

APPENDIX A
South Atlantic Fishery Management Council - Vision Blueprint for the Snapper Grouper Fishery
November 2015

Implementation Activity:	Year:				
COMMUNICATION:	2016	2017	2018	2019	2019+
Better Understanding of Fishery Science					
Develop recreational angler education programs about how to reduce discards (i.e. baurotrauma, best fishing practices for handling/releasing fish, descending devices, etc.)	•	•			
Develop training for new AP members	•	•			
Continue Council support of MREP Southeast	•	•			
Consider outreach strategies related to the connections between habitat and fisheries					•
Develop angler education programs on fisheries science, stock assessments, and data collection			•	•	
Develop targeted outreach programs aimed at all sectors about the Council process including the role of the SSC			•	•	
Expand the use of educational webinars to convey information about stock assessments, data collection, and other fishery science concepts	•	•			
Streamlined/Timely Communication Approaches					
Utilize remote listening stations for public hearings and educational meetings to increase participation from remote groups of stakeholders	•	•			
Support expansion of MREP southeast to other areas of the region			•	•	
Work with NOAA/SERO to provide an advance notification of ACL monitoring	•	•			
Create a separate page for education resources/materials produced by the Council on various topics			•	•	
Continue Q & A webinars with Council staff to discuss upcoming Amendments for public hearings and scoping	•	•			
Incorporate a real time calendar that displays current fishery closures for each sector	•	•			
Work with NOAA/SERO to provide information about historical closure dates	•	•			
Track website analytics on presentation downloads and other documents to evaluate effectiveness and access of materials on the website			•	•	
Consider an advertising campaign highlighting Council activities and success stories			•	•	
Support more informal port meetings for educational purposes on relevant fishery issues/topics to include current and upcoming management issues	•	•			
Diversify the locations of in-person meetings (public hearings, scoping, etc.) to allow for one on one interaction with Council members	•	•			
Expand the Council's social media efforts to include use of YouTube and a blog			•	•	
Hot Topic Items					
Consider use of direct mailings/other communication strategies targeting SG permit holders for significant management/regulatory actions	•	•			
Provide informational resources to fishermen about marketing of alternative/under-utilized species			•	•	
Utilize web-based tools (webinars, video conferencing, etc.) and other technology to collect public comment and provide educational workshops	•	•			
Consider use of informal polls/surveys to take input on a specific management action or direction being considered by the Council (before Council starts to develop action).					•
Develop and maintain a database of SG fishery related contacts for use in communication and outreach programs to include: recreational fishing focused groups (fishing clubs, bait and tackle shops, dive shops, etc.), seafood dealers/retailers, and other commercial fishing businesses			•	•	
Develop one page fishery management resources (print and electronic) for distribution to targeted audiences/sectors	•	•			
Consider use of appropriate outreach materials that meet the needs of a wide generational range of stakeholders			•	•	