

Updates from Advisory Panel Members October 2020

The following updates were provided by Advisory Panel Members in preparation for the 2020 October Outreach and Communications Advisory Panel Meeting.

North Carolina Sea Grant:

1. NC Sea Grant continues to post articles on HookLineScience.com (90 posts and counting!). They are always looking for guest authors and content of interest to anglers. The new flounder season regulations this year have created a lot of public discussion. NC Sea Grant's most popular post explains how to identify the 3 common flounder species in NC using an excellent North Carolina Division of Marine Fisheries brochure.

<https://ncseagrant.ncsu.edu/hooklinescience/2020/09/07/can-you-identify-north-carolinas-three-species-of-flounder/>

2. Via an internal grant and in partnership with the NC Aquarium – Jennette's Pier (Outer Banks, NC), NC Sea Grant worked with a North Carolina State University Distance Learning specialist to create a kiosk (TV monitor, mini-computer, signage) that displays short videos (~1 min) highlighting some of the most popular www.hooklinescience.com posts. That exhibit recently went live. NC Sea Grant staff plan to eventually create more videos for use at the kiosk.

Press release from Sept 4 2020: <https://ncseagrant.ncsu.edu/news/2020/09/jennettes-pier-features-hook-line-science-videos/>

3. Dolphinfish Research - <https://ncseagrant.ncsu.edu/news/2020/08/national-fisheries-fellow-to-focus-on-dolphinfish/>

4. Artificial Reef Monitoring with Satellites - <https://ncseagrant.ncsu.edu/news/2020/06/ricci-named-nc-sea-grant-nc-space-grant-research-fellow/>

5. Shellfish Academy - https://ncseagrant.ncsu.edu/news/2020/07/nc_shellfish_academy/

6. Sea Grant programs in the SE (TX-VA) and Atlantic (FL-NC) are organizing a couple of research efforts into greater amberjack and red snapper, respectively. Get more information about the Greater Amberjack project in the "Additional AP Member Update Resources" folder in the Briefing Book.

North Carolina Division of Marine Fisheries

The [2020 North Carolina Coastal Recreational Fishing Digest](#), which published in May, features articles about circle hooks and best fishing practices. The North Carolina Division of Marine Fisheries also helped spread the word about with the red snapper season and new gear

requirements: <https://deq.nc.gov/news/press-releases/2020/07/02/marine-fisheries-division-encourages-donation-red-snapper-carcasses>.

Florida Fish & Wildlife Conservation Commission

*Additional documents relevant to these updates are included in the “Additional AP Member Update Resources” folder in the Briefing Book for the meeting

General Updates

- FWC’s 2019 Sport Fish Restoration (SFR) video won first place in this year’s Association for Conservation Information Video PSA/Marketing category - https://www.youtube.com/watch?v=LVg_OGQ1OdE
- During the O&C AP meeting, our Commission is meeting and will discuss/approve/approved additional circle hook regulations and endorsed continued outreach and promotion of Best Fishing Practices
- Using more virtual platforms during COVID-19 such as Teams, emails, virtual workshops, virtual outreach presentations, etc.

Outreach Items

- FWC attended ICAST 2020 Online in July - <https://myfwc.com/conservation/special-initiatives/icast/>
- FWC’s Fish and Wildlife Research Institute is hosting a virtual Marine Quest event for youth in October - <https://myfwc.com/research/about/marinequest/>
- This spring, we created 2 new Sea Stat brochures for Flounder & Tripletail (attached); we also updated/printed 2 other Sea Stats and the Flagler/St. Johns Angling and Boating Guide (http://ocean.floridamarine.org/Boating_Guides/)
- Working on a Circle Hook rack card to possibly provide to anglers at tournaments (design still in development)
- Graphics project with NOAA on a 4-panel kiosk going in at Merry Pier in Pass A Grille Beach, FL (St. Pete): <http://merrypier.com/> (design still in development)
- Working on updating FWC Saltwater Fishing Clinic Protocols and streamlining/updating saltwater fishing educational programs
- Staff are working on expansion of approach for reaching and gathering feedback from stakeholders on various items
- Continuing to partner with Florida Sea Grant on the Florida Friendly Fishing Guide certification program (press release attached)
- Continuing to administer the Catch a Florida Memory program to encourage anglers to target a diversity of fish species - <https://catchafloridamemory.com/>
- Currently compiling information from FWC partners who ran youth saltwater fishing camps this summer

Website Updates

- Just launched a Where to Saltwater Fish webpage (<https://myfwc.com/fishing/saltwater/recreational/wheretofish/>)

- Putting the finishing touches on a new How to Saltwater Fish webpage to support new anglers (design still in development)
- Will be working on making content from our Fishing Lines field guide into a web-friendly format - <https://myfwc.com/fishing/saltwater/publications/fishing-lines-magazine/>
- Created a new species profile for Summer Flounder - <https://myfwc.com/wildlifehabitats/profiles/saltwater/flounder/summer-flounder/>

Fish Rules App Partnership

- New partnership with FWC and Fish Rules to provide regulations and fish ID info to anglers
- Fish Rules just added freshwater regulations for Florida into their app (press release attached)
- Developing print materials for the Fish Rules partnership, likely a poster and rack card

High School Fishing Program

- New webpage is live: <https://myfwc.com/education/outdoor-skills/high-school-fishing/>
- Data from the 19-20 program is attached (we are still navigating how to conduct the program for the 20-21 school year amidst COVID-19)

Commercial Lionfish Harvest Program

- New program designed to encourage more commercial harvest - <https://myfwc.com/media/24475/commercial-lionfish-harvest-program.pdf>
- Goal is to increase the number of commercial lionfish harvesting trips and the number of lionfish removed from Florida waters (pdf attached)

South Carolina Department of Natural Resources

In 2019, a team of South Carolina Department of Natural Resources outreach and shellfish staff launched a pilot project to assess the feasibility of using community-based social marketing strategies to increase oyster shell recycling at public drop-off bins in Charleston County. The pilot project ran from October 2019 to May 2020 and used interventions designed to address barriers to recycling identified in a public survey. The leading barrier was that shellfish consumers simply did not know the location of the nearest recycling drop-off. Strategies used in the pilot project focused on overcoming this barrier through improved signage at drop-offs and shellfish retailers and clearer information online.

Our goal was to increase the volume of oyster shells recycled at public drop-offs in Charleston County between October 2019 and May 2020 by 10%. **Contributions to public trailers, where a significant amount of branding effort was focused, increased by 263.5% over the five-year average.** Charleston County's shell recycling contribution to the state total jumped 10% in 2019-2020, from a five-year average of 63% to 72% of the statewide total, indicating that other counties did not see corresponding increases in recycling totals. Based on this, we feel confident that the social marketing strategies implemented in the 2019-2020 season played a role in the

increase at public trailers. In the 2020-2021 harvest season, we will build on previous efforts by expanding the scope to additional counties in South Carolina.

