

Council	Meeting-Related Activities to Promote...	Collaborations	Communications w/Stakeholders -	Communications/Other	Best tools and Partnerships	Interesting Comments
Mid-Atlantic Council [NB]	Meets 6x/yr., 3-4 days; coffee served at mtgs. hospitality hour ea. day in Ex.Dir's room, everyone invited, \$5-10pp	APs used in process similar to NEFMC	Press releases (15-20); one completed on a hot topic after ea. Council meeting; Newsletters (6); Pamphlets, one-off (1-2/yr.) ; regs brochures	Live streams Council mtgs.; listening session one eve. during Council mtg.; 2-4 trade shows/yr.	Best tool, website No partners	APs are developing a doc for SSC use describing each major fishery; includes social/econ info.
S. Atlantic Council [Budget for printed materials]	Meets 4x/yr., 5 days; coffee served at mtgs. and occasionally light breakfast food at long mtgs.; AS time allows, one-hr. social at the end of ea. day in EDs hotel rm; all invited, \$5pp. Also, fishing orgs or NGOs host socials.	APs very engaged; initiated an annual "state of the fishery" rept. for each AP/FMP (similar to MAFMC effort directed toward SSC); Also have a active Information and Education AP.	Press releases (7-8); Newsletters (4, 8-12p., four-color); Regs brochures, fact sheets as time allows; also one on EBFM, SEDAR process, deepwater corals; few, if any trade shows; revising public hearing docs to be more user friendly; post card mtg. announcements	Live streams Council mtgs.; currently exploring social media; trade shows not worth the time and expense	Best tools, website and newsletter for now;  Partners with SC Aquarium (including participating on the Aq's Sustainable Seafood Initiative steering committee)	Tech staff is interested in maintaining a blog.
Gulf Council [NB.. yet]	Meets 5x /yr., 4-5 days; Coffee served; Q&A one eve/Council meeting, any issue, RA and Council present; socials held by outside grps; social in Chair's suite, \$10pp	APs used to some extent, similar to NEFMC	Press releases (30-40) for mtgs; also for new regs, soliciting for APs, etc.; Newsletters (5); Outreach and Ed. staff travels to constituent mtgs and participates in "dockside' chats	Live streams Council mtgs, pre-Council blog, iPhone app for regs, videos on their You tube channel, regs brochures, "Navigating the Council Process;" flier and brochures for scoping and public hearings; no trade shows	Best tools, "Navigating the Process," blogs. Partners - Florida Aquarium and Gulf of Mexico Alliance, estab. by states to enhance the ecological and economic health of the GO Mex	Working on a regulations hot line. Recent survey revealed that materials were written at a college level - too hard for many readers.

#118

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N. Pacific Council [Flex. Budget]	Meets 5x/yr., 9 days; Industry hosts eve. receptions 2-3x/yr., open to all; coffee served at all Council mtgs.	APs engaged; activities, limited to Council-held mtgs.	Press releases (0); Newsletters (5) Pamphlets, one-off, 1/year; no public hearings, testimony provided at Council mtgs. Staff road trips for hot-button issues	Live streams Council mtgs.	Best tools = video and social media up and coming; otherwise word of mouth, AP members, industry pubs, websites, blogs and newsletters, but those probably read most by industry reps. No partners	No communications staff; projects are assigned to tech staff as appropriate w/oversight from Deputy Director.
Pacific Council [NB]	Meets 5x/yr., 5-7 days; coffee served	APs very engaged; cooperative research	Press releases (3-4); Newsletters (4); Fact Sheets (12), update 1-2x yrly;	Live streams Council mtgs. Uses Twitter "Guide to Council Process" No trade shows	Best tools = website, newsletter, fact sheets, likely videos in the future. Partners w/governors org and the PSMFC	Ramps up activities special mtgs, listening sessions, bilingual announcements for controversial issues
WPFMC Budget was supported by outside grants, no longer available	Meets 3x/ yr., 4 days, but AP, plan team, ecosystem panel and SSC meet just before the Council, so mtg expands to 2-3 weeks	Use APs? Yes, also provide training	Press releases (24) Newsletters (2-3) , plus wide range of materials include. Posters calendars, exhibits, display ads, FEP brochures	Live streams Council mtgs.	Range of activities includ. materials related to cultural, regulatory and enforcement issues; Partners w fishing assoc., indigenous grps, ed orgs	Materials too complicated for the average person. Have developed and ed. curricula for all grade levels