

SUMMARY REPORT

I&E AP Meeting

November 2-3, 2016

The South Atlantic Fishery Management Council's Information & Education Advisory Panel Meeting met on November 2-3, 2016 in Charleston, SC. The AP received presentations, reviewed and provided recommendations on the Council's outreach current and upcoming outreach programs to include,

1. SAFMC Communications Survey
2. Snapper Grouper Amendment 43 (red snapper and recreational reporting)
3. Managed Areas Outreach
4. Snapper Grouper Vision Blueprint 2016-2020 Outreach Activities
5. Website Upgrade
6. Citizen Science Initiative
7. Marine Resource Education Program Southeast

1. SAFMC Communications Survey

The AP received a presentation on the results of the recent 2016 Council Communications Survey to identify the effectiveness of Council communication approaches; identify preferences for receiving Council communications; identify communication challenges and opportunities; and collect input for the Council to revise our communication methods.

Staff also reviewed guidance received from the Council at the September 2016 related to approaches to address items from the survey results including,

- Further identifying stakeholders that prefer to receive printed/mailed communication.
- Further review of communication preferences by sector.
- Development of prioritized new outreach approaches – comment station model and YouTube videos related to Council activities and fishery issues.

The AP discussed several items from the survey results and made the following recommendations:

News Release Distribution – The AP recommended revisiting how news releases are distributed to major media outlets and being able to account for or get feedback on whether or not the release or information from the release is placed in the paper. Staff described the evolving nature of media outlets and the transition to digital content.

SAFMC Mobile App (*SA Fishing Regulations*) – The AP supported ideas for upgrading the mobile app and gave recommendations for,

- Modifying the prompt screen for updating the app (currently has two sections to click to update and it is not clear if the update needs to happen under the Settings for the app or the Settings for the phone);
- Working with state fishery agencies with existing mobile apps to link their apps with the Council's app so that users can access both state and federal regulations and help to promote the Council's app. Additionally, staff should work with the states that have mobile apps on a joint press release on the availability of federal regulations on the Council's app.

- Identifying fishing related blogs and bloggers and send a press release to them about the availability of the app and ask them to review and rank the app.
- Using real images of fish for species identification - Do a contest where the public could take and submit fish pictures and the winner had their picture used in the mobile app.
 - Use port samplers to get pics.
 - Work with all I&E partners on a photo contest campaign to encourage submission of fish images.
 - Dan Ellinor (FL FWC) offered use of their recent fish picture campaign.

Archived webinars – Have a directory or playlist of all webinars archived on our YouTube channel so that people can access them at their leisure.

In-person meetings:

- Need to consider value of in person meetings and consider other approaches that may have a better return on investment. Many AP members expressed that in-person meetings are just not well attended.
- Work with other fishery agencies that have blogs to partner on some posts – get our feet wet. (Example: A blog post may have more reach; SCDNR had 30,000 reads on a recent post.);
- Consider the technology capabilities of all stakeholders when developing online outreach approaches.
- Use of YouTube videos to correct misinformation/dock talk and to be used at other in-person meetings of industry groups (charter captain association meetings, fishing clubs, etc.); FLFWC has done some simple, inexpensive, first-person YouTube videos and this seems to have worked best.
- Consider the use of Facebook ads as another lower cost option to promote specific meetings or outreach messages and possibly ads on other fishing forums.

Distribution lists and e-mail lists –

- Consider collating our mailing list with the NMFS permit databases (both recreational and commercial licensed fishermen) to match addresses and ensure that permit holders are receiving our printed materials.

Printed materials vs. electronic –

- Suggest including an insert to the newsletter or a separate mailer that specifically asks mailing list subscribers to return the self-addressed postage paid mailer in order to “opt-in” to continue to receive printed materials from the Council.
- Consider evaluating resources (staff time and cost of printed materials) to better understand how current resources are being used in light of upcoming outreach needs.

Stakeholder engagement –

- Diversifying outreach approaches is really important and the AP supports the direction the Council is moving forward with and the ideas discussed as part of the survey (webinars, in-person meetings, electronic materials, social media and videos, etc.).
- Consider finding different ways to engage the private recreational sector through some of the outreach approaches discussed during the meeting.

- Consider fine tuning the demographic questions on future surveys to see what approaches are best to meet the needs of the changing age groups within the stakeholder groups that engage with the Council;
- Reaching recreational anglers: Consider working with MRIP to get the license frame from all states and do a targeted mailing to see if they want to become a member of the Council's listserv.

2. Snapper Grouper Amendment 43 (Red snapper and recreational reporting)

The AP received an overview of the proposed actions in Snapper Grouper Amendment 43 addressing management options for red snapper and recreational reporting in the region. The discussion focused on two actions in the amendment related to best fishing practices (BFP) and recreational reporting and outreach needs associated with these two proposed actions in the amendment.

The AP made the following recommendations:

- Consider the existing sentiment among recreational anglers about data collection and how the fishery is managed; Fishermen recognize the need for better information for reporting landings.
- Consider incentives for developing different actions in the amendment. For example, fishermen seem favorable to a tagging program if they would be able to keep one fish.
- Consider outreach on discards and barotrauma –
 - Recognize the fishermen's discontent about having to discard fish that will die because of barotrauma and use this information to develop outreach on discouraging dead discards and how to mitigate barotrauma.
 - Develop information on how the estimate of barotrauma has changed or could change for eventual use in stock assessment models.
- Permit program –
 - Consider using similar models in other natural resource management arenas to demonstrate how a permit program might work for red snapper. For example, many fishermen are hunters and are familiar with a permit approach to collect needed information on ducks and/or deer.
 - Look into the salmon tag program and see if there are lessons learned about if the program is effective at keeping fishermen to their possession limit.
- Consider developing an action for a hail-out/hail-in requirement in order to reduce the number of fishermen making multiple fishing trips in a day.
- Consider outreach on why the fishery is closed when so many red snapper are still being caught by fishermen.
- Find out information about other Best Fishing Practices or Best Management Practices in place in other programs:
 - The FL Keys National Marine Sanctuary is developing some best management practices similar to the bluestar program for charter boats and headboats.; Biscayne Bay might also be developing some best management practices.

3. SAFMC Managed Areas Outreach

The AP received an overview of the Council's current outreach tools on the different areas managed by the Council (Deepwater MPAs, Oculina Bank, etc.). Tools include the Digital Dashboard, online materials on the Council's website, information on the Council's mobile app, and printed materials.

In preparation for the implementation of spawning Special Management Zones (SMZs) in 2017, staff reviewed the specific outreach activities identified as high priority action items in the System Management Plan for the spawning SMZs and the AP provided the following recommendations:

Story Map Review –

<http://www.arcgis.com/apps/MapSeries/index.html?appid=7a215c623a6f4ebe80add3114154b3d8>

The AP supports use of this tool for delivering graphical and text-based content on the Council's Managed Areas.

Identifying Target Audience –

- Identifying the target audience for this information can help determine how to structure the content of story map.
- Consider state-based story maps for all the Managed Areas by state. Fishermen looking for information may only be concerned with the areas that are located offshore from the state they are fishing from.
- Target the recreational angler with this outreach tool and don't focus on this being a closed area but rather sell the fact that you can still troll through these areas and include other areas that people can still fish – artificial reefs, etc.

Delivery of Story Map –

- Webinar and recorded presentation for YouTube – the story map information would be a good topic for a live webinar to show stakeholders how to use the story map and deliver information on managed areas. Record the presentation and archive it on the Council's YouTube channel.

Content of Story Map -

- Create layers that the public could download to their own phone – create a Google Earth (KMZ) layer that can be exported to your phone and pulled up on a smartphone or computer through Google Earth.
- Try to delineate the tool and how you can interact with the different layers.
- Develop an FAQ tab that is part of the story map – What is the difference between and MPA and SMZ? Can I fish in these areas? Can you transit an SMZ with bottom fish in your cooler? Is there a season on these managed areas or are the regs yearround?
- Make sure content has drop down menus or more visuals to make it not so text heavy – regs example in MPA
- Start each section with a Facts header tab.
- Add video wherever possible – ROV footage from DW MPAs; some of the research and monitoring efforts underway in the sSMZs.
- Videos are critical to conveying this information and creating the hook.

Mobile app rack card info –

General Layout Improvements:

- Managed areas section needs content/landing page.
- Options for navigation of the landing page:
 - Option 1: Have a map of the South Atlantic – people click on the state they are interested in; then they see the areas and then they can click on the area and it will bring up the information for that specific area.
 - Options 2: Separate the managed areas by state – have the landing page have buttons for each state that opens a new page with information and a map on the managed areas located for each state.

Content:

- Need basic facts about each area up front in the content/text intro for each specific managed area. For example, coordinates, how far offshore from the coastline, etc.
- List of things you need to be aware of – checklist of regs
- Content needs to help people to self-identify how this might impact
- Just have the map come up and not a PDF and have the regulation information separated by user – commercial and recreational.
- Instead of PDF links to a large outreach document, use text and tables with coordinates to go along with a map
- Create new maps for each state that show all managed areas within one state.
- Color coding the different types of areas to indicate what is allowed in each type of managed area
- Maybe use another term for Managed Areas – indicate that the area has some restrictions (Restricted Access Areas?).

Spawning Special Management Zone Video Project –

Approach – Consider options for a polished video with footage vs. staff sitting and talking about the SMZs:

- Shorter is probably better and be social media ready; short clips that convey snippets of information.
- Could do a longer video that has the ability to be clipped into short videos or trailer for each spawning SMZ.
- Consider short videos for each spawning SMZ; attention span of viewers needs to be considered.
- Label the videos by the specific name of the spawning SMZ – the name of the SMZ is what people will be looking for, not spawning SMZ.
- **Need to consider that Google bought YouTube and that Facebook will demote posts with YouTube videos; So, need to recognize the possible need to develop videos for both platforms.**
- FLFWC advice – average length – 2-2.5 minutes; use iPhone and GoPros and editing software available on either Macs or Windows operating systems; all very low cost options.

Messaging –

- Focus on “Know Before You Go” message to grab people’s attention and recognize that fishermen are just going to want to know where they can and can’t go and what they can and can’t do in these areas.

- Need to involve fishermen with the production of the video and have staff work with those that are doing research to record clips; lends credibility to the product and the concept
- Messaging is critical – Using plain language and need to focus the case of why these are important – healthy fish stocks = better fishing; “fish factories” ; What’s good for the fish is good for the fishermen

4. **Snapper Grouper Vision Blueprint 2016-2020 Outreach Activities**

The AP reviewed the implementation schedule for the Communication goal of the Snapper Grouper Vision Blueprint with a focus on 2016-2017 activities. The AP provided the following recommendations for two of the outreach items in the implementation plan:

Online Fishermen Forum:

- Consider how to successfully moderate a forum; this will be time and resource intensive.
- Consider using a 2-prong approach –
 - staff moderated live chat sessions, and
 - specific discussion boards dedicated to permit holders to discuss issues amongst themselves.
- Training requirements in order to participate - Require a short training/course in order to participate in the forum (in order to be approved for an account to participate in the forum)
- Consider using a condensed forum format –
 - have the forum set up where it’s a weekly hour that you can chat with a staff member;
 - any questions not answered would be compiled for the next session
 - Have it set up where you have scheduled live chats on specific issues with a schedule of live chats set up in advance (would require registration??)
- Conduct an inventory of the fishing forums within the region in order to determine how to engage different stakeholders.
- Possibly use media to promote the live chat sessions – put in the papers Outdoor columns; other local news outlets; on other fishing forums
- Could complement radio shows and their format
- Reddit forums - have fisheries forums and you can schedule sessions and you’re out doing a live session for an hour or so; might be easier initial approach because we would not have to create an entire forum and the platform is well known.
- Also consider using Twitter for this type of communication.

Fishery Science/Data Collection Outreach:

- Compile workshop topics from the Marine Resource Education Program Southeast and use this as a guide for developing outreach on fishery science/data collection topics.

5. **Review of SAFMC Website Upgrade –**

Staff reviewed the beta site of the new SAFMC website and the AP made the following recommendations to some of the content and site navigation:

FMP/Amendments page:

- Remove the entire introductory text and Species Managed by the Council link from the top.

- Create a pdf document to be listed under each FMP page that has a list of the species managed under each FMP; Have these documents crosslinked on the main FMP/Amendments page.
- Pull out Amendments under Development as a separate page or change the page name to FMP/Amendments Under Development.
- Create another column on the Fish ID page that has a link to the appropriate FMP for each species.

Amendments Under Development page:

- Change the header on the top of the page next to the barometer graphic to Amendment Development Process.
- Add language at top of the page that says something about making public comments.

General Comments:

- Copy edit for years – no apostrophe needed.
- Need to make sure that we can control the order of search results.
- Try to encourage fishing photo submission – create a gallery on the website.
- Maybe consider modifying the fishing closure page to also list what is open.

6. Update on SAFMC Fishery Citizen Science Initiative

The AP received an update on the Council’s efforts to develop a fishery citizen science program and steps to secure funding for both the program (dedicated staff) and a kickstarter project.

7. Update on the Marine Resource Education Program (MREP) South East

The AP received an update on the ongoing MREP South East and the 2016 workshops, steering committee activities, and the expansion of the program to the West Coast.

8. Other Business -

Caribbean Council Initiative – Sustainable Seafood Campaign

Diana Martino from the Caribbean Council provided an overview of a new Sustainable Seafood campaign under development in Puerto Rico.

Misinformation in the Council Process –

Executive Director, Gregg Waugh, led a discussion about how the SAFMC might better convey factual information to stakeholders on certain issues when misinformation is spreading within fishing communities. The example discussed centered on the recent recreational closure of Atlantic cobia

- Online forums –
 - there is an opportunity here but it often can lead to a negative back and forth discussion and backfires
 - Opportunity to follow online forums to monitor misinformation and target outreach information based on the posts on the discussion boards.
 - Get an influencer to post the factual information and then have a staff person reply to the factual information stating that the information is correct
- Fishing Tournaments - Go to tournaments and captains meetings to convey information on specific fishery issues or just information on the Council in general.

- Citizen Science and Building Champions –
 - Try to get the fishermen involved in the science and research side of fisheries management.
 - Need to think strategically about the citizen science training and develop “champions” that can make the case for acceptance of the data.
- Find the Influencers that can be the “Champions” –
 - Look to MREP for these champions