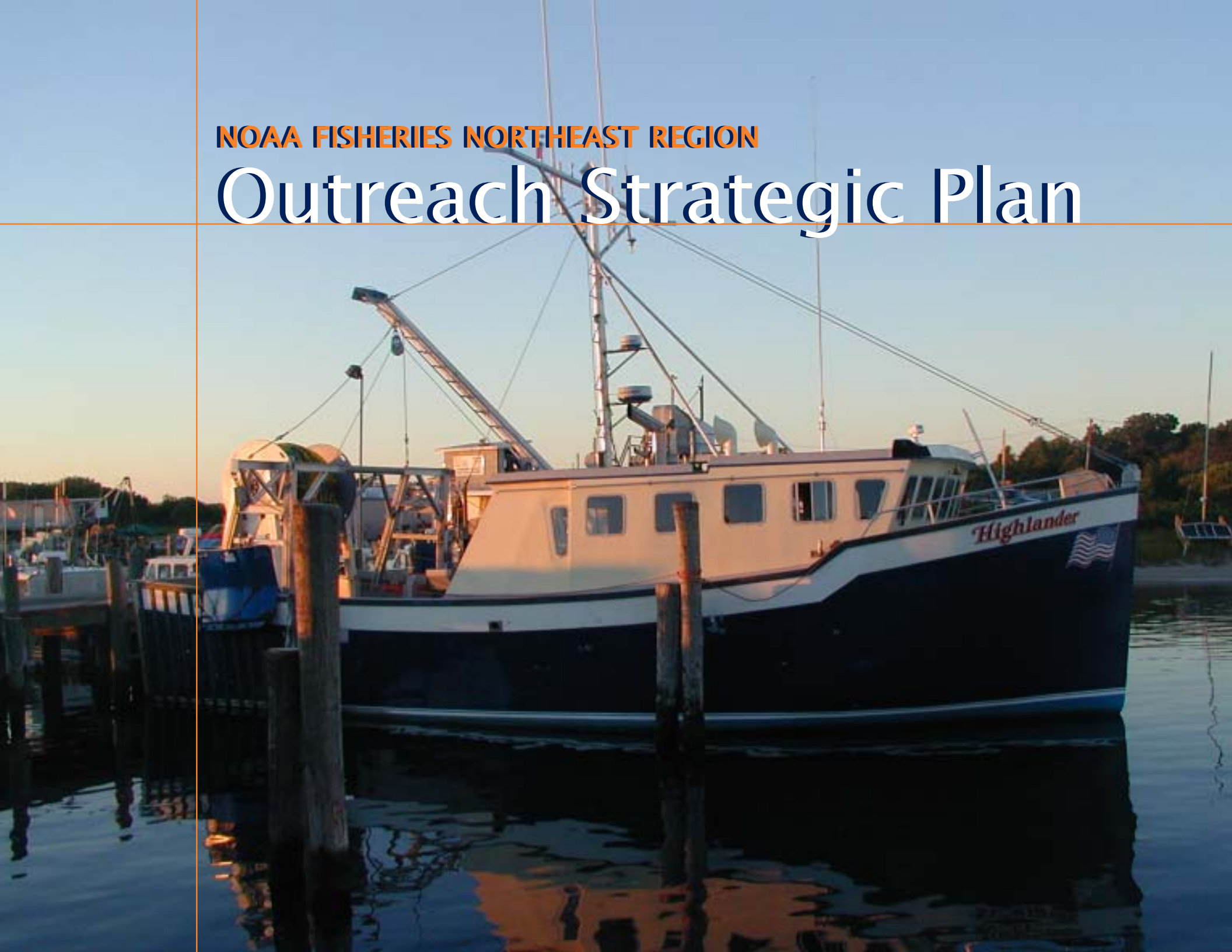


NOAA FISHERIES NORTHEAST REGION

Outreach Strategic Plan







CONTENTS

NOAA Fisheries Foundations for Stewardship	4
Communication and Collaboration with Constituents	4
Strong and Productive Partnerships	4
Northeast Region	5
Outreach Overview	5
NOAA Fisheries Mission	5
Outreach Goals, Objectives & Strategies	6
Primary Goals	6
Primary Goal 1	6
Primary Goal 2	7
Primary Goal 3	7
Secondary Goals	8
Secondary Goal 1	8
Secondary Goal 2	9
Justification for Goals	10
Program Development	12
Developing Outreach Plans	12
Tracking Outreach Activities	13
Printing Outreach Materials	13
Initiating Education Efforts	13
Working with the Media	13
Establishing Mutual Partnerships	14
Identifying Funding Resources	14
In Summary	15
Program Tools and Guidelines	16
External Newsletter	16
Internal Newsletter	16
Website	16
Publications	16
Workshops	17
Tradeshows	17
Photo Gallery	17
Constituent Database	17
Outreach Plans/Database	17
Outreach Action Plans	18
Short-Term Action Plan	18
Long-Term Action Plan	19
Outreach Plan Template	20

NOAA Fisheries – Communications

FOUNDATIONS FOR STEWARDSHIP



Communication and Collaboration with Constituents

Accomplishment of NOAA Fisheries stewardship mission requires an open and honest exchange with our constituents. Stewardship is an ethic which must be held not only by NOAA Fisheries, but also by everyone who interacts with living marine resources. Furthering the stewardship ethic among constituents is a vital part of the mission.

Strong and Productive Partnerships

NOAA Fisheries is committed to increasing its partnering activities with other federal agencies, state and local authorities, universities, the commercial and recreational fishing industries, environmental groups, and international organizations. NOAA Fisheries will reach out to others with similar mandates, both inside and outside of government, and seek new ways to work with them to achieve our mutual aims.



Northeast Region

Outreach is defined as two-way communication between the agency and the public to establish and foster mutual understanding, promote public involvement, and influence behaviors, attitudes and actions with the goal of improving the foundations for stewardship. Instituting this interactive connection with external constituencies provides a reciprocal benefit that is essential to accomplishing the mission of NOAA Fisheries.

NOAA Fisheries Northeast Region strives to focus its outreach efforts on building a unified understanding of the agency's mission, creating visibility, promoting the NOAA image, and developing partnerships. Through this process, communication will help the Region increase the level of trust and assistance of the various publics which it serves. Concentrating on developing stewardship and public understanding will also lead to an increase in public appreciation.

This outreach strategy is intended to ensure the Region is building relationships with its partners; providing timely and accurate information to constituents; maintaining a clear and consistent message; and increasing awareness and visibility of who we are, what we do, and how it benefits the Region and nation as a whole.

NOAA
Fisheries
Mission
Stewardship of
living marine
resources for
the benefit of
the nation
through their
science-based
conservation and
management and
promotion of the
health of their
environment

Strategic Goals

PRIMARY GOAL 1:
Improve public awareness, trust,
and accurate understanding of
NOAA Fisheries missions,
goals and accomplishments

OBJECTIVES:

1. Establish Outreach Program to provide guidance and focus for outreach and communication efforts.
 - A. Develop and enhance communication tools to reach the public.
 - B. Encourage face-to-face interactions with constituents.
 - C. Create an educational program.

TARGET AUDIENCE:

- Regulated public
- Federal, state, and local agencies
- NGOs
- Decision/policy makers
- Commercial/recreational industries
- Community leaders
- General public
- K-12 schools, universities
- Media

STRATEGIES:

- Produce external newsletter
- Design Regional displays
- Develop presentations
- Produce website materials
- Create "hot news" homepage
- Develop partnerships
- Conduct speaking engagements
- Participate in community events
- Author articles/guest columns
- Participate in radio talk shows
- Create Public Service Announcements
- Conduct training sessions
- Conduct educational meetings
- Develop factsheets
- Produce posters/billboards
- Create informational folders
- Assemble media/press packets
- Develop annual reports
- Create brochures
- Increase number of press releases
- Produce management process info.
- Attend trade shows/conventions
- Conduct workshops
- Develop tip sheets/talking points
- Produce an educational homepage
- Create a fisherman's homepage
- Produce videos on programs
- Develop constituent databases
- Conduct Outreach Program cost/benefit analysis
- Evaluate Outreach Program effectiveness

GOALS:

PRIMARY GOAL 2:
Develop Regional campaign to support NOAA Fisheries image and gain regional and enhance national recognition

OBJECTIVES:

1. Develop outreach materials that convey a consistent image and “look” that is continually repeated and reinforced.
2. Conduct a highly visible awareness program.
3. Produce outreach materials that represent and recognize the Region and NOAA as a whole.
3. Take opportunities to visibly promote the Region and NOAA through name recognition and understanding.
4. Keep messages consistent.

TARGET AUDIENCE:

- Regulated public
- General public
- Federal, state, and local agencies
- NGOs
- Decision/policy makers
- Commercial/recreational industries
- Community leaders
- Academia/research organizations
- Media

STRATEGIES:

- Produce Regional information folder
- Develop general Regional brochure
- Produce programmatic factsheets
- Highlight collaborative efforts
- Develop external newsletter
- Design Regional display
- Design Regional poster-based on accomplishments
- Maintain website image
- Design Regional presentation - overview
- Produce Regional annual report
- Develop programmatic brochures
- Create programmatic presentations
- Conduct programmatic workshops
- Engage public involvement initiatives
- Promote programs through media
- Produce factsheets on regulations
- Produce internal newsletter

PRIMARY GOAL 3:
Increase collaboration and communication efforts with constituents

OBJECTIVES:

1. Increase partnering activities with constituents to further stewardship.
2. Form a network of support.
3. Solicit new ways of collaborating in order to achieve mutual goals and objectives.
4. Share resources and exchange ideas.

TARGET AUDIENCE:

- Federal, state, and local agencies
- NGOs, environmentalists
- Decision/policy makers
- Commercial/recreational industries

STRATEGIES:

- Implement Northeast Region State Communications Plan
- Conduct workshops for constituents
- Direct informational meetings
- Attend outside meetings
- Utilize port agents & gear liaisons
- Attend industry events
- Routinely discuss issues with state agencies
- Serve on various committees related to constituent outreach

Strategic Goals

SECONDARY GOAL 1:

Enable NOAA Fisheries
to manage issues, not crisis
Proactive vs. Reactive

OBJECTIVES:

1. Develop timely communication between leadership and communicators to allow rapid response to issues.
2. Develop issue specific communication strategies.
3. Better coordinate crisis communication efforts between Region, HQ, councils, and states.

TARGET AUDIENCE:

- Leadership
- Internal communicators (outreach and public affairs representatives)
- Port agents
- Law enforcement
- General Counsel

STRATEGIES:

- Develop outreach roll-out plans
- Communicate early on crisis issues
- Develop information sheets on actions
- Produce internal resource factsheets
- Monitor/update organization's website
- Collaborate with councils/states on controversial issues
- Produce inserts in trade publications on major amendments
- Produce Congressional briefing documents/presentations
- Work with reporters to get the word out in advance

GOALS:

SECONDARY GOAL 2:
Increase collaboration and
create synergy between
NOAA Fisheries, council, and
commission communicators
(outreach/public affairs representatives)

OBJECTIVES:

1. Conduct periodic regional communications workshops (address specific upcoming issues).
2. Attend Council and Commission meetings when needed.
3. Conduct periodic working teleconference calls with region, HQ, council and commission communicators.

TARGET AUDIENCE:

- NOAA Fisheries communicators (outreach and public affairs staff)
- Council/Commission communicators
- Leadership

STRATEGIES:

- Identify leadership liaison/contact
- Determine purpose of communications workshop
- Develop agenda for workshop, location, date
- Identify lead to conduct workshop
- Identify lead to conduct teleconference calls (rotate monthly)
- Produce collaborative materials





PRIMARY GOAL 1:

Improve public awareness, trust, and understanding of NOAA Fisheries missions, goals & accomplishments

The Region routinely conducts outreach in some form; however, efforts are not unified but rather administered on an ad hoc basis to meet the needs of individual programs. This decentralized and scattered approach to outreach does not engender public understanding of who we are and what we do. In order for outreach to be most effective, the Region must centralize its outreach efforts under one program. This programmatic approach would ensure the Region is perceived as a reliable source of information. Maintaining public trust and support

and responding to public needs and concerns would become an integral part of the Region's Outreach Program.

The Outreach Program should be structured to reach key target audiences such as industry, NGOs, opinion leaders, and decisionmakers. However, the program should also include an educational component to reach the community such as teachers, professors, school board members, elected officials, students, and the media.

PRIMARY GOAL 2:

Develop Regional campaign to support NOAA Fisheries image and gain regional and enhance national recognition

The Outreach Program would focus efforts on broadening public knowledge and perception of what it does and why, how it benefits constituents and the resources, and how it is integrated with NOAA Fisheries mission. The development of a Regional campaign would clearly explain and identify who we are as a Region.

Creating a Regional identity through a standard unified design and visual element would improve the image of the Region and the agency as a whole. This visual identity should, in turn, support the agency's corporate image.

An additional component of the Regional campaign involves establishing clear and consistent repeated messages that gain recognition and support for the Region. Although individual programs may have specific messages to convey to the public, these messages should be linked with the agency mission and provide recognition and support for NOAA and the Region. In addition, they should build on the positive work of the programs to enhance public perception.

PRIMARY GOAL 3:

Increase collaboration and communication efforts with constituents

It is essential that the Outreach Program concentrate on building and improving long-term relationships with important constituencies. Forming partnerships would

strengthen Region programs and initiatives, thereby creating a higher level of trust and confidence in the agency. Although concentrating on important constituencies such as decisionmakers and opinion leaders would be the primary goal, communication should be considered for all potentially interested publics.

Linking back to the NOAA Fisheries Foundations for Stewardship, the Outreach Program would “reach out to others with similar mandates, both inside and outside of government, and seek new ways to work with them to achieve mutual aims.” Creating an atmosphere of cooperation would allow the Region to learn more about the constituents through the exchange and flow of information. Partners can also assist by conveying outreach messages to the appropriate publics.

SECONDARY GOAL 1:
Enable NOAA Fisheries to manage issues, not crisis (proactive vs. reactive)

A proactive approach to outreach is fundamental to the success of the program.

Promoting positive stories, informing constituents of major controversial issues in advance, and responding effectively to crises situations must be integrated into the program.

Timely briefings regarding upcoming decisions, perhaps related to restrictive regulatory changes, would alleviate misunderstanding and reduce confusion. Operating in a transparent manner would enhance goodwill and trust in the agency.

SECONDARY GOAL 2:
Increase collaboration and create synergy between NOAA Fisheries communicators and council communicators

Over the last couple of years, NOAA Fisheries and council communicators (outreach and public affairs representatives) have embarked on collaborative projects that have placed the agency in a better light. These communicators have the ability through their expertise to position and present the agency and councils more positively to the public.

The cooperation between these communicators leads to the agency and councils being more responsive to public needs and concerns. This network of support provides a team approach to address specific issues. Developing outreach materials and coordinating major activities provides both the agency and councils with the most benefit from its limited outreach resources.

Communication between the Region and the two councils that fall under its jurisdiction is primary; however, national efforts should also be considered.



DEVELOPING OUTREACH PLANS

In order to ensure outreach supports the agency's mission and the Region's resource management objectives, and is implemented in the most effective and efficient manner, planning must take place prior to executing the activity and/or producing the product.

To that end, individual outreach plans should be developed for all major and/or controversial issues. The Outreach Coordinator would be responsible for working with staff to develop these plans. In addition, a template plan would be created as a guide to specify the type of information included in each plan.

Issue: Clearly identify the issue, why action is needed, who it impacts, and how it affects the Region.

Target Audience: Determine individuals or groups that would most likely implement change or achieve the desired outcome. In selecting the target audience, determine who are most impacted, whose support is needed, and who have legal, social, cultural or moral interest in the issue.

Message: Keep message focused and consistent. Consider how it impacts and/or benefits the target audience, why they should care, and why it is important they have this information.

Contacts: List parties responsible for delivering the message and where the audience can get more information pertaining to the issue.

Desired Outcome: This is the most important component of the outreach plan. Determine how the audience would react to the issue and what kind of behavior change is desired as a result of the effort. In other words, this is the goal for communicating the message.

Implementation of Results: Most external communications require some sort of follow-up whether it be creating a feedback loop, summarizing the results in a report, or simply listening to constituents concerns in order to evaluate progress. Outreach plans should identify who will be responsible for implementing the results of workshops, events, presentations, and other outreach activities that involve the public.

Outreach Tools: In working with the Outreach Coordinator, list the outreach tools that would most effectively carry the message. Auxiliary information such as brochures, factsheets, annual reports, newsletters, articles, posters and other printed materials may be used to carry a highly visible educational message, promote internal and external goodwill, build public support, and direct attitudes toward change. Conferences and special events help achieve identity, awareness, visibility and image. Workshops and

informal meetings involve stakeholders which can increase or reinforce commitment and support for the vision and Region as a whole. All of these outreach tools may be implemented in the outreach effort; however, only one or two may be the most appropriate choice for reaching the target audience and conveying the message.

Resources: Each plan should include what personnel, funds, and supplies are needed to implement the outreach effort. In some cases, the Region may be able to collaborate with partners to implement the effort. Based on available resources, a draft budget would be associated with the outreach activity.

Distribution: The distribution of outreach materials is associated with the target audience. The audience may be internal (i.e., within the agency) or external (i.e., constituents) and the distribution of information will be based on the type of audience.

Deadline Date: An associated timeline should be included with each outreach plan. This timeline should clearly identify deadline dates to achieve the outreach effort.

NOTE: A plan template is available

TRACKING OUTREACH ACTIVITIES

The Outreach Program must accurately account for all outreach activities conducted in the Region. As such, it is imperative that staff inform the Outreach Coordinator of proposed outreach activities. An Access database would be established to track these activities on a routine basis. The Outreach Coordinator would enter data pertaining to the activity that identifies the type of communication tools used to achieve the goal, date of execution, message, desired outcome, targeted audience, allocated resources, and associated division and contact person. In most cases, this information would already be captured in individual outreach plans. Various queries may also be created in the database to allow this type of information to be easily accessed.

PRINTING OUTREACH MATERIALS

The Outreach Coordinator would be responsible for ensuring all outreach publications are submitted to EASC for printing. This provides a more coordinated effort and establishes a direct contact person for EASC personnel. Staff should submit outreach documents to the Outreach Coordinator with the following information:

- Contact Name
- Funding Code
- Number of Copies Requested
- Electronic Copy of Publication
- Hard Copy of Publication

The Outreach Coordinator would be responsible for listing the job specifications, filling out the appropriate forms, and submitting the information to EASC.

INITIATING EDUCATION EFFORTS

An important component of the Outreach Program includes conducting environmental and community-based education efforts. This can be used as an effective outreach and management tool, while meeting the agency's mission and the Region's goals and objectives. Through environmental education, the Region may be able to enhance active participation in resource protection. However, education programs do not replace effective relationships or a good rapport with key opinion leaders or influential decisionmakers.

The NOAA Strategic Plan identifies, as a cross-cutting priority, "the establishment of an environmental literacy program to educate present and future generations about the changing Earth and its processes,

to inspire our nation's youth to pursue scientific careers, and to improve the public's understanding and appreciation of NOAA's missions." This effort is further enhanced under the NOAA Education Plan (2004) which outlines specific goals and strategies.

The Region could play a crucial role in achieving some of the strategies included in the plan. For example, the Outreach Program should develop and disseminate educational materials through educational and scientific organizations. In addition, robust exhibits and presentations should be developed to communicate and engage audiences. The Outreach Coordinator should also provide a list of organized speakers and establish an Internet-based archive of educational handouts, science stories, photos, and presentations.

Specific educational activities are included in the short- and long-term action plans.

WORKING WITH THE MEDIA

The media can be an effective way for the Region to communicate its priorities and accomplishments. Reporters serve as an important audience that get their information through press releases,

articles, personal contact, or websites. However, the media is not necessarily the best source for conveying complex or controversial information. This should be determined by the Outreach Coordinator and/or Public Affairs Specialist.

On occasion, Regional staff may be contacted by a reporter seeking information on specific programs or issues. Although staff is at liberty to conduct interviews with the media, this information should also be conveyed to the Region's Public Affairs Officer and the Outreach Coordinator. Staff may also choose to have the reporter contact the Public Affairs Officer.

ESTABLISHING MUTUAL PARTNERSHIPS

The establishment and enhancement of partnerships with councils, states, and other environmental organizations offers an opportunity for the Outreach Program in the Region to develop more effective outreach tools to increase its communication with constituents. Public support on regulatory issues can be enhanced through partnerships by increasing the understanding of the partner organizations and the regulatory process associated with the development and implementation of fishery management actions.

In general, partnerships bring together people with a variety of different backgrounds, experiences, and perspectives. This creates an environment of support that is conducive to developing a wide range of options for solutions to complex fisheries problems or issues. In addition, by pooling fiscal resources of participants, partnerships enable the group to accomplish projects that one single agency or organization could not accomplish individually.

As with any partnership, outreach partnerships should involve a clear articulation of the goal and objectives of the joint project as well as the role that each partner brings to the group to reduce duplication and accomplish more with the same level of effort. In addition, each partner should be able to identify specific benefits by participating and each should have the necessary skills and resources to accomplish the overall goal.

The Outreach Coordinator would work with the New England Fishery Management Council, Mid-Atlantic Fishery Management Council, and the Atlantic States Marine Fisheries Commission to enhance the Outreach Program in the Region.

Collaboration with council staff on outreach and educational materials including pamphlets, posters and websites would

ensure that a consistent message is delivered to constituents. In addition, to enhance consistency, the Outreach Coordinator would work with the councils to develop standard presentations for the public that can be given by both councils and NOAA Fisheries staff in regard to pending or recent management actions. Finally, the Outreach Coordinator would participate with the councils in the development of workshops to identify potential solutions to fisheries problems in the Northeast.

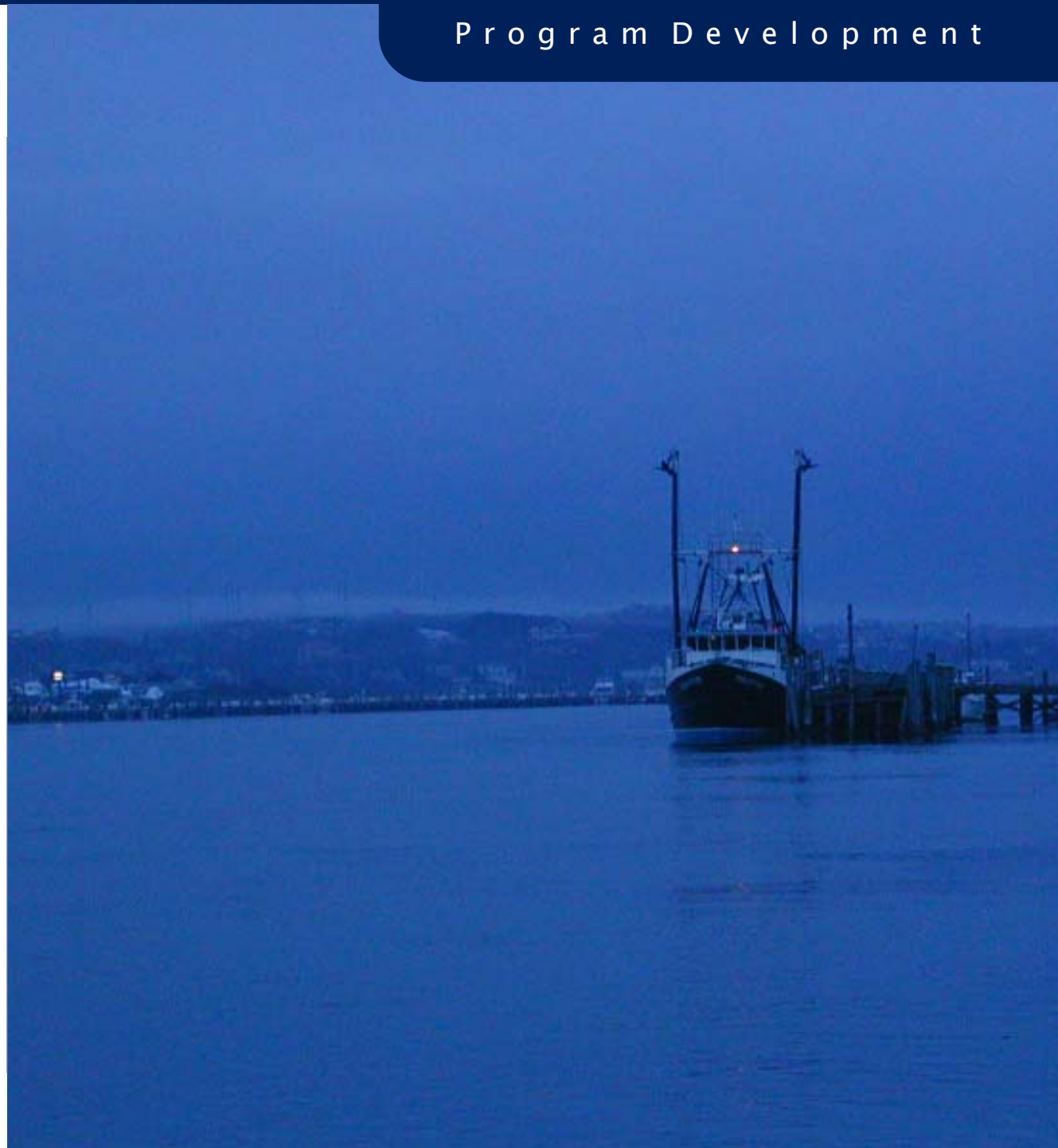
IDENTIFYING FUNDING RESOURCES

The funding needed for the Outreach Program would be determined on a project by project basis. However, some of the costs associated with the program are cross-divisional such as implementing the Regional campaign (i.e., printing costs associated with brochures, display, factsheets, posters, etc.). Additional funds may be required for printing costs, travel, upgrades to software, upgrades to hardware, etc. In an effort to establish a budget for outreach in the future, all outreach plans would include an associated budget needed to implement the outreach effort. In addition, the Outreach Coordinator would compile a year-end

budget to identify how much funding was allocated to outreach on an annual basis.

IN SUMMARY

This Outreach Strategic Plan is intended to serve as a guide for the Region's Outreach Program. It is a "living" document that would be reviewed and updated by the Outreach Coordinator on an annual basis. In the future, completed outreach efforts as well as an associated budget would be compiled as an appendix to the document. Since the Outreach Coordinator reports to the Regional Administrator and Deputy Regional Administrator, annual updates to the Plan would be reviewed and approved by them prior to implementation.



OVERVIEW

The process for utilizing routine outreach program tools is intended to serve as a guide. The Assistant Regional Administrators (ARAs) would determine whether or not they have the resources to dedicate to outreach efforts at any given time. Therefore, some of the tools may not be fully utilized by each division during the year. The overall implementation of these tools (with the exception of workshops, website, and tradeshow) is the responsibility of the Outreach Coordinator.

EXTERNAL NEWSLETTER

Target Audience:

Constituents

Contacts:

Outreach Coordinator/ARAs/DRA

Distribution:

Issued quarterly via hard copy and website

Length:

8 pages

Process:

1. The Outreach Coordinator would work directly with the Assistant Regional Administrators (ARAs) and the Deputy Regional Administrator (DRA) to determine story ideas and content.
2. As Chief Editor, the Outreach Coordinator would finalize articles, layout, submit newsletter to printers, and distribute publication.

INTERNAL NEWSLETTER

Target Audience:

NOAA Fisheries Regional and HQ staff

Contacts:

Outreach Coordinator

Division Newsletter Committee

Distribution:

Issued quarterly via email to Regional staff, Northeast Fisheries Science Center, and HQ

Length:

Not to exceed 20 pages

Process:

1. The Outreach Coordinator would conduct quarterly meetings with Internal Newsletter Committee.
2. Committee would determine deadline dates for upcoming issue.
3. Committee representatives would be responsible for proofreading respective articles.
4. Committee representatives would submit entries under the Newsletter Directory in the appropriate division folders.
5. As the Chief Editor, the Outreach Coordinator would finalize articles, layout, and distribute newsletter.

WEBSITE

Target Audience:

Constituents

Contacts:

Webmaster/Outreach Coordinator

Process:

1. Webmaster is responsible for posting materials.
2. Permission to post must be approved by IRM.
3. Outreach materials need approval by Outreach Coordinator.
4. Routine reports may be submitted directly to Webmaster.
5. Weekly statistical reports may be posted by the Statistics Division upon initial approval.
6. "Hot News" items should be approved by Outreach Coordinator prior to posting.
7. Some types of information may get pre-clearance to post by IRM and Outreach Coordinator.
8. Track number of website hits (including individual webpages) via appropriate software.

PUBLICATIONS

Contacts:

Outreach Coordinator/Division Contacts

Process:

1. Notify Outreach Coordinator when developing materials.
2. Outreach Coordinator works with divisions to identify:
 - Target audience
 - Desired outcome
 - Type of document
 - Funding resources
 - Printing needs
 - Distribution of document

3. Utilize Outreach Coordinator for layout/design.
4. Submit final document to Outreach Coordinator for printing.

WORKSHOPS

Target Audience:

TBD

Contacts:

Division Representatives/ARAs/
Outreach Coordinator

Process:

1. Notify Outreach Coordinator prior to making workshop arrangements.
2. The Outreach Coordinator may work with divisions to identify:
 - Purpose of workshop - goal
 - Target audience
 - Location/Dates
 - Agenda
 - Logistics
 - Outreach
 - Desired outcome
 - Implementation of tasks

TRADE SHOWS

Target Audience:

TBD

Contact:

Outreach Coordinator

Use of Regional Display:

1. Contact Outreach Coordinator to schedule use of display.
2. May utilize Outreach Coordinator for layout/design and message development.

PHOTO GALLERY

Target Audience:

Internal Staff

Contact:

Outreach Coordinator

Databases:

Categorized by: division, species, photographer/photo credit, photo description, etc.

Process:

1. Contact Outreach Coordinator for access to slide files.
2. Submit photos via email to Outreach Coordinator for inclusion in database (as TIFF or JPEG files).

CONSTITUENT DATABASE

Target Audience:

Internal Staff

Contact:

Outreach Coordinator

Databases:

1. Mailing: Access - currently 3,500 contacts (queried by sector, species, geographic location, etc.)
2. E-mail: Netscape - approximately 1,000 contacts

Process:

1. Outreach Coordinator would routinely update databases.

OUTREACH PLANS/ TRACKING DATABASE

Target Audience:

Internal Staff

Contact:

Outreach Coordinator

Process:

1. All major and/or controversial issues should have an associated outreach/roll-out plan.
2. May work with Outreach Coordinator to develop plan to include the following:
 - Issue
 - Target audience
 - Message
 - Contacts
 - Desired outcome
 - Implementation of results
 - Outreach tools to carry message
 - Available funding resources
 - Distribution of materials
 - Deadline date
3. Outreach Coordinator would record outreach activities in tracking database.

NOTE: An outreach plan template is available.



SHORT-TERM PLAN

1. **External Newsletter** - quarterly
2. **Regional Display** - design backdrop for tabletop
3. **Regional Brochure** - highlight each division
4. **Regional Poster** - accomplishments
5. **Cooperative Research Outreach** - video, brochure, display
6. **Consistent Website** - redesign entire website to maintain NOAA image throughout site
7. **“Hot News” Homepage** - hot issues pertaining to Regional activities
8. **Fisherman’s Homepage** - fishery information by subregion for all species (NE/MA)
9. **Regional Informational Packet/ Folder** - include factsheets on each division (highlight programs)
10. **Workshops** - conducted for individual programs as needed
11. **Outreach Plans** - for all major and/ or controversial issues
12. **Outreach Tracking Database**
13. **Programmatic Presentations** - as needed in short term (PowerPoint, posters, etc)
14. **Internal Newsletter** - quarterly
15. **Regional Communicators Meeting**
16. **Constituent Database** - enhance Access and email databases (currently 3,500 constituents)
17. **Outreach Website Warehouse** - share region/council information
18. **Regional Presentation** - overview
19. **Photo Gallery Database**
20. **Program Articles and Science Stories**
21. **Inserts** - on major management actions
22. **Information Sheets** - on various management actions and management process
- **23. **Division and Program Projects as needed**

LONG - TERM PLAN

1. **Regional Education Campaign**
2. **Programmatic Folder** - complete for all programs
3. **Species Factsheets** - complete for all species
4. **Outreach/Educational Homepage**
5. **Programmatic Brochures/Factsheets** - produce for all major programs
6. **Brochures on Major Issues** - bycatch, etc.
7. **Brochure/Pamphlet** - on grants for each state
8. **Programmatic Presentations** - develop general format for all major programs
9. **Annual Report** - develop Regional annual report
10. **Management Process Folder** - step by step factsheets
11. **Internet Bulletin Board**
12. **Poster/Billboards**
13. **PSAs on Programs/Projects**
14. **Documentaries**
15. **Speaking Engagements with Constituents**
16. **Collaborative Outreach Projects** - Routine meetings with states
17. **Train Port Agents in Communications Techniques**
18. **Internal/Budget Factsheets**
19. **E-newsletter (bimonthly)**
20. **Educational Brochures/Factsheets on Species**
21. **Statistical Brochures** (VTR, DR, etc.)
22. **History of Ports & Fisheries** (pamphlet)
23. **Grants/Contracts Website** - clickable map by state
24. **Video** - grants, cooperative programs
25. **Cooperative Research Website** - enhanced through GIS
26. **Quarterly Seminars** - how to write grants, etc.
27. **Forums on Programs/Issues**
28. **Habitat Mapping Website**
29. **Conduct Cost/Benefit Analysis**
30. **Evaluate Program Effectiveness**
- **31. **Division and Program Projects as needed**

NOTE: The short- and long-term action item list includes initial outreach efforts identified by the Outreach Coordinator. This list may change when the Strategic Plan is revised and updated on an annual basis.



OUTREACH PLAN TEMPLATE

Title: Outreach Plan for (list specific activity).

Issue: Clearly state the issue in one or two sentences.

Target Audience: Determine individuals or groups that will most likely implement change or achieve the desired outcome.

Message: Keep message focused, concise, and consistent.

Contacts: List parties responsible for delivering the message.

Desired Outcome: Identify why the Region is communicating the message.

Implementation of Results: Identify who will be responsible for implementing the results of the outreach activity.

Outreach Tools: List the outreach tools that will most effectively carry the message.

Print:

Brochures
Factsheets
News Releases
Feature Articles
Inserts
Flyers
Newsletters
Educational Curricula
Letters to Editor
Direct Mailing

Electronic:

PSAs
Videos
E-mails
Documentaries
Radio Interviews
Television
Community Access Cable TV
Internet
Websites
Bulletin Boards

Visuals:

Slides
Photos
Displays
Exhibits
Posters/Billboards
Signs
Flash Cards
Stickers
Bulletin Boards
Magnets, pens, etc.

Personal Contact:

Workshops
Presentations
Lectures
Demonstrations
Meetings
Interviews
Surveys
Press Events
Conferences
Face-to-Fact Encounters

Other:

Partnerships
Cooperative Agreements
Volunteers

Resources: List personnel, funds, and supplies that are needed to implement the outreach effort.

Distribution: Identify distribution of outreach materials.

Deadline Date: Include associated timeline needed to complete the outreach effort (also include level of urgency).