

MIT 2014-01: Final Report

Protected species bycatch newsletter

June 2016

Johanna Pierre





MIT 2014-01 Protected species bycatch newsletter

Overall objective:

• to produce a bimonthly newsletter to communicate protected species-related information to commercial fishermen.

Introduction

- Context of protected species management is dynamic
- Methods to reduce protected species interactions with fishing gear change continuously
- To ensure protected species captures are minimised, fishers must maintain up-to-date knowledge
- Distributing relevant information an ongoing challenge
 - Fishers spread widely, different knowledge levels
- One solution: a targeted publication delivered directly



Bimonthly newsletter with sections of varying length and style:

- *Headline*: Each issue's main article
- What's up?: Short items on recent events
- *Best-practice Baselines*: Concise presentation of a best-practice bycatch reduction measure





- *The Big Picture*: Broader context of protected species management
- Word on the Street: Explores controversial issues
- Worldwatch: Global context for NZ initiatives
- What the FAQ?: Facts
 on protected species issues
- Want to know more?: References





- Quota and ACE holders
 - Trawl
 - Longline
 - Setnet
 - Purse seine
 - Troll
 - Trotline
 - Pots and traps
 - Minor net methods



Photo: J. Pierre

Distribution

- CSOs
- SREs
- Fishing companies
- MPI regional offices
- Elsewhere on request



Photo: © M.P. Pierre



- html newsletter
- Hard copies
- pdf electronic copies
- Twitter
- Facebook
- ~1,700 recipients



Photo: MPI/DOC

Readership

- html opened by 33 43% of recipients
 - 42 'unsubscribes'
 - 10 'subscribes'
 - 9 updated contact details
- 83 94% NZ readers
 - Other readers based in Australia, USA, Germany, Canada, Czech Republic, Thailand
- Twitter 54 'opens' on average
 - range of 22 103 opens per edition



Photo: @ M.P. Pierre

Recommendations

- Maintain and grow current circulation
- Supplement newsletter format
 - Articles in industry magazines
 - Presentations at conferences and meetings
 - Tailor key messages as appropriate to those particular groups

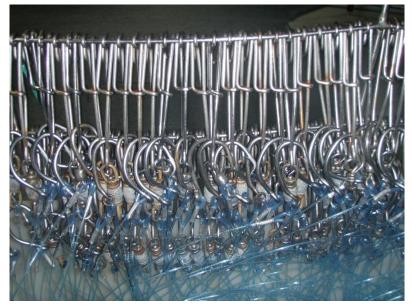


Photo: MPI/DOC

Acknowledgements

- CSP team
- DOC publishing team
- MPI
- Interviewees
- Text and photo contributors

