

COUNCIL COMMUNICATION PLAN - PHASE I  
(COMMUNICATION DURING COUNCIL SESSION)

Situation: In April 2003, following a presentation based on the publication *An Investment in Trust: Communication in the Commercial Fishing and Fisheries Management Communities*, the Council directed a work group under the guidance of Council staff to develop a communication plan. This group, informally known as the Communications Enhancement Team (CET), includes members of the Council, the Council staff, advisory subpanels, National Marine Fisheries Service, and Oregon Sea Grant.

In order to best address the complex issue of communication, the CET divided the task into three parts, or settings. The first part focuses on communication in the setting of the Council chamber, during Council meetings. The second part will focus on communication between advisory bodies and the Council during Council meeting week, including communication within and between advisory bodies and technical teams. The third part will focus on communication between constituents and Council members and advisory body representatives.

Attachment 1 represents the first part of the plan. This document also includes terms of reference and background about the project.

The goal of enhancing communication through this effort is for all people involved in the Council process to clearly understand how the fisheries management process works; understand how to effectively involve themselves in the process; be able to express their views clearly, and in a timely way, within the process; and feel that their views have been heard and respected.

The CET strongly believes that communication should enhance, not hinder, the management process. The CET provides the suggestions contained in the Action Plan as guidelines, rather than a new level of bureaucracy. Many of the suggestions could require additional staff time and financial resources that may or may not be available. In addition, it is important to note that many of the actions listed here are already being undertaken to some extent by Council staff.

The development of a communications plan is intended to be an open and continuous process; as such, it is a “living document” that may be revised multiple times in the future. Improving communication and creating trust will also require the involvement of many people, including Council and advisory body members, agency staff, representatives of stakeholder groups, and members of the public.

The task for the Council is to consider Phase I recommendations and to provide guidance on refinements, revisions, implementation, and how to proceed with Phase II and III of the Communication Plan.

**Council Task:**

- 1. Consider Phase I recommendations; provide guidance on refinements, revisions, implementation, and how to proceed with Phase II and III of the Communication Plan.**

**Reference Materials:**

1. Exhibit B.2.a, Attachment 1: The Council Communication Enhancement Process Action Plan (Table of Contents and Chapters I and II).

**Agenda Order:**

- a. Agendum Overview
- b. Reports and Comments of Advisory Bodies
- c. Public Comment
- d. Council Guidance on Phase I and Final Communication Plan

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