



Project Coordination

FACILITATION

Throughout 2004, the facilitation team of Long Live the Kings (LLTK) and Gordon Thomas Honeywell coordinated and facilitated regular meetings among and between the project's scientific, technical, policy-making and stakeholder groups. This included monthly HSRG meetings, quarterly Coordinating Committee and Hatchery Reform Coalition meetings, and biweekly technical discussions during the spring and regional workshops during the summer. The team also facilitated numerous small group meetings and interactions between and among project participants and stakeholders. Each of these involved significant preparation and follow-through activities, as well as ensuring the conversation at the meetings remained productive and consistent with the project's goals.

Beginning in August 2004 and continuing into 2005, the facilitation team has been helping the co-managers conduct regional decision-making meetings intended to reach consensus on changes to recovery plans, resource management plans (RMPs), Hatchery and Genetic Management Plans (HGMPs), and other salmon management documents and processes through which the managers can implement hatchery reform. These meetings have focused on addressing issues that need to be resolved to complete implementation. The facilitation team's participation in these meetings has varied by region, depending on the needs of the regional co-managers. Some regions are comfortable operating without much facilitation and coordination, while others request more active assistance.

COMMUNICATIONS/OUTREACH

Throughout 2004, LLTK implemented a strategy for communicating Hatchery Reform Project background, activities and progress to federal, state, tribal, regional and local stakeholders. The strategy ensures that stakeholders, decision-makers and the public are informed about the project's scientific findings and the co-managers' progress in implementing the resulting recommendations. It helps ensure that the co-managers continue to make progress and have external support for implementing reform.

In 2004, this included providing briefings for legislators, agency managers and their staffs; making presentations at a wide range of venues (such as a West Coast Steelhead Meeting in Port Townsend, Salmon and Steelhead Alliance in Bellevue, World Fisheries Congress in Vancouver, Skagit Watershed Council in Mount Vernon, Steelhead and Cutthroat Policy Advisory Group in Lacey, Northwest Fish Culture Conference in Victoria and many others); authoring or being interviewed for articles on the project for mainstream and stakeholder media publications; keeping project communication materials updated; and many other activities. Thirty-one presentations were made and 11 publications produced in 2004 (see Appendix B, 2004 Hatchery Reform Project Communications).

The Hatchery Reform Project has received extensive local, regional, national and international media coverage. The April 2004 press conference alone generated more than 45 stories in 40 outlets and 1.6



million audience impressions (including stories on two of the Seattle market's top TV news stations, 12 western Washington radio stations, and a three minute feature on ten NPR radio affiliates). Media coverage of hatchery reform has been both consistent and supportive throughout the project. For example, The Seattle Times has run two editorials on the project, calling it "a blueprint for making Puget Sound and coastal hatcheries a smarter, more efficient piece of salmon recovery."

In spring 2004, the hatchery reform web site (www.hatcheryreform.org) was completely updated. The web site has a detailed description of the Hatchery Reform Project and makes available hatchery reform publications including the HSRG's report, technical papers and other publications; five years of monthly HSRG meeting summaries; and press releases and other public materials. The web site also includes a password-protected page where project participants can access specific tools and documents tailored for their use. Since its re-release, the site has averaged more than 500 visits a month, with more than half coming from repeat visitors. To date, nearly four gigabytes of information has been downloaded, confirming that the site is performing well as a tool for disseminating information. The HSRG's report alone has been downloaded by nearly 400 visitors.

HATCHERY REFORM COALITION

In 2004, LLTK pursued its mandate from Congress to help ensure implementation of hatchery reform by reactivating a coalition of organizations that came together to support the Hatchery Reform Project in 2002. That coalition now features 18 regional and national conservation, recreation and sport fishing organizations and advocates with a combined membership base of over 300,000 (see Appendix H, Hatchery Reform Coalition Members). The Coalition includes organizations that are not always on the same side on all issues, but all have agreed that the HSRG's principles and recommendations represent the right way to proceed with managing the hatchery system. Now, Coalition members are working together to build a constituency for hatchery reform, and to ensure that the co-managers' reform efforts are consistent with the findings of the HSRG. The coalition has full meetings six times per year.