

MEMORANDUM

STATE OF ALASKA

DEPARTMENT OF FISH AND GAME

Boards Support Section

TO: Alaska Board of Fisheries

DATE: October 26, 2017

THRU:

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FROM: Glenn Haight, Executive Director *GH*
Alaska Board of Fisheries

SUBJECT: Statistics on Board Meeting Internet Stream Audience

During the Board of Fisheries (board) full board meetings, Boards Support Section provides a web-based audio stream of the meeting. This memo provides data on the level of activity on the board's home page along with general observations.

The viewer statistics are based on a "daily unique pageview" (view) metric. This measures how many times a day an individual viewer visits the board home page within a continuous session. Continuing to return to the website in a short period of time would still only register as one view. However, if an individual left the website for several hours a return to the board's home page would register as another view. This is tracked at the home page where the Internet stream link is located. We are unable to affirm every view constitutes a listener. The analytical service cannot report whether a viewer is streaming the audio service. It is also limited in measuring how long a

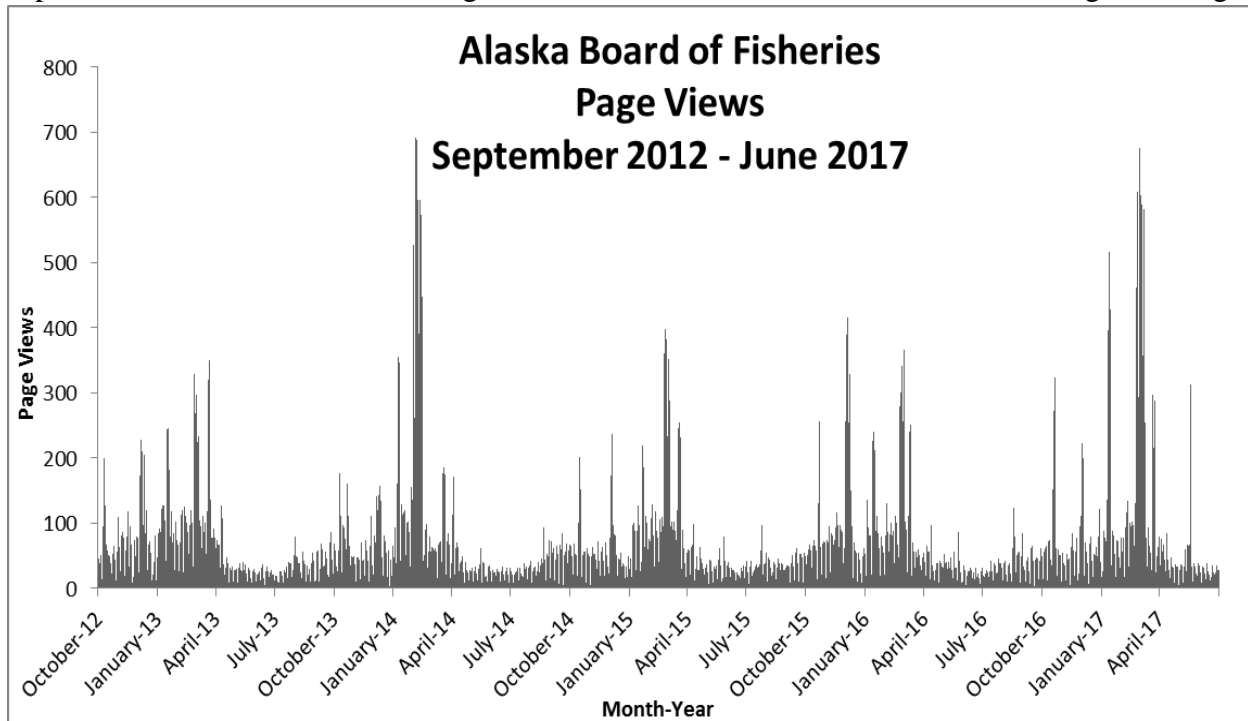


Figure 1 provides a long-term snapshot of Internet page views of the Board of Fisheries website. Sharp peaks coincide with meetings. The highest peaks are Upper Cook Inlet meetings in 2014 and 2017. Outside of board meetings, there is a low, but consistent level of activity on the website.

viewer stays on the page. Viewers may be accessing meeting material or researching other items on the web site. Nonetheless, the data finds a significant increase in activity during meetings which may reasonably be assumed is predominately meeting-related.

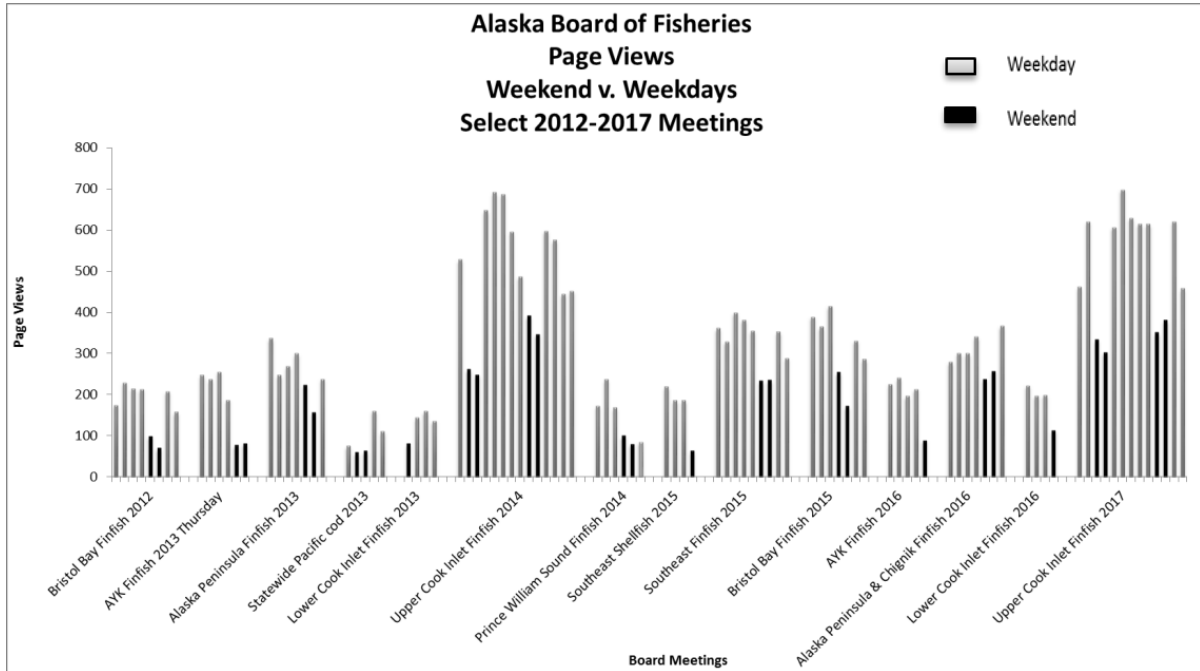
The information in this review is from September 2012 through June 2017.

Observations

- Throughout the duration of the review period the number of average daily views is 61. The average number of views during meeting days is considerably higher at 267.
- During days with less anticipated activity¹ the average daily views fell to 35. This establishes a reasonable baseline of views unrelated to meetings and high activity times. In the even less active summer months (June – August) the average daily views ranged from 24.7 to 27.8 per day (2013 – 24.7, 2014 – 25.5, 2015 – 27.8, 2016 – 27.5).
- It is no surprise the biggest level of activity occurs during the Upper Cook Inlet Finfish meeting with average daily views of 497.2 in 2014 and 496.5 in 2017. The biggest single day was 698 views on Tuesday, February 28, 2017.
- The next meeting with the most activity was the 2017 Kodiak Finfish meeting with 446 average daily views.
- Determining if listenership is increasing over time helps to know if more individuals are aware of the streaming service and comfortable listening to meetings online. Consistent measurements are difficult to identify given listenership might fluctuate based on subject matter interest, meeting location, and days of the week. However, there are a few measurements to observe.
 - With the exception of 2014, views during annual work sessions are increasing.
 - An increase in views occurred during the Alaska Peninsula meeting in 2016 over the 2013 even though both meetings were held in Anchorage. However, Chignik subjects were added to the 2016 meeting.
 - A similar result was seen in the Bristol Bay and Arctic, Yukon, and Kuskokwim Finfish meetings, although meeting locations varied in both instances.
 - The Kodiak Finfish meeting in 2017 drew 40% more activity than in 2014, but subject matter interest was likely the reason.
- One of the strongest trends for activity during meetings is the significant decline on weekends. For those board meetings that ran between weekends and weekdays, the average

¹ Days anticipated to have less activity includes non-meeting and deadline days, days between the public comment deadlines and the meeting, and three days prior to deadline days. Deadline days may include deadlines for proposals, agenda change requests, and public comment. Activity noticeably increases prior to deadline dates.

weekend views was between 38%-83%² of total average daily views. Comparing the average weekend views to the average weekday views, the numbers fell to 32%-78%.



- Activity during Southwestern region meetings held in Anchorage was relatively high suggesting strong interest from the rural communities. During the Alaska Peninsula Finfish meetings an average of 253 and 298 views occurred in the 2013 and 2016 meetings, respectively. The Bristol Bay Finfish meeting held in-region in Naknek in 2012 saw average views of 171 during the meeting. That number nearly doubled to 316 views in 2015 when the meeting was held in Anchorage.

Boards Support is very interested in improving this outreach service. We will periodically return to the statistics to glean other important information. If the board or members of the public have additional suggestions for aspects to explore we appreciate suggestions and will work with department programmers to determine if answers may be obtained.

² The 2015 Southeast Shellfish meeting in Wrangell saw activity fall 38% of the total average during the weekend. The Alaska Peninsula, Chignik Finfish meeting in Anchorage saw activity remain the strongest during the weekend at 83% of the total average during the meeting.

Meeting, Location, Date	Unique Pageviews	Location, Date	Unique Pageviews	Meeting, Location, Date	Unique Pageviews	Location, Date	Unique Pageviews
WORK SESSIONS AND SPECIAL MEETINGS							
Work Session							
<i>(Anchorage - October 9-11, 2012)</i>		<i>(Girdwood - October 9-10, 2013)</i>		<i>(Juneau - October 15-16, 2014)</i>		<i>(Anchorage - October 21-22, 2015)</i>	
Tuesday	142	Wednesday	177	Wednesday	201	Wednesday	257
Wednesday	201	Thursday	111	Thursday	152	Thursday	173
Thursday	130	Average	144	Average	177	Average	215
Average	158						
Work Session		Statewide Pacific Cod		Statewide Pacific Cod		Bering Sea Tanner Crab Harvest Strategy	
<i>(Soldotna - October 18-20, 2016)</i>		<i>(Anchorage - October 18-22, 2013)</i>		<i>(Anchorage - November 30-December 1, 2015)</i>		<i>(Anchorage - May 17-18, 2017)</i>	
Tuesday	272	Friday	76	Monday	234	Wednesday	316
Wednesday	324	Saturday	60	Tuesday	257	Thursday	150
Thursday	205	Sunday	63	Average	246	Average	233
Average	267	Monday	161				
		Tuesday	111				
		Average	94				

COOK INLET, KODIAK, CHIGNIK, AND STATEWIDE KING AND TANNER CRAB CYCLE							
Lower Cook Inlet Finfish				Kodiak Finfish			
<i>(Anchorage - December 8-11, 2013)</i>		<i>(Homer - November 30-December 3, 2016)</i>		<i>(Kodiak - January 7-10, 2014)</i>		<i>(Kodiak - January 10-13, 2017)</i>	
Sunday	81	Wednesday	222	Tuesday	266	Tuesday	396
Monday	144	Thursday	198	Wednesday	358	Wednesday	441
Tuesday	160	Friday	199	Thursday	347	Thursday	518
Wednesday	136	Saturday	113	Friday	300	Friday	429
Average	130	Average	183	Average	318	Average	446
Upper Cook Inlet Finfish				Statewide King & Tanner Crab			
<i>(Anchorage - January 31-February 13, 2014)</i>		<i>(Anchorage - February 23-March 8, 2017)</i>		<i>(Anchorage - March 17-21, 2014)</i>		<i>(Anchorage - March 20-24, 2017)</i>	
Friday	529	Thursday	462	Monday	177	Monday	297
Saturday	262	Friday	621	Tuesday	150	Tuesday	216
Sunday	249	Saturday	334	Wednesday	185	Wednesday	193
Monday	648	Sunday	303	Thursday	175	Thursday	289
Tuesday	692	Monday	607	Friday	124	Friday	197
Wednesday	688	Tuesday	698	Average	162	Average	238
Thursday	596	Wednesday	630				
Friday	487	Thursday	616	Chignik Finfish			
Saturday	392	Friday	615	<i>(Anchorage - December 5-6, 2013)</i>			
Sunday	347	Saturday	351	Thursday	143		
Monday	598	Sunday	381	Friday	120		
Tuesday	576	Monday	621	Average	132		
Wednesday	445	Tuesday	458				
Thursday	452	Wednesday	254				
Average	497	Average	497				

Meeting, Location, Date	Unique Pageviews	Location, Date	Unique Pageviews	Meeting, Location, Date	Unique Pageviews	Location, Date	Unique Pageviews
PRINCE WILLIAM SOUND, SOUTHEAST/YAKUTAT, AND STATEWIDE DUNGENESS CYCLE							
Prince William Sound Finfish		Southeast/Yakutat Shellfish		Southeast/Yakutat Finfish		Statewide Dungeness Crab, Other Shellfish	
<i>(Cordova - December 3-8, 2014)</i>		<i>(Wrangell - January 21-24, 2015)</i>		<i>(Sitka - February 23-March 3, 2015)</i>		<i>(Anchorage - March 17-20, 2015)</i>	
Wednesday	173	Wednesday	220	Monday	362	Tuesday	247
Thursday	237	Thursday	186	Tuesday	329	Wednesday	259
Friday	169	Friday	186	Wednesday	400	Thursday	240
Saturday	100	Saturday	63	Thursday	382	Friday	231
Sunday	80	<i>Average</i>	<i>164</i>	Friday	356	<i>Average</i>	<i>244</i>
Monday	85			Saturday	234		
<i>Average</i>	<i>141</i>			Sunday	235		
				Monday	353		
				Tuesday	289		
				<i>Average</i>	<i>327</i>		
BRISTOL BAY, AYK, ALASKA PENINSULA, CHIGNIK, AND STATEWIDE FINFISH CYCLE							
Bristol Bay Finfish				Arctic, Yukon, Kuskokwim Finfish			
<i>(Naknek - December 4-11, 2012)</i>				<i>(Anchorage, December 2-8, 2015)</i>			
Tuesday	175	Wednesday	389	<i>(Anchorage, January 15-20, 2013)</i>		<i>(Fairbanks, January 12-16, 2016)</i>	
Wednesday	229	Thursday	365	Tuesday	248	Tuesday	226
Thursday	215	Friday	415	Wednesday	237	Wednesday	241
Friday	213	Saturday	255	Thursday	256	Thursday	197
Saturday	99	Sunday	172	Friday	187	Friday	213
Sunday	70	Monday	331	Saturday	77	Saturday	89
Monday	208	Tuesday	286	Sunday	82	<i>Average</i>	<i>193</i>
Tuesday	158	<i>Average</i>	<i>316</i>	<i>Average</i>	<i>181</i>		
<i>Average</i>	<i>171</i>						
Alaska Peninsula, Chignik (2016) Finfish				Statewide Finfish			
<i>(Anchorage - February 26-March 4, 2013)</i>				<i>(Anchorage - February 23-29, 2016)</i>			
Tuesday	337	Tuesday	279	<i>(Anchorage - March 19-24, 2013)</i>		<i>(Anchorage - March 8-11, 2016)</i>	
Wednesday	248	Wednesday	301	Tuesday	239	Tuesday	241
Thursday	270	Thursday	300	Wednesday	324	Wednesday	225
Friday	300	Friday	341	Thursday	354	Thursday	251
Saturday	224	Saturday	238	Friday	243	Friday	164
Sunday	157	Sunday	257	Saturday	139	<i>Average</i>	<i>220</i>
Monday	238	Monday	367	Sunday	76		
<i>Average</i>	<i>253</i>	<i>Average</i>	<i>298</i>	<i>Average</i>	<i>229</i>		
SPECIAL MEETINGS & EMERGENCY PETITIONS TELECONFERENCES							
Atka Mackerel Seine Fishery		Emergency Petition SK Beach		Emergency Petition Kuskokwim Subsistence		Rotenone Consent	
Tuesday, November 26, 2013	112	Thursday, April 03, 2014	171	Friday, May 16, 2014	61	Friday, September 19, 2014	85
Administrative Matters		Emergency Petition Togiak Season		Administrative Matters		Emergency Petition Ocras and Sablefish	
Tuesday, May 26, 2015	79	Friday, July 24, 2015	98	Thursday, March 24, 2016	86	Tuesday, August 30, 2016	86