# BYCATCH BYLINES



MIT 2012-05: Final report
Protected species bycatch newsletter
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# BYCATCH BYLINES



MIT 2012-05 Protected species bycatch newsletter

#### Overall objective:

 To produce a newsletter to communicate protected species-related information to 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

# Approach



#### Bimonthly newsletter with sections of varying length and style:

- Headline: Each issue's main article
- Your voice: Promulgates fishers' feedback, activities, views, and opportunities
- What's up?: Short items on recent events



## Approach



 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



Photo: © M P Pierre

#### Distribution



- 812 commercial fishers
  - ≥1,000 kg GWT and ≥1 trip
  - 1 Oct 2010 3 Oct 2012
- Trawl
- Longline
- Setnet
- Purse seine
- Troll
- Trotline
- Pots and traps
- Minor net methods (e.g., Danish seine)



Photo: @ M. P. Pierre

### Distribution



- CSOs
- Fishing companies
- MPI regional offices
- Online
- Elsewhere on request
- Electronic and hard-copy



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### Review: 2011-12



- Recommendations made on this newsletter's predecessor
- Most recommendations implemented in Bycatch Bylines
  - expand the scope beyond trawl and longline
  - include an opinion piece on controversial topics
  - provide key references for further information
  - focus hard copy distribution on individual fishers
  - conduct another evaluation after more issues have been produced

#### Review: 2011-12



- Recommendations not implemented
  - expand scope to include other fishingrelated environmental issues
  - include newsletter with other industry publications e.g., *Seafood* magazine
  - offer an incentive for completing review survey

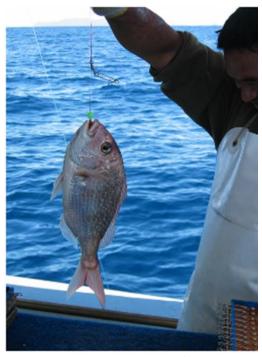
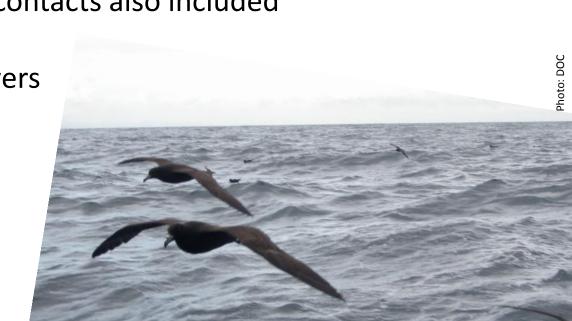


Photo: J.P. Pierre

### Review: 2012-14

- SurveyMonkey online survey
- Distributed to all fishers receiving the newsletter by email
  - 576 recipients
- CSOs and MPI office contacts also included
- 10 questions
  - 7 check-box answers
  - 3 free-form text
  - 'Opt out' link
- 3.1% response rate
- 3 opt-outs



#### Review 2012-14



- 50% of respondents knew others who read the newsletter
- All found it interesting, at least sometimes
- 56% had accessed reference material
- Individual content preferences varied
- Overall, all content was ranked of comparable interest
- Most (88%) fishers surveyed preferred email delivery
- Efficacy of secondary distribution mixed
- Bimonthly distribution about right (78%)



#### Review 2012-14



#### Comments

- Updated information and relevance the best features of the newsletter
- A good publication overall
- Focus could usefully be broadened to include other issues relevant to fishers
- All content areas roughly equally interesting
- Is the newsletter sent to NGOs?



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#### Recommendations



- Refresh fisher contact details on distribution list
- Confirm mode of distribution to fishers
  - email or hard copy
- Liaise with MPI offices on secondary distribution
- Focus on protected species
  - cover wider environmental context of fishing
- Explore combining distribution with Seafood NZ communications



## Acknowledgements



- CSP team
- DOC publishing team
- Interviewees
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- MPI RDM



Photo: M.P. Pierre