



NOAA
FISHERIES

Pacific Islands
Fisheries
Science Center

PIFSC Communications

Amanda Dillon

2017 PIFSC External Review: Economics and Human Dimensions

Tuesday, August 1, 2017



PIFSC Communications

Vision

To turn the work of today into the story of tomorrow.



Mission

Communicate our science with clear, accurate, and compelling stories for the media, colleagues, and general public through teamwork and collaboration.



Communications strategy

1. National priorities
2. Center priorities
3. Research missions
4. Scientific publications & reports
5. Milestones & special projects



Newsroom



January

- 2017.01.04 - [Year of the Monk Seal](#)
- 2017.01.11 - [What's the trouble with bubbles? with Andrew Gray](#)
- 2017.01.18 - [Featured scientist Marc Nadon](#)
- 2017.01.25 - [Talking Trash with Kevin O'Brien](#)

February

- 2017.02.01 - [Be the Press! Interview Marc Nadon](#)
- 2017.02.08 - [BFISH 2017 with Ben Richards](#)
- 2017.02.15 - [Keeping Climate in the HOT seat with Phoebe Woodworth-Jefcoats](#)
- 2017.02.22 - [Ramping up for MARAMP](#)

March

- 2017.03.01 - [LOdown on LOPEC with Don Kobayashi](#)
- 2017.03.08 - [Blogging: Who What Where Why?](#)
- 2017.03.22 - [Zombie pufferfish: what happens when a poisonous fish gets poisoned?](#)
- 2017.03.29 - [Lancetfish the cannibals](#)

April

- 2017.04.05 - [So SLICK: Surface Lines in Coastal Kona](#)
- 2017.04.12 - [Taking Out Trash \(outside by pier\)](#)
- 2017.04.19 - [IntRAnet- Love it or Hate it?](#)
- 2017.04.26 - [On to the High Seas with HICEAS](#)

May

- 2017.05.03 - [What's the story with Story Maps?](#)
- 2017.05.10 - [Bottomfish Heritage Stories](#)
- 2017.05.17 - [Plain Talkin' with Katie D. & Jess G.](#)
- 2017.05.31 - [Beta HICEAS website](#)

August

- 2016.08.10 - [Newsroom Brainstorm](#)
- 2016.08.17 - [Featured Scientist Jamie Gove](#)
- 2016.08.24 - [Gove - Final Message Box](#)
- 2016.08.31 - [Featured Scientist Ben Richards](#)

September

- 2016.09.07 - [Bottomfish Brainstorm](#)
- 2016.09.14 - [Newsroom set-up](#)
- 2016.09.21 - [Meet Rebecca & Twitter talk](#)
- 2016.09.28 - [Oct News & BFISH soundbites](#)

October

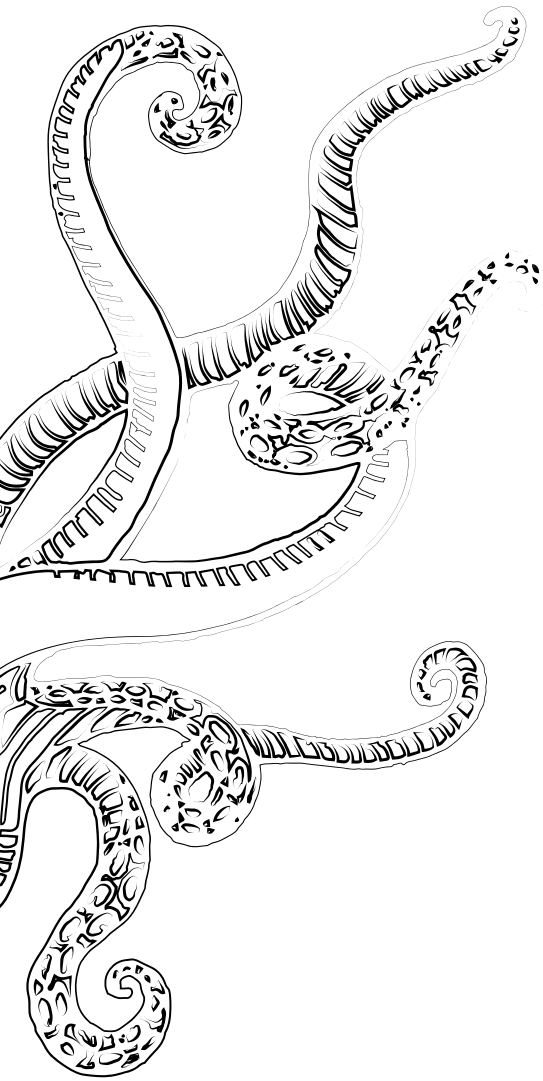
- 2016.10.05 - [Shark Think Tank!](#)
- 2016.10.12 - [Newsroom Review](#)
- 2016.10.19 - [FY17 Research Cruises \(Part 1\) & Science Camp 2017 \(Part 2\)](#)
- 2016.10.26 - [November News](#)

November

- 2016.11.02 - [Stock Assessment 101 \(Part 1\) & Draft Comms Plan \(Part 2\)](#)
- 2016.11.09 - [Hungry for Herbivores \(Part 1\) & Comms Plan, cont. \(Part 2\)](#)
- 2016.11.16 - [High Seas with HICEAS](#)
- 2016.11.23 - [MARAMP 2017](#)
- 2016.11.30 - [December News](#)

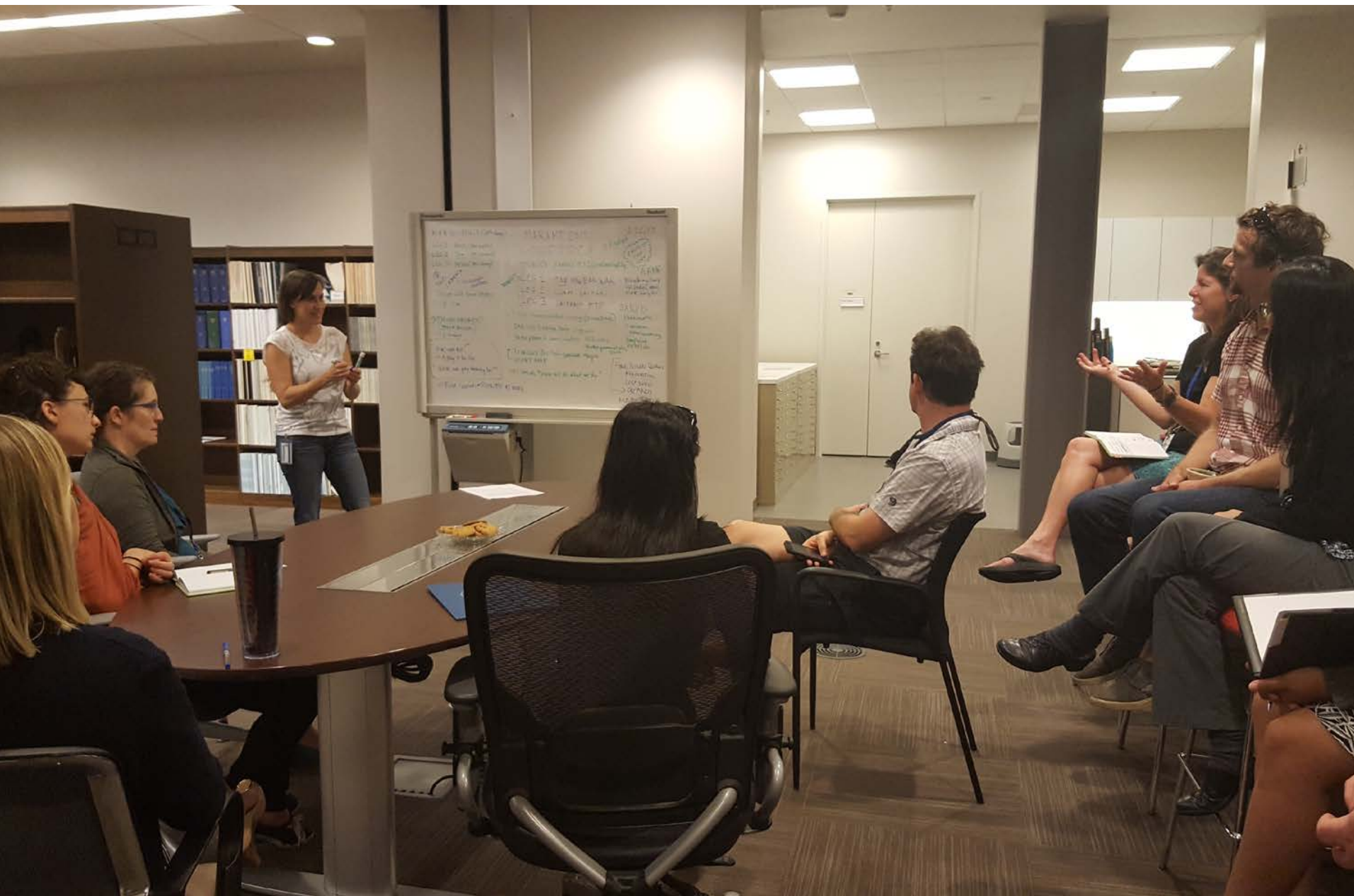
December

- 2016.12.06 - [Social media successes & Tips](#) (Rm 1377)
- 2016.12.15 - [Blogging Tips](#) (@2pm, Rm 2410)
- 2016.12.21 - [January News](#)
- 2016.12.28 - [Publications in the News](#)



Get kraken!

1. Review project
2. Story & message
3. Brainstorm outlets
4. Communications plan



AUDIENCE

- Fishermen
- Public
- Buyers
- Management

GOAL

Archiving histories
(Preserve America Grant)

- Commonalities across stories
- older fishermen
- tracing history of fishery

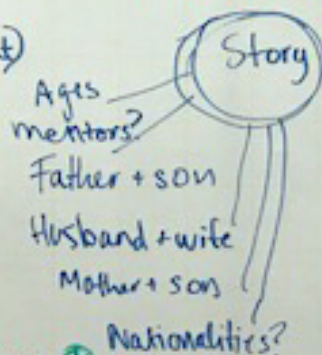
→ AUDIO + VIDEO

- documentary - film
- book - Tales from Fishermen
(History of Spearfishing)

HI BOTTOMFISH HERITAGE

- (40min - 1hr long)
- Oral histories - MNH + NW HI
- ↳ changes + innovations in fishing and technology

→ How to keep people engaged?



- Fisherman per week
- Fisher in the spotlight
- Tie into conservation + protected species + predators
- * Recipes - historic prep + community connection
- Differences between islands
- Between ages - old school + young guys
- * CONTRASTS with perspectives + motivation
- Pass down traditions + techniques
- "Adventures at Sea"
- Time with anniversaries - hurricanes → Risks
- ↳ MAY Asian Pacific Islander Month

MAGAZINES
- Hanalei

5/10/2017

- All day + all night

(50) interviews - 60 total

↳ transcribing

- HUMAN aspect

- Traditions

- Pride + secrecy

* STORIES

↳ PODCAST

↳ Story Map

↳ Timeline

- BASH Genealogy

↳ ART Gyo-taku

↳ Hand painted shirts



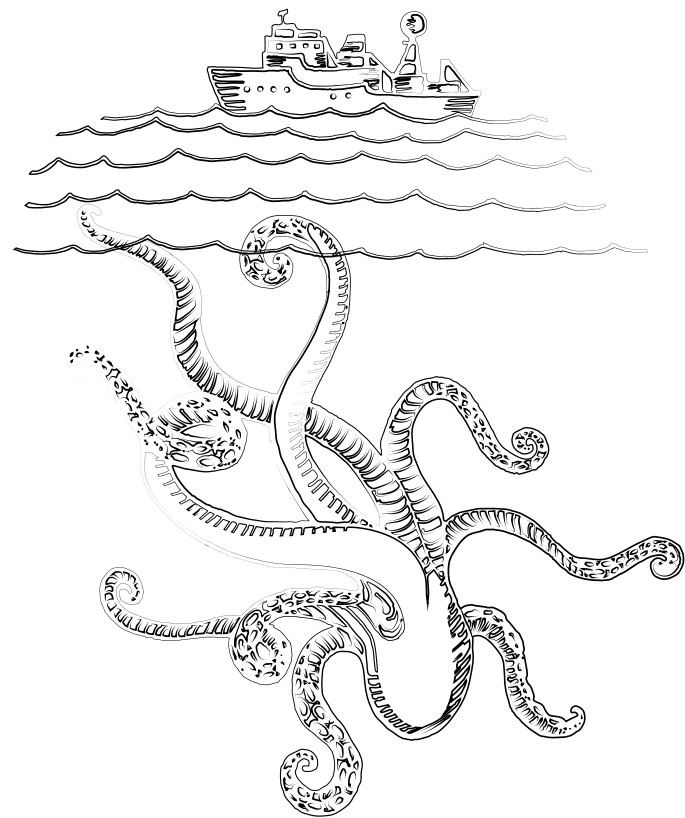
Communications: internal

1. Value of science communications
2. Messaging & plain language
3. Inter-department collaboration
4. Inspiration!

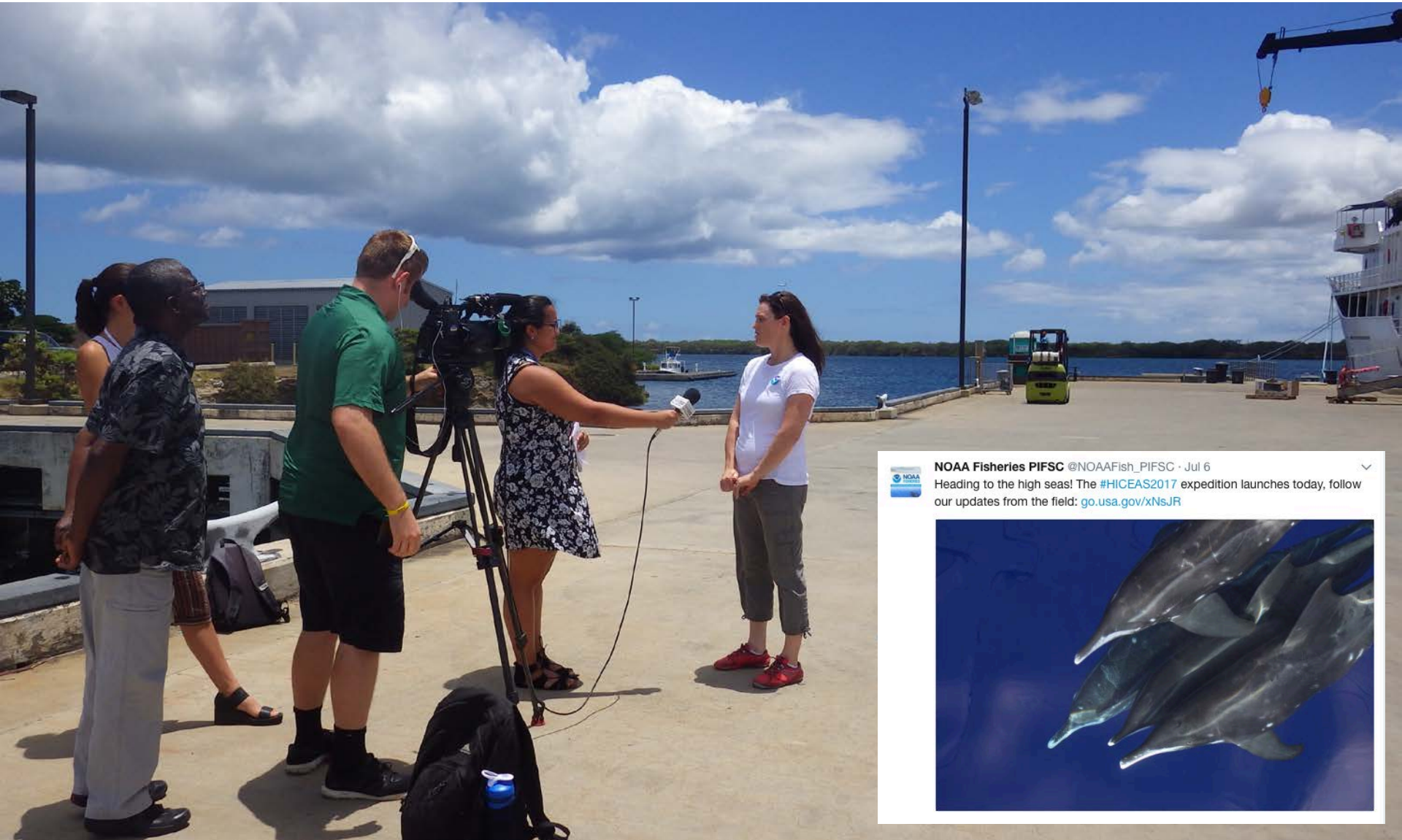


Communications: external

1. National media: roll-out
2. Local media: media advisory
3. Web stories
4. Blogs & Story Maps
5. Social media
6. Printed materials
7. Community events & outreach




News media & social media




NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | NOAA Fisheries | PIFSC | 2017 External Review: Economics and Human Dimensions

Online & print materials


 **NOAA FISHERIES** | Pacific Islands Fisheries Science Center
NATIONAL OCEANIC AND ATMOSPHERIC
ADMINISTRATION

[HICEAS](#) [About](#) [Project Details](#) [Updates](#) [Photo Gallery](#) [Media](#) [Kid's Corner](#) [Contact Us](#)

Search PIFSC Site... 


Hawaiian Islands Cetacean and Ecosystem Assessment Survey (HICEAS)

The 2017 Hawaiian Islands Cetacean and Ecosystem Assessment Survey (HICEAS, pronounced "high-seas") is a 187-day survey for cetaceans (whales and dolphins) and seabirds within the U.S. waters of the Hawaiian Islands. Our study area is approximately 1.8 million square nautical miles (2.5 million km²), including waters surrounding all Northwest and Main Hawaiian Islands out to 200 nmi offshore. Waters within this 200 nmi boundary around the Hawaiian Islands are referred to as the U.S. Exclusive Economic Zone, or "EEZ." [More...](#)




Click on a highlighted area above to explore that facet of our research.


What Do We See?




Field Blogs




Project Updates




Follow HICEAS




Media



Kid's Corner



HICEAS is a component of the [PacMAPPS](#) partnership 

Where the Wild Things Are: Camera Fishing for Predators in Hard-To-Reach Places

July 5, 2017 (updated 7/07/2017)



A school of omilu patrolling a mixture of patch reef and *Halimeda* beds around Maui-Nui.

The stocky builds of giant trevally (uluu), blue fin trevally (omilu), yellow spot jack (papa uluu), and green jobfish (uku) are testament to their known fighting abilities. On account of their taste at the table, these fish are popular among Hawaiian recreational and subsistence fishermen. These coral reef jacks and snapper, as well as other top-tier coral reef predators such as sharks, are well studied in shallower Hawaiian waters that can be accessed by open-circuit scuba divers. Deeper "mesophotic" areas beyond traditional scuba diving depths have been restricted to complicated, expensive, and/or hazardous scientific survey approaches. The term mesophotic comes from the words: "meso" meaning middle, and "photic" meaning light. The coral reefs found at depths between 100 and 490 feet deep (and maybe more) are referred to as mesophotic coral ecosystems. Recent advances in electronics, the availability of smaller, cheaper, off-the-shelf video cameras, and waterproof housings have made accessing deeper reefs off Hawai'i possible. Just add a bit of bait in front of the camera, and you're "fishing with video"!

Community events & outreach



NOAA FISHERIES

U.S. Department of Commerce | National Oceanic and Atmospheric Administration | NOAA Fisheries | PIFSC | 2017 External Review: Economics and Human Dimensions

Where are we going?

1. Clear priorities
2. Focused messages
3. Planning ahead
4. Partnerships

