

Reef Fish Extension and Communication Fellowship Update

SAFMC Outreach and
Communications Advisory
Panel

May 6, 2026

Ryan McMullen

Overview of fellowship objectives



Increase fishermen understanding and adoption of Best Fishing Practices (BFP)



Expand participation in SAFMC Citizen Science programs



Identify trends in BFP adoption to help inform future outreach



Improve stakeholder understanding of fisheries science and relevant research programs in the region



Improve recreational angler engagement with SAFMC and Sea Grant

Key projects and initiatives

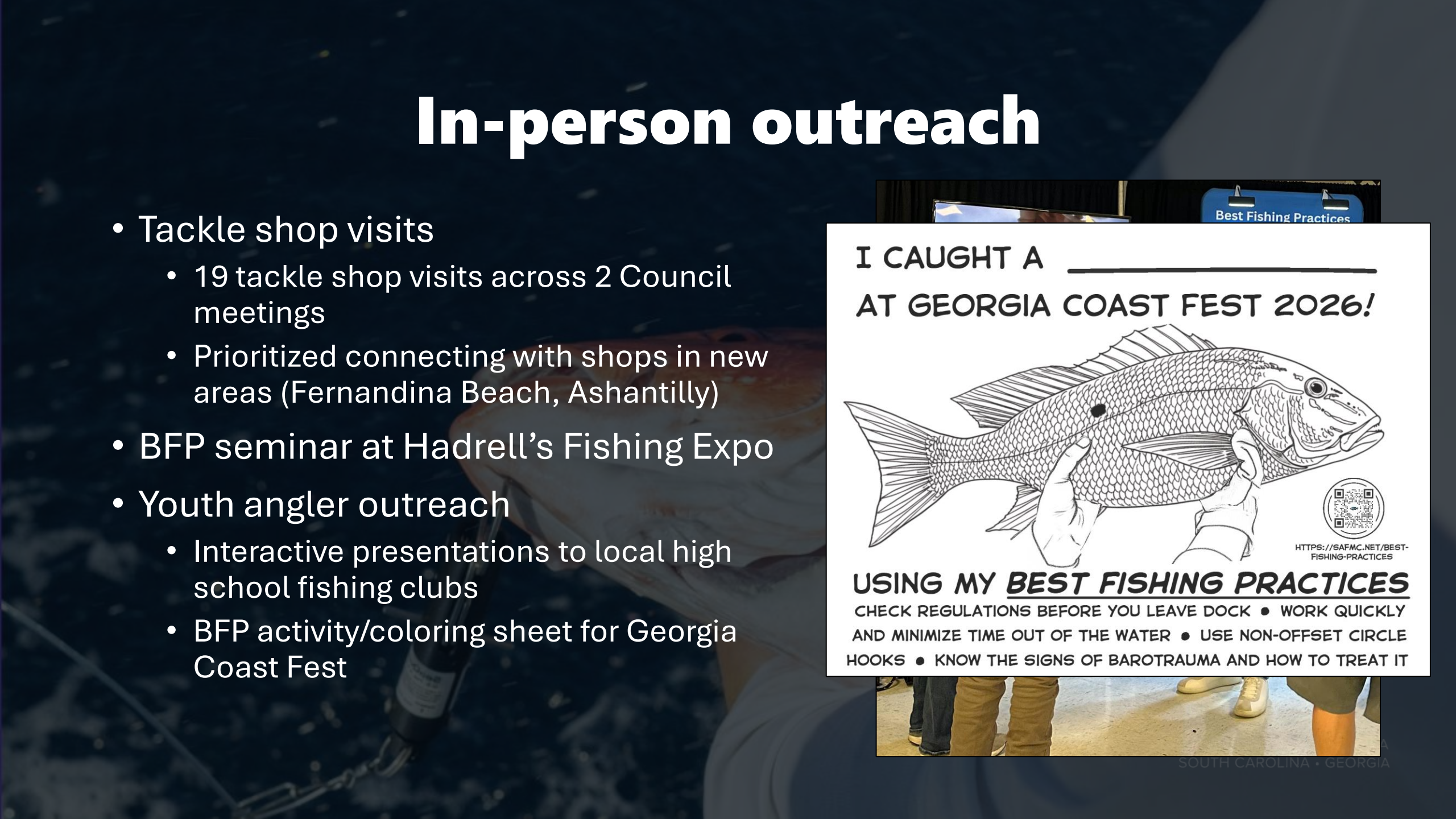
- In-person outreach
- Citizen Science
 - SAMFC Release Sea Grant Milestones
 - Release Rodeo
- Reef Fish Science
 - Sea Grant Webinar Series
 - South Atlantic Red Snapper Research Program educational video series
- Fellowship review and synthesis

In-person outreach



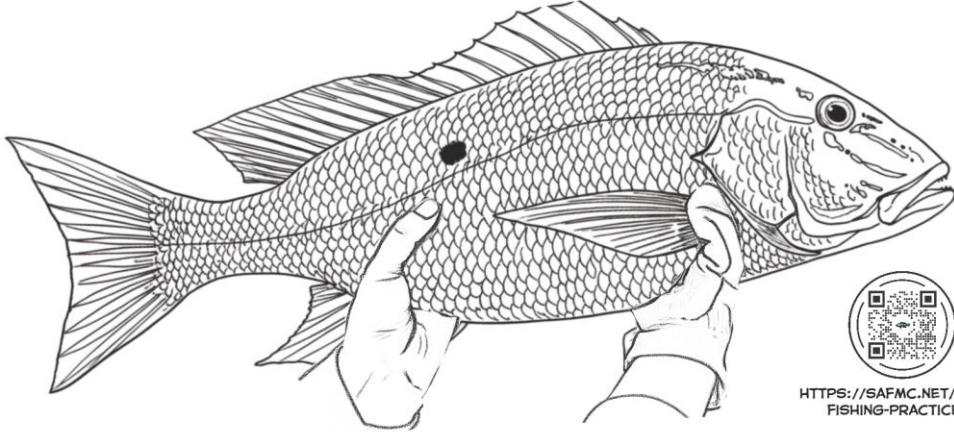
In-person outreach

- Tackle shop visits
 - 19 tackle shop visits across 2 Council meetings
 - Prioritized connecting with shops in new areas (Fernandina Beach, Ashantilly)
- BFP seminar at Hadrell's Fishing Expo
- Youth angler outreach
 - Interactive presentations to local high school fishing clubs
 - BFP activity/coloring sheet for Georgia Coast Fest




Best Fishing Practices

I CAUGHT A _____
AT GEORGIA COAST FEST 2026!



[HTTPS://SAFMC.NET/BEST-FISHING-PRACTICES](https://safmc.net/best-fishing-practices)

USING MY BEST FISHING PRACTICES
CHECK REGULATIONS BEFORE YOU LEAVE DOCK • WORK QUICKLY
AND MINIMIZE TIME OUT OF THE WATER • USE NON-OFFSET CIRCLE
HOOKS • KNOW THE SIGNS OF BAROTRAUMA AND HOW TO TREAT IT



Citizen Science



Citizen Science - SAFMC Release

Sea Grant Photo Milestones

- Photo contest judged by Sea Grant
 - Categories: BFP, Grouper ID, Best overall photo
- Rebranded as the Sea Grant *Fisheries in Focus Photo Competition*
- Added quarterly BFP category milestones to improve year-round engagement and distribute more BFP gear to participants

Release Rodeo

- Photo-submission competition that takes place from May-July (currently in 2nd year)
- Designed to increase SAFMC engagement and submission of length-validated photos
- Secured additional donated items to giveaway

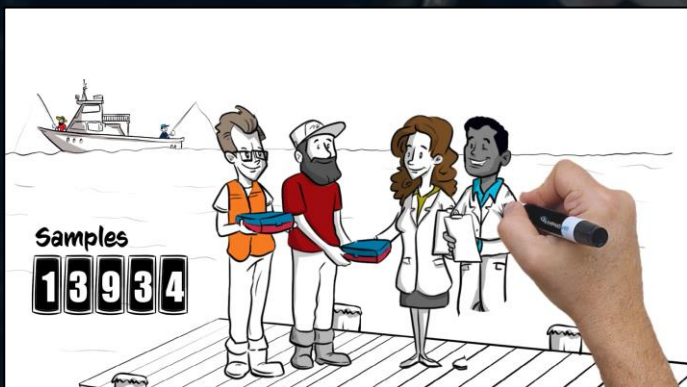
Reef Fish Science



Reef Fish Science

South Atlantic Red Snapper Research Program

- Oversaw the production of 3 educational animated videos (Hypnovideo) focusing on data collection, methodologies, and results



Sea Grant Reef Fish Webinar Series

- A series of 3 webinars covering research relevant to the South Atlantic reef fish fishery
- Topics included shark depredation, reef fish climate vulnerability, and Greater Amberjack movement and connectivity (as part of the Great Greater Amberjack Count project)

Fellowship review and synthesis



Fellowship review and synthesis

Fellowship Summary Report

- Summarize stats of the fellowship including events attended, shops visited, articles/materials created, etc.
- Community Preferences of South Atlantic Anglers (CPSAA)
 1. Determine which communities in the SA target Snapper Grouper
 2. Determine regional trends in BFP adoption
 3. Identify which fishing communities may be most valuable to connect with through the Council's future outreach efforts

Upcoming Projects and Discussion

Upcoming Projects

- Promotional articles and social media for the Release Rodeo
- Fellowship summary review and CPSAA report
- SC DNR to distribute BFP materials alongside EFP communications
- Facilitate hand-off of projects with new SC Sea Grant Extension Specialist

Discussion

- 1. What kind of information would be most valuable to highlight in the final fellowship review (tackle shop database, previous articles and presentations) and CPSAA report?**