



MIT 2014-01: Annual Progress Report

Protected species bycatch newsletter

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MIT 2014-01 Protected species bycatch newsletter

Overall objective:

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

A large colony of albatrosses, likely Laysan Albatrosses, is gathered on the deck of a boat. The birds are densely packed, with many looking towards the camera. The background shows the blue water of the ocean. The word "Introduction" is overlaid in white text on the upper part of the image.

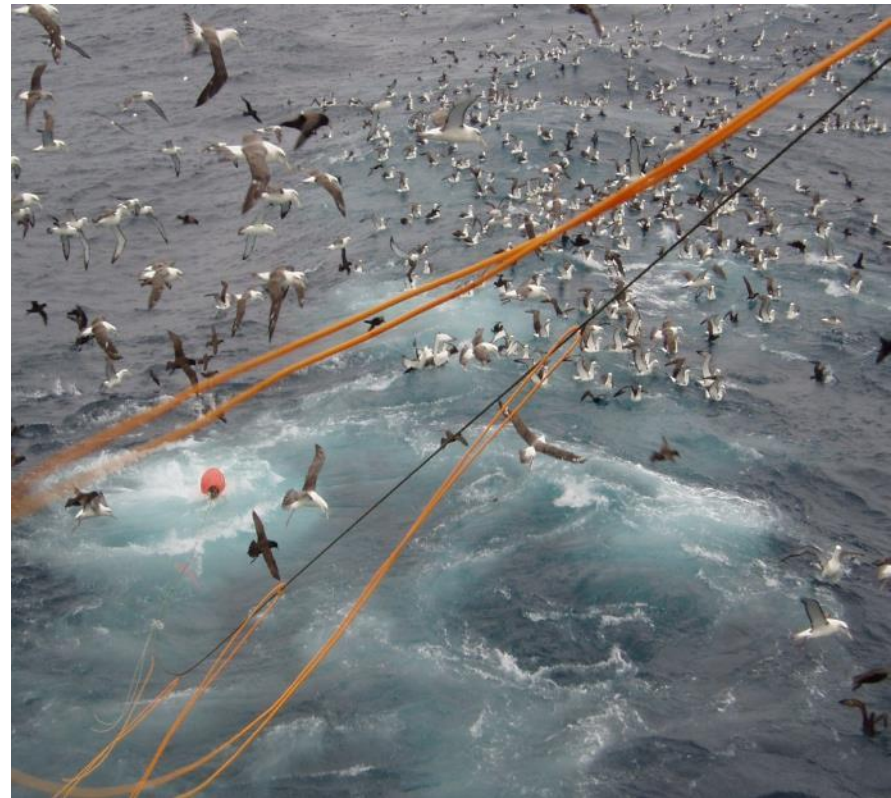
# Introduction

- 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

# The newsletter

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 newsletter

- *The Big Picture*: Broader context of protected species management
- *Who's who?*: Profile of an expert working in the field
- *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



# Distribution

- 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
- ~1,500 recipients



Photo: © M.P. Pierre

# Feedback

- Preference for a pdf version rather than the html newsletter
  - 11 recipients
- 3 “unsubscribes”, 1 additional “subscribe”



Photo: © M.P. Pierre



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# Next steps

- Six more newsletters in the second year of project
- Final report: mid-2016



# Acknowledgements

- CSP team
- DOC publishing team
- MPI
- Interviewees
- Photo contributors



*Photo: NIWA*