National Fish Habitat Board Meeting
June 25, 2014
Informational/ Supplemental Material
Tab 7

Title: Communications Committee Update

Desired outcome(s):

Board awareness of progress on 2014 initiatives related to:

- Waters to Watch Campaign
- National Fish Habitat Awards

Background:

Waters to Watch Campaign

The 2014 National Fish Habitat Partnership "Waters to Watch" were approved by the National Fish Habitat Board and publicly released on May 6. The release of the 2014 projects included website updates, maps, press release and social media postings. The "Waters to Watch" campaign is a year-long effort to promote the top conservation work of our Fish Habitat Partnerships. The press release was picked up by some national websites and outreach on these projects will be ongoing throughout 2014.

"Waters to Watch" pickups:
http://www.digitaljournal.com/pr/1897676

http://www.prnewswire.com/news-releases/2014-waters-to-watch-provide-eye-for-the-future-of-fish-conservation-258098101.html

http://www.virtualpressoffice.com/publicsiteContentFileAccess?fileContentId=1602103&fromOtherPageToDisableHistory=Y&menuName=News&sId=&sInfo=

http://www.theoutdoorwire.com/story/1399433626w5pbcmzmh81

National Fish Habitat Awards:

The Communications Committee in conjunction with the American Fisheries Society (AFS) Habitat Section is developing award criteria for a National Fish Habitat Award for 2014. Partnering with AFS will bolster the field of nominations for a strengthened awards program. The Award nomination announcement will be made in June/July and be awarded in conjunction with our National Fish Habitat Board Meeting at the RAE/TCS Conference in November.

Reference material:
www.fishhabitat.org