

**CNL(08)31**

**Council**

***Report of the PR Sub-Group***

## CNL(08)31

### *Report of the PR Sub-Group*

#### **Objective 1**

*To propose a structure and contents for the “State of the Salmon Stocks” report on NASCO’s website taking into account the elements recommended in paper CNL(08)14 and any additional components recommended*

#### **Aims and objectives of the report**

- The overall objective should be to raise the awareness of the state of salmon stocks and the role of NASCO.

The report could also fulfill a number of other valuable objectives:

- Be a leading source of credible information on Atlantic salmon
- Make the public aware of the unique role of NASCO in salmon conservation
- Raise awareness of the international context of salmon conservation in terms of regulation and ecosystem management and links to national, regional and local management
- Increase funding opportunities for SALSEA or future programs
- Fulfill some internal NASCO communication needs in due course

#### **Target Audience**

- The principle target audience is the general public; however, sections of the public with an interest in salmon, eg. Managers, anglers or people who live near rivers, would be expected to access the report more regularly. There are an estimated 25 million anglers in Europe and 25 million in North America.

- 

#### **Key messages**

- The key message is the state of the salmon stock near where you live and ways to get involved.

## Structure of report

- The report should be web- based
- The home page should have a video clip and a simple description which describes why the Atlantic salmon is such a unique, exciting and valuable species, describing its migration patterns, the status of stocks and the major threats posed by climate change, habitat degradation, predation etc.
- The home page could form the front page of the re-vamped NASCO website, which should be re-named “Wild Atlantic salmon” or anything more exciting than plain “NASCO”. Alternatively, a new stand-alone website could be created with a link to the NASCO website. This decision will depend on the timing of development of the new site and re-vamp of the NASCO website, which is linked to resources available.
- A link will also be provided to the SALSEA web site and other relevant web sites.
- In its final form, we imagine that links will be provided to a page for each NASCO jurisdiction. That page would consist of a map showing all the salmon rivers in that jurisdiction with a colour coded (traffic light) system indicating the status of salmon stocks. Clicking on a particular river will take you to pages providing further information on the status of stocks, catches, management measures, threats, and further links to local organizations.
- Links on the home page would also provide access to further pages detailing summaries of catches by country and Commission Area and other comparative information, as well as relevant NASCO actions including to address threats.
- However, we recognize that the development of such a report is a huge undertaking, and that some of the information is not currently available. We believe that the structure outlined above might comprise 40 – 50 pages and should be a development target, largely completed by 2010.
- In the meantime, we recommend design of a report which comprises the home page (links to NASCO and SALSEA) with links to regional pages, with summary information for individual countries within the Region. For example, the British Isles would be displayed on one page, with summary information eg summary of traffic light numbers for each jurisdiction. A link would take you to a page or pages with other relevant

information on catches, management measures, threats and links to regional organizations. We estimate this might comprise 20 pages and could be completed within 3 – 6 months.

- It is clear that the report we imagine is not an annual one, but one which will require development as information becomes available eg development of CLs and socio-economic data. Our preferred option is for continuous development, but intermittent development is an option depending on resource allocation.

### **Resources and funding**

The PR Group, which met in London in December 2006 and reported to Council in June 2007, recommended the appointment of a communications officer; this recommendation was not adopted by Council.

- The PR sub-Group consider that if NASCO is serious about increasing its profile and raising awareness about Atlantic salmon, with all the attendant advantages that we believe would follow, it must appoint staff or consultants to prepare the “State of the salmon” report and re-vamp its own web-site. Estimates can be obtained, but we believe a budget of around L50, 000 would be appropriate. There is no budget for this work in 2008/9.
- Two different roles are involved, a research assistant to collate and provide the information to a web designer. We assume that the Secretariat would manage/supervise the project. Once the new website(s) have been constructed, maintenance and revision should be less time-consuming. If the project was undertaken by consultants we estimate a budget requirement for 2009/10 of L50,000 and L10,000 for maintenance in subsequent years.
- An alternative approach, and in order to make progress more or less immediately, would be for a web-designer to be seconded from one of the Parties for the three month period required to develop the basic ‘State of the salmon’ report. A student could be offered the job of research assistant as work or project experience. Assuming the Party

concerned was prepared to absorb the salary cost of the web designer, this solution could probably be accommodated within the existing budget.

- For either approach, the sub-Group suggests that technical expertise from the Parties be utilized to help develop input for the ‘State of the salmon report’

## **Objective 2**

### *To propose the Next Steps on Communication Strategy*

- The sub-Group consider that the priority for NASCO should be the development of the State of the salmon report and re-vamp of the NASCO web site (or combined web-sites)
- We consider that, in terms of media relations, a small standing (PR) group should be constituted, comprising representatives of the Parties and NGOs.
- The Group would meet during the annual meeting and prepare a communications plan for the following 12 months. This plan would highlight the events taking place over that period ie. Inter-sessional meetings, SALSEA cruises etc. including the jurisdiction which might take responsibility for a particular outreach activity, and note dates for preparation of media releases.
- A network of key contacts (media professionals) should be identified by the Parties in each jurisdiction, and information relative to the event would be circulated to them for drafting or revision with a local flavor as appropriate.
- The local professionals would circulate releases to their own lists of media contacts.
- We recommend this process should start immediately. As this process requires co-ordination, and there is limited funding in the 2008/9 budget, a volunteer from the standing PR group should take this role until a communications officer can be appointed.
- Again, if NASCO takes the promotion of its activities seriously, it should consider the appointment of a part-time communications officer asap. We estimate that this is a part-time post, initially for 2 days a week. This will require a budget of L10,000 from 2009/10.

Other areas

- The sub-Group has not had time to consider the development and use of the database of recreational programs, or the opportunities for school and youth education which the State of the salmon report and SALSEA program may present.

Kim Blankenbeker USA

Sue Scott ASF

Raoul Bierach Norway

Chris Poupard EAA