

NOAA REPORT



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January 1997

Whale Hunt May Prohibit Canadian Exports to U.S.:

In a letter to President Clinton, Commerce Secretary Mickey Kantor certified Canada under the Pelly Amendment for allowing its Inuit natives to take two bowhead whales this year in the Canadian arctic. The action authorizes the President to use his discretion to prohibit the importation of some or all Canadian products. If the President decides not to prohibit the importation of Canadian products, he must inform Congress of his reasons within 60 days.

Canada's actions of allowing two en-

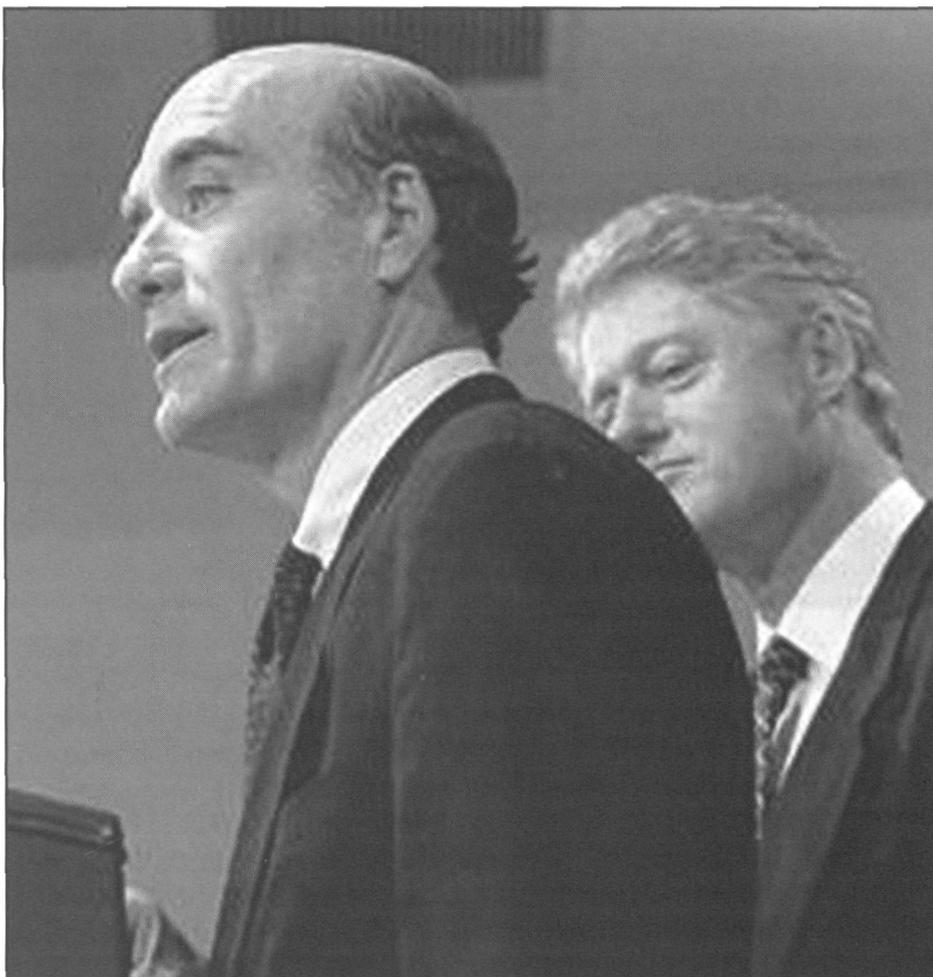
News Briefs

dangered bowhead whales to be killed this year, including one from a highly endangered stock in the eastern Canadian arctic, have raised concern over this risk to whaling conservation efforts.

Researchers Develop Method To Predict Lobster Catch:

In an attempt to provide an early warning system against a collapse of lobster stocks, a team of scientists led by Maine/New Hampshire Sea Grant Program researcher Bob Steneck, is developing new methods to predict lobster landings.

Steneck, professor at the University of Maine's School of Marine Sciences, and his colleagues, are using their recently developed lobster collectors to determine regional patterns in newly settled lobsters, harvested stocks, and lobsters too small to be harvested. ☺



President Clinton looks on as Chicago lawyer William Daley accepts his nomination as Secretary of Commerce. Clinton called Daley "a man of rare effectiveness" for his work on the Congressional passage of the North American Free Trade Agreement.

Worked Closely with Brown

NAFTA Chief William Daley Named New DOC Secretary

President Clinton has nominated William Daley to succeed Mickey Kantor as Secretary of Commerce.

Daley faces a confirmation hearing before the Senate, early this year.

'A Man of Rare Effectiveness'

President Clinton called Daley "a man of rare effectiveness" at the Washington announcement, where he also announced the nominations

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Diversity Head Looks to Long-Term Changes

Don't expect the usual diversity plans under NOAA's new diversity manager, Barbara Marshall-Bailey.

"Don't be discouraged if you don't see the traditional diversity programs rolling out," said Marshall-Bailey, in an interview with NOAA Report. "NOAA is implementing a managing diversity approach. Managing diversity is not a program, project or event, so employees may not see that. What they will see is something that may appear to be slow moving, but it will be long lasting." Marshall-Bailey will work with NOAA leadership in shaping and implementing the agency's diversity goals.

Marshall-Bailey brings a wealth of experience in the diversity field to NOAA. She worked for many years at the Internal Revenue Service in Washington where, in her early years, she worked as an Equal Employment Opportunity (EEO) investigator, EEO Specialist, staff analyst, EEO coordinator, chief of affirmative action and diversity programs and manager of the first IRS Office of Diversity. She ended her stint at IRS as chief of the office of change initiatives, the first office of its kind at the agency. The office was responsible for linking all change strategies and tools including managing diversity, total quality and employee surveys.

Marshall-Bailey spoke to NOAA Report about the various aspects of diversity



NOAA's new diversity manager, Barbara Marshall-Bailey, brings with her a wealth of experience.

us than meets the eye—there is more to us than our difference. In fact, people have more similarities than differences.

Some may associate diversity it with "affirmative action." Many organizations contribute to this by narrowly defining diversity as workforce diversity

initiatives have not been as successful as they were intended.

For example, many equal employment opportunity complaints filed are not truly EEO cases but arise from the systems, policies and practices that drive the organization; whether our systems are inclusive; workplace behavior; and whether we manage the people in organizations effectively. These are the fundamental components of a managing diversity strategy. NOAA is attempting to look at diversity in this much broader sense—from a managing diversity perspective.

Q. What are some workplace issues that can be addressed through managing diversity?

A: Not all workplace conflicts are based in race or gender. Differences can arise from poor communication, poor management skills, poor job match, opposite thinking styles, an organization's practices and policies—or just simple personality conflicts, just to name a few. I believe that managing diversity, in partnership with affirmative action and other change strategies, can

Diversity includes everyone; it's a philosophy of inclusion, not exclusion. No one is left out.

and how NOAA employees will be affected.

NOAA Report: What is diversity?

Marshall-Bailey: Strictly speaking, diversity is any mixture of similarities or differences. You find diversity in any varied mixture. Diversity can be found in people, systems, or organizations.

Q. Why is diversity confused with affirmative action?

A. But when people hear the word diversity, they think of people and their race and gender. We tend to think of these traits because they are most visible to us. But there is much more to each of

—for those organizations "diversity" does mean exclusively "affirmative action."

Q. Does diversity replace EEO?

A. It is important to remember that EEO is law and is not to be replaced at this stage by managing diversity. It is critical that affirmative action remain strong and viable until we have a workforce which is reflective of the community we serve. Managing diversity and affirmative action should run parallel—there's a synergy in the relationship. Managing diversity answers some of the questions surrounding why EEO and other change

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Diversity Must Include Everyone for NOAA to Reach Its Goals: New Director

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help to identify and eliminate barriers to making the most of our workforce. By managing diversity in all its senses, many traditional EEO complaints or employee union grievances can be prevented.

Diversity must be defined very broadly.

Q. What is "managing diversity"?

A. The concept of "managing diversity" is an important one for NOAA. "Managing diversity" is a comprehensive process for managing change. It strives to ensure that an organization's systems, policies and practices work to support all employees in the accomplishment of their own professional goals and the organization's mission. This is what we are trying to do at NOAA.

Q. Will all NOAA employees have a role in accomplishing the objectives of the diversity plan?

A. Every NOAA employee is a player in managing diversity. Everyone can influence behavior, practice inclusion and ensure that systems, policies or practices are flexible enough to accommodate the many demands of work and life.

Every employee does not have to embrace every difference, but we must understand that differences and similarities exist and contribute to the overall good of our product. We all, despite differences, make a contribution to the accomplishment of the NOAA mission.

Q. What will be the kickoff initiatives of the diversity plan?

A. Initially, NOAA is approaching managing diversity in two phases: education and organizational assessment. The initial phase of managing diversity is education. One of the foundations of our managing diversity initiative is that we all should under-

stand the vision and share the same concepts and philosophy of what managing diversity is about in our organization. We need to understand the differences between diversity, managing diversity and affirmative action in order to move forward.

Key individuals throughout NOAA must be educated to advise, consult, model behavior and facilitate change in

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our day-to-day business. That is the first thing we are going to tackle. We will educate people in a variety of ways and in a variety of forums about this culture change strategy and what's in it for NOAA employees.

They will also be educated to look at processes and systems to see if they truly support and facilitate the management of diversity. If they do not, these key individuals can help us decide what to do about it. Education will demonstrate how managing diversity can enhance our ability to accomplish NOAA's mission and how it can help create an environment that works for everyone.

Q. What is the second phase?

A. The second major part is the organizational assessment phase, which is at the heart of the managing diversity process. This provides us a baseline. We will look at policies, practices and systems to find out if they indeed help us or hinder our ability to effectively manage diversity. This will require an examination of our organizational culture roots, which drive our behavior.

We also need to find out what employees think. We do this through surveys,

interviews, focus groups and complaint or grievance data. This process of changing or modifying that which we are comfortable can be a painful one.

However, what organizational assessment does is to examine those systems, policies and practices within NOAA to ensure that they don't benefit one group or person over another and ensure that they work well for everyone. Managing

diversity also enables organizations to create a capacity for flexibility thus better enabling them to cope with future change. Substantive change can occur as a result of the examination of roots, as opposed to superficial short-term change which we see from a program or an event. You cannot change behavior and systems with quick fixes—you must first look at root causes.

Q. When will NOAA employees see results of the diversity plan?

A. Cultural change takes a very long time. Just as it takes people a long time to change, so it is true for organizations. It's estimated that cultural change can take at least a decade or more. We all must understand that change, in order to be lasting, has to be deep rooted.

What is even more important and significant perhaps, is with each employee acting as an agent of change, they will see and feel their influence as they go about their day-to-day work. These individual and collective successes, no matter how small, help us to build a road toward an organizational culture that effectively manages diversity. ☺

Focus On...

Commerce & NOAA Awards

Every year, the Commerce Department and NOAA honor employees who have performed exemplary work with Gold, Silver, and Bronze Medals, and the NOAA Administrator's Award. A list of those staffers, and their achievements, follows.

GOLD AWARDS

National Weather Service

Eastern Region: For demonstrating exceptional forecasting skills and dedication to duty during the Blizzard of January 1996

National Marine Fisheries Service

Gary C. Matlock, George H. Darcy: For reforming the Federal regulatory system for living marine resource management.

Jay Barlow, Douglas P. DeMaster, Barbara C. Taylor, Paul R. Wade: For developing a risk-averse estimation procedure to minimize the effect of incidental take of marine mammals.

George Michael Bell, Kevin G. Flanagan, J. Mitch MacDonald, Charles Race Juliand, Stephen D. Alfieri, Louis J. Jachimczyk, Kevin R. Sullivan, James A. Medeiros, Joan M. Barry: For the creation and execution of new standards of excellence in the investigation and prosecution of laws conserving our Nation's marine resources.

NESDIS

Helen M. Wood: For leadership in developing the real-time collection and product generation of non-NOAA environmental satellite data.

Oceanic & Atmospheric Research

David H. Attaway: For contributing to the development of marine biotechnology to enhance the Nation's economic and societal well-being.

Robert E. Tuleya, Morris A. Bender, Stephen J. Lord: For implementing the GFDL Hurricane Prediction System for the National Weather Service, resulting in substantial improvement in hurricane prediction

NOAA Corps

NOAA TWA Flight 800 Disaster Response Team: For providing precise surveys and maps of the TWA Flight 800 disaster debris fields in support of victim recovery, salvage and investigative efforts.

SILVER MEDAL AWARDS

National Weather Service

Brenda K. Brock, Marty L. Whitmore: For providing continuous, accurate, on-the-scene weather forecasts in support of a major, life-threatening chlorine spill

Southeast River Forecast Center: For hydrologic forecast services during the record flooding produced by Tropical Storm Alberto.

Rodney J. Becker, Richard P. Augulis: For creation and implementation of the short-term forecast, the first totally new product since the NWS modernization.

National Marine Fisheries Service

Joan E. Palmer: For professional achievements in data management and computer systems applications.

Patricia A. Kurkul, Ralph K. Mayo, Philip N. Logan, Teri L. Frady, Gene S. Martin: For leading the

effort on the development of the analysis and management structure for the Northeast groundfish resource recovery plan.

National Ocean Service

William B. O'Beirne: For developing an approvable coastal zone management program for the state of Texas.

Oceanic & Atmospheric Research

Dennis D. Baldocchi: For pioneering work on the processes by which biological factors control air-surface exchange of heat, moisture, and trace gases.

David W. Fahey: For initiative and leadership in making the first direct measurements of supersonic aircraft emissions and then analyzing the atmospheric implications.

BRONZE MEDAL AWARDS

National Marine Fisheries Service

Brian J. Brown: For implementing the Federal Columbia River Power System Biological Opinion and hydropower portion of the Snake River Salmon Recovery Plan.

Michael L. Murphy: For contributions in developing and documenting elements of a comprehensive watershed management approach for the recovery of anadromous salmonids.

Eugene F. Proulx: For leadership of the Northeast's Enforcement Program during a sensitive and critical transition period.

Atilio L. Coan, Jr., Douglas W. Prescott, Gordon S. Yamasaki: For achievement in designing and implementing a fishery data moni-

toring system to meet requirements of the South Pacific Tuna Treaty.

Sylvia B. Galloway, Patricia A. Fair, Robert E. Roberts, Gloria T. Seaborn, Thomas Brown, Jr., Joe L. Wade, Gregory B. Mitchum, Julie D. Carter, Kevin M. Beck: For significant contributions to the Biomedical Test Materials Program that led to benefits of marine lipids in human health and disease prevention.

Churchill B. Grimes, P. Karen Patterson: For helping to form a regional intergovernmental cooperative support unit that reduced costs and improved services to NMFS in the southeast.

Jon C. Rittgers, Jonathan M. Kurland: For achievements in fisheries habitat conservation related to the Sears Island cargo port development.

Stephen H. Smith, Robert S. Waples, Michael H. Bancroft: For resolving a long term dispute between the U.S. and the state of Oregon, providing a framework for the Columbia River Basin co-managers to cooperate on wild stock supplementation.

Laurie A. Weitkamp, William F. Waknitz, Thomas C. Wainwright, Robert G. Kope, Orly W. Johnson, Jeffrey J. Hard, Peggy J. Busby, Gregory J. Bryant: For completing the most complex coastline status reviews for Pacific salmon and steelhead under the Endangered Species Act.

Genetics Project: For sustained excellence over many years in developing new genetic approaches

to address key problems in fishery management.

Usha Varanasi, Douglas P. DeMaster, Steven Pennoyer, Charles Karnella, Kathi Rodrigues, Michael Y. Yogi, Andrew A. Rosenberg, Ford A. Cross: For leadership which has resulted in an unprecedented organizational restructuring of the NMFS

John R. Hunter, John L. Butler, Richard L. Charter, Ronald C. Dotson, David A. Griffith, Lawrence D. Jacobson, Nancy C.H. Lo, Beverly J. Macewicz, H. Geoffrey Moser: For planning and conducting a joint NMFS-Mexico-California survey method to estimate spawning biomass of Pacific sardines.

Andrew A. Rosenberg: For commitment and leadership in support of the recovery of the sustainable groundfish resources of the north-eastern United States

H. Geoffrey Moser: For a career of scientific excellence of lasting benefit to the Nation.

National Weather Service

Richard G. Anderson: For planning and actions to site and acquire numerous parcels of land and facilities needed for the NWS western region modernization program.

James T. Bradley: For major contributions to the Automated Surface Observing System which plays a major role in the modernization of the National Weather Service.

Margaret Bruehl: For vision and leadership in the NWS Science and Operations Officer Program.

Clifford Crowley: For managerial skill in implementing modernization within the Eastern Region, National Weather Service.

Gary R. Knebel: For excellence in managing the National Weather Service facilities modernization program.

Edward A. Mahoney: For contributions toward the developing and implementing Lake Effect Snow (LES) forecasting tools and techniques that significantly enhanced the weather service's ability to forecast LES storms.

Andrew D. Stern: For issuing accurate and timely flash flood watches and warnings which allowed sufficient time to rescue 86 people trapped by rising flood waters.

Christine L. Alex, Clifford H. Dey, Robert A. Beasley, Joel L. Nathan, Alan W. Jarvi, Jerald J. Dinges, Raymond M. Downs, Michael E. Rega, Lloyd E. Irvin, Albert H. Mongeon, Carl McCalla, Allan C. Darling, Alphonse J. Wissman, Roger L. Helphrey, Malcolm D. Gifford, Richard N. Parry: For the United States Implementation of the International METAR/TAF Code to Support the Standardization of Aviation Weather Reporting.

Robert S. Davis: For a major contribution to NOAA's Flash Flood Warning Program through the development of the Operational Aerial Mean Basin Estimated Rainfall Flash Flood Warning System.

WSFO/RFC Slidell, LA: For service to the citizens of Louisiana and
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Commerce & NOAA Honor Employees With Annual Awards

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Mississippi during the flood of May 8-10, 1995

WSFO San Juan, Puerto Rico: For exemplary service under difficult conditions during the 1995 hurricane season.

Ralph A. Estell Jr.: For courageous actions rescuing passengers at great personal risk from a train crash

William E. Brockman, Kenneth H. Clark, Paul D. Llanso, Randy A. Slagle: For establishing and implementing the International Satellite Communications System

NESDIS

Daniel J. Manns: For efforts in developing CLIMVIS, an interactive graphics system which greatly enhanced access and use of NOAA's environmental data.

Dan R. Metzger: For authorship and continued enhancement over 20 years of the internationally recognized GEODAS Geophysical Data Management System.

Thomas S. Peterson, David R. Easterling: For developing revolutionary new climatological baseline data sets and statistical techniques that reveal accurate long-term climatic trends.

James F. Purdom, Debra A. Molenaar, Benjamin Watkins: For developing and supporting the RAMM Advanced Meteorological Satellite Demonstration and Interpretation System (RAMSDIS)

Garik Gutman: For developing an original technique using satellite data for reliable analyses on the earth's vegetation cover and its long term variations.

Eugene D. Legg, Lawrence L.W. Enomoto: For providing NOAA and other agencies access to real-time environmental satellite data from the Japanese ADEOS mission.

Oceanic and Atmospheric Research

Judy E. Ceasar: For contributions to NOAA programs through superior performance and exemplary professionalism over a decade of service in the Office of Oceanic and Atmospheric Research.

James H. Churnside, Joseph A. Shaw: For developing a precise calibrated interferometer and the first accurate measurement of infrared spectral radiance in the western tropical Pacific.

James N. Howell: For engineering, project management, and diligence on the Multi-agency Airborne Coherent Atmospheric Wind Sensor Program.

Richard S. Hemler: For contributions to the improvement and accessibility of two key atmospheric models.

National Ocean Service

Gunnar G. Lauenstein: For consistent service to the NOAA Mussel Watch Project and expanding the time scale of its trend analyses.

Frank R. Niedermair: For leadership in the Aeronautical Chart Division's Aeronautical Chart Automation Branch.

Office of Special Counsel for Natural Resources, Office of General Counsel; Restoration and Research Division, NMFS Office of Habitat Conservation; Damage Assessment Center, NOS Office of Ocean Resources Conservation and Assessment: For promulgating Federal regulations under the Oil Pollution Act of 1990 that promote

restoration of natural resources harmed by oil spills.

David R. Doyle, William T. McLemore, Elizabeth B. Wade: For management and organization of the 1996 Caribbean Airports Global Positioning System Survey Program.

General Counsel

Michelle O. McClelland: For legal contributions in support of the Grants Management Division and the Office of Sustainable Development and Intergovernmental Affairs.

Systems Acquisition Office

Next Generation Weather Radar Joint System Program Office: For the successful deployment of 161 Weather Radar Systems.

Office of Finance and Administration

MASC Stores/Equipment Rental Center: For embodying the entrepreneurial spirit defined by the National Performance Review and constantly striving to improve service.

Donald R. Swisher, Joseph C. Smith III, John Villemarette, Gary Falk, James R. Lewis II, Linda Weaver, Hugh Johnson: For contributions to NOAA operations and communications by designing, developing, and deploying the NOAA Mailhub.

Zane E. Schauer, Karen L. Evans, Richard C. Oliver, Jacqueline S. Waitz, Rebecca A. Williams, Teresa A. Dunnington, Mary J. Berklund, Kim L. Butler, Norma J. Hughes, Frances M. Moore, Renee L. Loudermill, Wanda A. Frye, Elizabeth S. Long, Cynthia D. Lomberg, Regina D. James, Frances L. Stephens, Ronald Montgomery, Sue A. Wangerin, David G. Rice, Candace A. Clay, Maria A. Harris, Lori J. Budbill: For service in ensuring that NOAA staff reduction efforts were executed in a legally sufficient, fair, and efficient manner.

NOAA ADMINISTRATOR'S AWARDS

National Marine Fisheries Service

John T. Everett: For significant accomplishments in assessing the impacts of climate change on global oceans and fisheries.

Mark C. Holliday: For accomplishments in program management, policy development, equal employment opportunity and information systems.

Richard W. Surdi: For developing Magnuson Act amendments that allow NMFS and NOAA to attain sustainable fisheries goals and significant benefits to the Nation.

Jan Charity, Shirley V. Smith, Carolyn McDonald: For outstanding administrative support to the National Marine Fisheries Service.

Donna Darm, Michael Schiewe: For designing and implementing strategies, research and monitoring components for a Biological Opinion for Snake River Salmon Recovery.

National Weather Service

Patricia A. Haas: For pioneering efforts in developing and implementing the HAS function in the Middle Atlantic River Forecast Center.

H. Lee Kelley, Jr., John H. Dragomir, William L. Sparkman: For the developing an innovative private and public partnership prototype Alaska Incident Response System.

National Environmental Satellite, Data and Information Service

Robert H. Feden: For direct support of Global Environmental Disaster Monitoring and management of the NOAA Satellite Ocean Remote Sensing Initiative.

Thomas Reek: For long-term and continuing contributions to main-

taining excellence in data processing and publishing.

Sharon A. Souther: For the design and installation of a NESDIS videoconferencing network.

Oceanic and Atmospheric Research

Alfred J. Bedard: For innovation in creating the infrasonic direction-finding systems and the importance of this new observing system to NOAA's mission and the Nation.

Chandrakant Bhumralkar: For leadership in a succession of NOAA research programs within the Office of Oceanic and Atmospheric Research.

Ronald J. Stouffer: For major contributions to the improvement of climate modeling, understanding of climate processes, and improvement of the IPCC assessment conclusions.

Mark S. Swenson, Mark H. Bushnell, Myra C. Pazos: For continuing contributions of the Global Drifter Center to many NOAA missions.

Geraldine A. Taylor, Freud P. Park: For contributions to improving the effectiveness and efficiency of the Sea Grant grants management system.

National Ocean Service

David L. Evans: For leadership and personal commitment in advancing NOAA's mission and strategic goals in environmental stewardship and sustainable development.

W. Scott Page: For leadership in determining new approaches for distributing overhead charges among NOAA offices.

Pamela J. Fromhertz: For dedication and technical leadership while integrating use of the Global Positioning System with advanced photogrammetry for coastal mapping.

General Counsel

Linda S. Johnson: For promoting efforts to protect the marine environment from vessel and land-based pollution.

Coastal Ocean Program

Isobel Sheifer: For developing the NOAA Decision Analysis Series in support of the Nation's coastal resources.

Public and Constituent Affairs

Christopher J. Smith: For media coverage in support of the science and service provided by NOAA at the Summer Olympic Games in 1996.

Policy and Strategic Planning

Donna S. Weiting, William A. Archambault, Jeanne L. Hanson, Lt. Douglas D. Baird: For leadership, management, and analytical expertise in support of environmental protection of the Alaskan marine environment.

Office of Finance and Administration

Ralph P. Conlin: For service during a time when NOAA operated under 14 continuing resolutions and an appropriation that did not commence until April 1996.

Richard Roberts: For service during the past 12 years while personally administering NOAA's program for complying with the Paperwork Reduction Act.

Ferrol L. Truman: For leadership and resourcefulness in delivering effective human resource services to clients and quality systems support to CASC.

Office of International Affairs

Jacqueline Rousseau: For promoting environmental technology transfers and management measures through international negotiations. ☺

Daley Named New Commerce Secretary

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of United Nations ambassador Madeline Albright as Secretary of State, and New Mexico Congressman Bill Richardson to replace Albright at the world body.

"[Daley] embodies the values of hard work and fair play, faith and family, that will serve him in very good stead as the Secretary of Commerce," the President said.

In his remarks, Daley compared his family's political successes to his new job with the Administration, and to Commerce staffers.

'No Higher Calling, No Greater Trust'

"I come from a family in which we were taught by word and example that there is no higher calling or greater trust" than public service, he said.

Working closely with then-Secretary

Ron Brown, Daley spearheaded the Clinton Administration's push to pass the North American Free Trade Agreement (NAFTA), as head of the White House's NAFTA Task Force. Upon Brown's death in a plane crash while on a trade mission to the Balkans in 1996, Daley praised Brown's deft political skills. "He helped build the Democratic party when people thought it was finished," he said.

As a lawyer and Democratic lobbyist with roots in Chicago, where his brother and father have served as mayor, Daley was instrumental in bringing the 1996 Democratic National Convention to Chicago, and managing its successful run, erasing memories of the ill-fated 1968 Democratic convention which were marred by anti-war riots and violence.

Daley's business background is also extensive. He was president and chief operating officer of Amalgamated Bank of Chicago from 1990 to 1993, and sits on the boards of directors of the Federal National Mortgage Association, Wheelabrator Technologies, and Everen Securities. ☺

Public-Private Alliance to Save Coral Reefs

NOAA is joining a coalition of governments, associations, and scientists in a public-private partnership to launch an intensive global program focusing on the importance of coral reefs to sustainable development, and to spur conservation efforts worldwide to reverse the trend of coral reef destruction.

This alliance, through the International Coral Reef Initiative (ICRI), has designated 1997 as the International Year of the Coral Reef. Working with the United Nations and other international organizations, this grassroots efforts seeks to raise awareness of the value of coral reefs as well as the challenges they face.

Throughout the year, NOAA and its partners are strengthening public-private partnerships and policies to address the global degradation of coral reef ecosystems.

The stakes are high, according to the Initiative. Millions of people depend on these ecosystems for their food, their livelihood, and for the protection of the coastlines they inhabit. Yet a conservative estimate is that ten percent of the earth's coral reefs are seriously degraded and a much larger percentage is threatened. Human activities are the major cause of reef declines. The preservation of these ecosystems will require a full and

committed partnership of individuals, organizations and industries whose decisions and actions affect coral reefs—from board rooms to beaches, from local communities to the United Nations.

Over the past three years the International Coral Reef Initiative has focused attention on the plight of corals at the global, regional, and national levels, calling for improved coral reef management, capacity-building for management, sound science, and increased public awareness.

International Outreach

NOAA is also coordinating an international outreach campaign to highlight the urgent need for conservation and sustainable use of coral reefs. In 1997, NOAA will coordinate the weekly release of 52 news story ideas to national and international media outlets. These stories will highlight unique aspects of coral reefs, the major causes of degradation to the reefs, and discuss scientific research being done to save the coral ecosystems. Other parts of the outreach program include numerous public and press events throughout the year, an public awareness campaign incorporating the theme, "Coral Reefs: Rain Forests of the Sea," a traveling exhibit, and the U.S. premiere of a film about coral reefs, *The Fragile Ring of Life*. ☺

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National Oceanic and Atmospheric Administration

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