

## ELEMENTS OF AN ICCAT COMMUNICATIONS POLICY WORKING DRAFT

(October 2015)

### Target audiences

*General Public:* This audience is seeking basic and nontechnical information about ICCAT fisheries. Information sought by this audience should be easily accessible, as they are unfamiliar with the ICCAT website. Specific communications products of interest to this audience might include, for example: the most recent reports available from the SCRS and the Commission's Annual meeting; a summary of stock status for ICCAT species (e.g., information in the table presented annually by the SCRS Chair to the Commission).

*Media:* Similar to the general public, the media requires basic general information about ICCAT fisheries. Additionally, this audience seeks specific information on the decisions made by the Commission during its regular meetings, typically held annually in November. Media advisories, news releases, news conferences as well as media interviews with delegates from member countries are the communications products and activities of interest to this group.

*Stakeholders:* This audience, including industry associations, individual fishers and fishing organizations, academic collaborators and NGOs, is generally more well informed and may be seeking more specific information such as calls for tender, job openings, tagging activities, availability of new reports, etc.

*CPCs:* This audience relies on communications from ICCAT to stay informed of ICCAT's activities and keep up with scientific reporting and other obligations, which are extensive and in many cases highly technical. Active communications are undertaken by the Secretariat through circulars, the website and other means.

### Goals

- Provide factual information that educates the public about ICCAT's mission, the status of ICCAT stocks, and actions taken by ICCAT in support of the long-term sustainability of ICCAT fisheries (including research and management).
- Ensure that stakeholders have easy access to current and accurate information concerning ICCAT's activities.
- Keeping in mind the significant volume of information provided to CPCs, present and convey this information in a manner that best facilitates the CPCs' participation in ICCAT's work and their compliance with all obligations.
- Following the Annual Meeting, issue timely communications that highlight major outcomes in a manner that is fact-based and easily understood by a broad audience.
- Align the Commission's approach, as needed, to complement the communications objectives highlighted in the SCRS Strategic Plan.

### Next Steps to Implement the Policy: Review and Recommendations by the Virtual Working Group

- Review existing communications activities, as summarized by the Secretariat
- Seek feedback from CPCs and stakeholders (e.g., through a questionnaire) on the usefulness of specific products, including content, format, and frequency
- Conduct a gap analysis based on this feedback
- Analyse the outcomes of the second ICCAT performance review
- Based on the gap analysis and on the outcomes of the performance review, recommend specific improvements to current practices that could further support the identified communications goals (preferably cost-neutral).