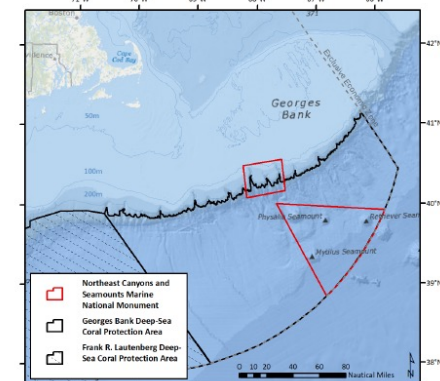
- **The Continental Slope and Deep-Sea Canyons South of Georges Bank:** This action protects deep-water corals and their sensitive habitat beginning at a depth of 600 meters and extends to the 200-mile Exclusive Economic Zone limit. The new protection zone encompasses 25,153 square miles, including 82% of the Northeast Canyons and Seamounts Marine National Monument (see map).
- **The Gulf of Maine:** This action protects corals at [Outer Schoodic Ridge](#) and [Mt. Desert Rock](#) by prohibiting fishing with trawls and dredges at both sites, and it creates a research area in Jordan Basin.

Marine Monument Designation

The Northeast Canyons and Seamounts Marine National Monument was [created on September 15, 2016](#) by a Presidential Proclamation, which included a ban on commercial fishing within the monument area. Fishermen in the lobster and deep-sea red crab fisheries, however, were given seven years to phase out their operations.

The proclamation superseded the Council's ability to manage fisheries through its usual process under the Magnuson-Stevens Fishery Conservation and Management Act (MSA) within the marine monument's boundaries.

A second Presidential Proclamation was issued on June 5, 2020 – the [Proclamation on Modifying the Northeast Canyons and Seamounts Marine National Monument](#).



The New England Council's Omnibus Deep-Sea Coral Amendment protects the area above outlined in black, which includes 82% of the marine monument area outlined in red. – NEFMC graphic

Your Thoughts Next ...

