

# Making Conservation Happen

## First Friday Webinar Series

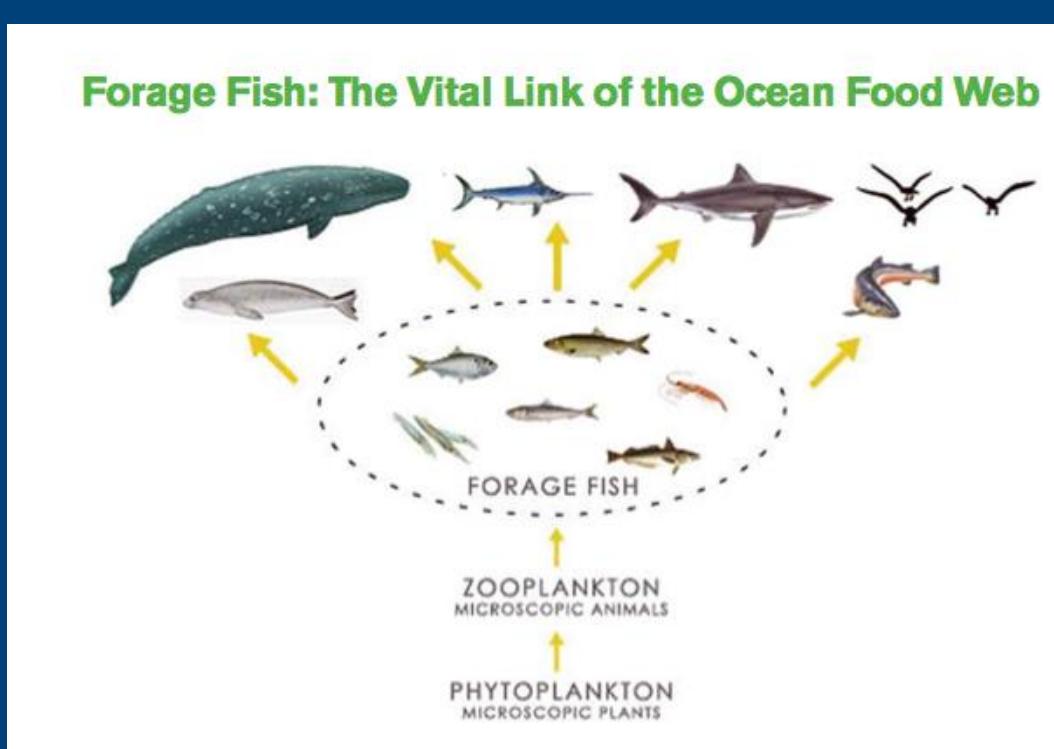
*The webinar will begin shortly*

- The link below contains recordings and PDF files with the slide of all 10 previous Making Conservation Happen Webinars, and additional information on The Ocean Project's Conservation Policy Engagement Initiative Program
- A recording of this webinar and a PDF file with its slides will be posted soon to the link.

[TheOceanProject.org/policy](http://TheOceanProject.org/policy)

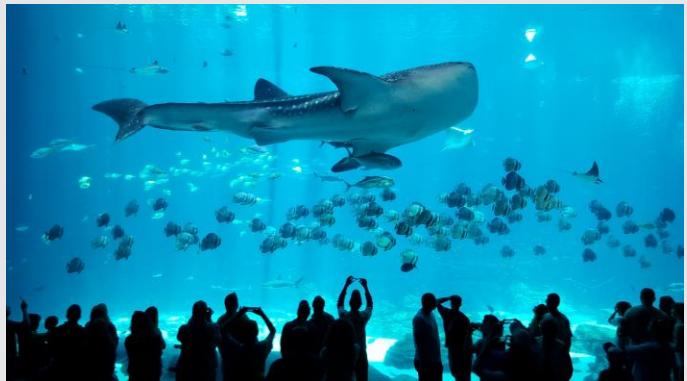
This webinar is funded by the  
*Gordon and Betty Moore Foundation*

# Making Conservation Happen: IMPROVING MANAGEMENT & CONSERVATION OF FORAGE FISH



# Today's Agenda

- Important Days and Events
- Quick Refresh:
  - *Congressional Update*
  - *Federal Fisheries Law – (Magnuson-Stevens Act)*
- Forage Fish Conservation Act (HR 2236)
- Zoos and Aquariums as Messengers



# Intro and Refresher on Congress & Federal Fisheries Law



Tom Adams  
Strategic Advisor  
The Ocean Project



# Important Days and Events



- *August 2 Making Conservation Happen Webinar – AZA Conference preview*
- *August Congressional Recess – Ideal Time for Member and Staff trips – importance will be explained later during this webinar*
- *September 7-11: AZA Annual Conference, New Orleans*
- *November 3-7: WAZA Annual Conference, Buenos Aires*
- *November 18-21, IAAPA Expo, Orlando*

# AZA Conference Audience Engagement Sessions



## Saturday, September 7

- *10:00 AM–5:00 PM Pre-Conference Workshop: Conservation Engagement & Advocacy Skills Boot Camp*

## Monday, September 9

- *4:00-5:30 PM Empowering our Youth: Giving Passion a Platform*

## Tuesday, September 10

- *10:00-11:30 AM Making Waves in Conservation: How Aquariums are Experimenting with Tools & Metrics to Increase our Conservation Impact*

## Wednesday, September 11

- *8:00-9:30 AM Becoming True Agents for Change: Mobilizing Our Audiences to Take Meaningful Action for Conservation*
- *10:00-11:30 AM Making the Most of Special Conservation Days*

# Clowns from the Left, Jokers from the Right: Stuck in the Middle With Gridlock Again

- Major or political wedge issues like immigration will not move. Rule of thumb is if cable news is talking a lot about it, it won't happen
- Congress is actively at work on funding bills (appropriations), but threat of government shutdown remains
- There will be action on "under the radar issues" that can make a difference...like fisheries management



# Magnuson-Stevens Fishery Conservation and Management Act Update

- House Oceans Subcomm. Chair Jared Huffman (D-CA) has announced a Fall, 2019 "national listening tour" in advance of introducing a bill to be considered next year – *he needs venues...anyone interested?*
- Rep. Don Young (R-AK) has reintroduced his bill that would reduce the emphasis on science-based fisheries conservation policies



# Federal Fisheries Policy & Seabirds



**Charlotte Runzel**  
Policy Analyst  
National Audubon Society



# National Audubon Society

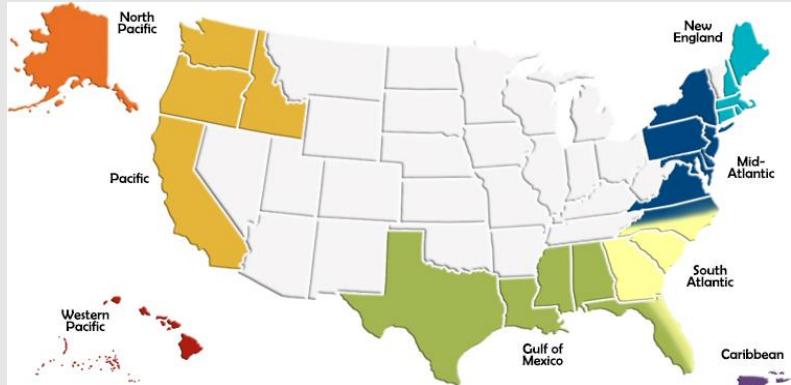
- Began in 1896 to save birds from being killed for their feathers
- Now, we are “local everywhere” with:
- *23 state offices, 452 chapters, 64 centers and sanctuaries, and over 1.4 million members*
- Coasts Program has four strategic areas working to save seabirds and shorebirds



# Federal Fisheries Policy

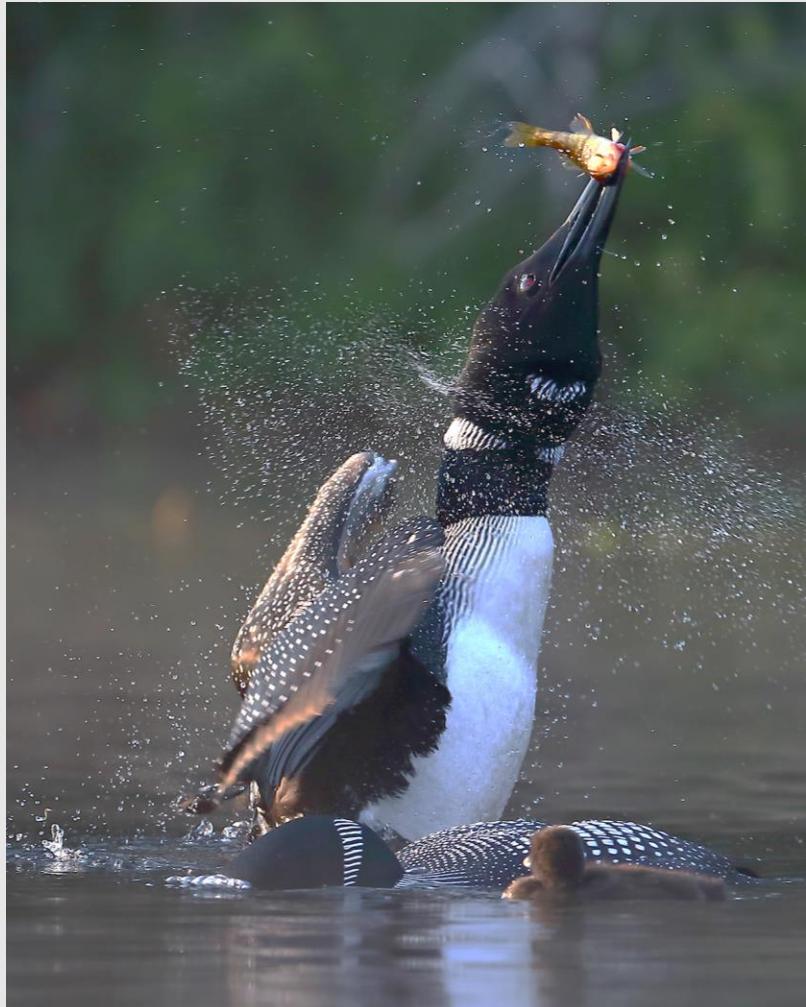
## "Magnuson-Stevens Fishery Conservation and Management Act (MSA) 101"

- Primary law that governs management of U.S. fish in federal waters -- *does not include “forage fish” into its framework*
- Has improved the health of fish populations and ocean ecosystems since 1976
- Designates and guides 8 regional fishery management councils to manage fish



# The Forage Fish Conservation Act

- Encourages science-based management of forage fish
- *Defines forage fish*
- *Accounts for predator needs in fisheries management*
- *Protects unmanaged forage species*



# You Can Help Protect Forage Fish?

Meet with your Member of  
Congress

Get the word out:

- *Write a Letter to the Editor or Op-Ed*
- *Tell a friend*
- *Post on social media*
- *Incorporate messages into zoo and aquarium demonstrations and events*



# Legislators Want to Hear From Constituents: YOU are One of Them

- 94% of congressional staff say a constituent meeting has “some” or “a lot” of influence on undecided Representative or Senator
- 64% of Congressional Offices prefer constituent meetings while only 7% prefer a DC lobbyist
- Members are more likely to act when they know constituents care

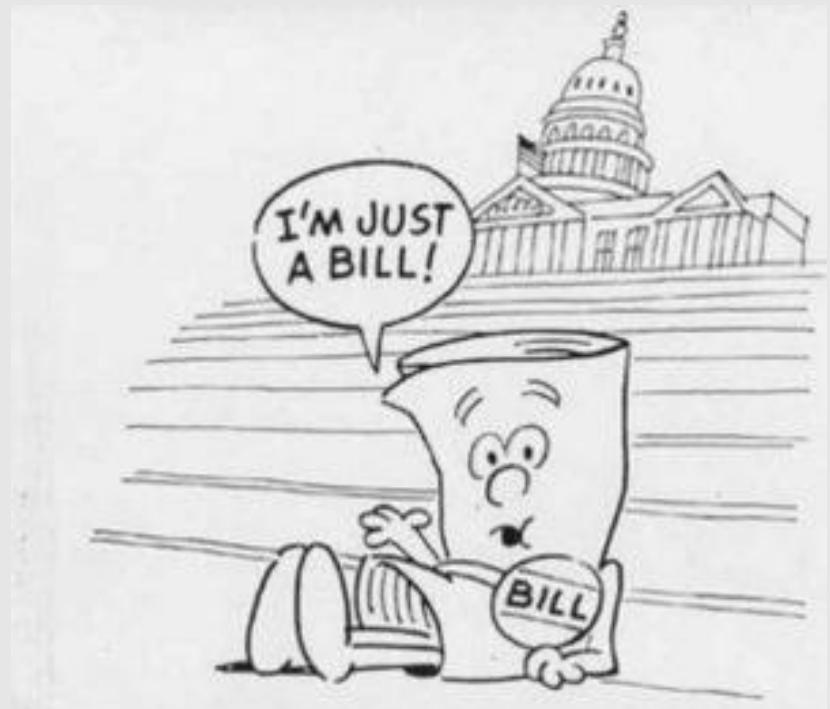


*Source: Congressional Management Foundation*

# Legislative Process & Next Steps

The house introduced the FFCA – what happens next?

- Hearing (including MSA Listening Sessions)
- Mark-Up
- Floor Vote
- At the same time, the Senate could take up the bill at any point
- If both bills pass, the bill goes to the president to potentially become a law



# Questions?

## Contact:

Charlotte Runzel

[crunzel@Audubon.org](mailto:crunzel@Audubon.org)

202.600.7968



# You are a Very Important Constituent

- 75% of the public trust what museums tell them
- People believe museums do not have a political agenda
- Museum visitors vote in greater percentages
  - 2016: Museum visitor voter turnout 70% vs 56% total turnout
  - 2018: Projected museum visitor voter turnout 62.5% vs. 47% total turnout



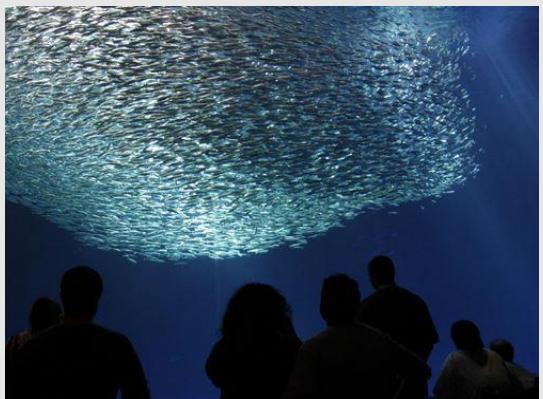
# Know & Use Your Leverage

- Your economic impact is significant, and your jobs can't be exported to another community, state or country
- Your leaders are community leaders
- Your programs help kids learn science & other cool stuff and you partner with local schools
- Your views are guided by science – not politics

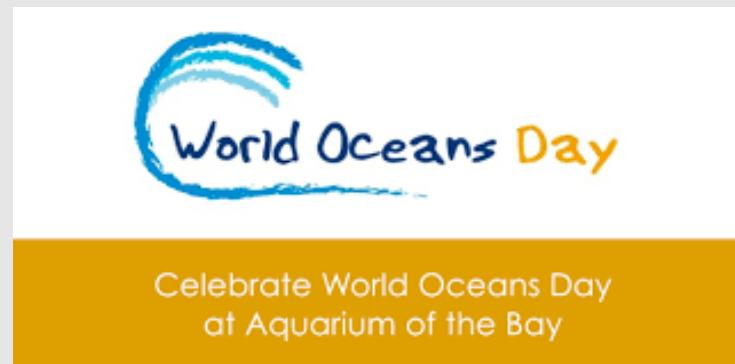
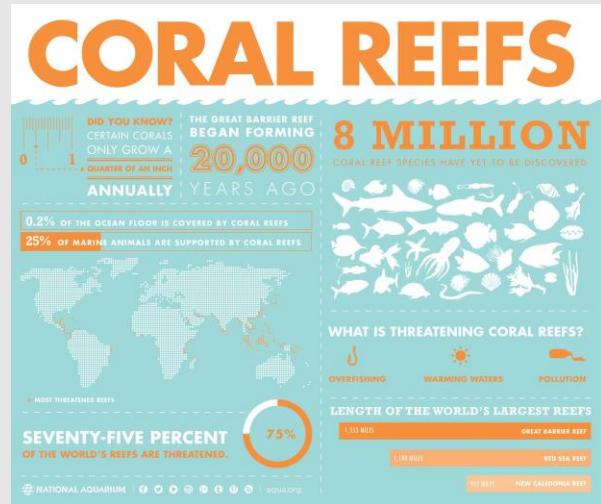


# Educating Visitors & Friends Isn't Lobbying

- Live programs are prime opportunities to engage guests
- Feeding time is an educational messaging opportunity
- Keeper chats attendees want information
- VIP tours offer high quality, small group engagement
- Informal science education programs
- Sustainable seafood program is a prime example of non-lobbying, educational engagement
- Social media was made for this kind of stuff



# Wheel Doesn't Need to be Reinvented



# Thank you!

This Webinar is funded by the  
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*Foundation*

This webinar has been recorded. To rewatch it or share it with a friend or colleague, it is posted at [www.theoceantproject.org](http://www.theoceantproject.org).

A PDF version of the slides also will be available on our website.

If you have any follow up questions, need information or advice on possible engagement activities, please contact Tom Adams at [tadams@theoceantproject.org](mailto:tadams@theoceantproject.org)

