	Objective and Project Description	**Cost**	**2004/2005**	**2005/2006**
	Objective 1: Assist in development of the Oculina Experimental Closed Area Evaluation Plan.			
	Project 1: Develop an outreach strategy for the Oculina Bank area.	Staff time	X	
	Objective 2. Develop a focused campaign targeting recreational/commercial fishermen in the central-eastern Florida area. (COUNCIL INITIATED PROJECTS)			
	Project 1. Provide SAFMC regulation brochures to area fishermen (40,000 copies)	$14,000	X	X
	Project 2. Work with fishing chart manufacturers and or vendors to improve available information for the Oculina Experimental Closed Area.	TBD		
	Project 3. Work with Florida FWC to provide written information regarding the Oculina Experimental Closed Area in (a) their publications targeting both recreational and commercial fishermen and in (b) mailings for fishing licenses and permits.	(a) Staff time (b) $5,000		
	* Project 4. Develop and distribute news releases to focus on law enforcement activities, research and monitoring projects, and the ecological importance of the area.	$400/yr.		
	Project 5. Develop a Powerpoint presentation about the Oculina Experimental Closed Area, distribute on CD, post at Web site, and present to fishing clubs, environmental groups, local governments etc.	Staff time		

	* Project 6. Develop and distribute posters and rack cards/brochures at area bait and tackles shops, marinas, fish houses, boating stores, fishing tournaments, boat shows, etc.	$5,000		X
	NEW project identified: Develop kiosk for target boat ramps/landings / FWC has prototype			
	Objective 3: Coordinate a broader media campaign with partners to reach central Florida residents and visitors using newspaper, radio, TV, Internet, and existing environmental education network (e.g. environmental centers, schools, academia, area businesses). (PARTNERSHIP PROJECTS)			
	* Project 1. Develop an Oculina Web site or work within the existing site to establish a comprehensive web-based outlet to include access to useful education and outreach products. Publicize availability of information from new site by having links posted on other fishing/Non-Governmental Organizations/tourism related web sites	Initial '04-'05 funds available $5,000		X
	Project 2. Develop education products for teachers (K-12) and informal educators, post on Web site and develop packet for distribution to science teachers.	$5,000 for material - developing workshop		X
	Project 3. Create media packet targeting ecological importance of area; packet should include popular news items about Oculina Experimental Closed Area.	$3,000 media workshop, $5,000 media packets		X
	Project 4. Develop a traveling portable exhibit that can be displayed at fishing tournaments, tradeshows, seafood/maritime festivals, aquariums, science museums, libraries, government centers, etc.	$3,000 to $5,000		
	* Project 5. Offer media excursions to the Oculina Experimental Closed Area and HAPC/ tours and interviews regarding enforcement activities onboard the CT Randall law enforcement vessel.	$2000 (fuel for 2 trips)		

	Project 6. Develop TV documentaries working with environmental TVoutlets (e.g., Discovery Channel, Public TV.	$1,000		
	Project 7. Work within existing program to deploy a real time data buoy in the Oculina Bank area to provide weather and sea-state information for boaters and fishermen and integrate information into web site.	$200 K		
	Project 8. Assist with the continued development of an interpretive Oculina coral display at the Smithsonian Marine Station in Ft. Pierce, Florida.			
	Objective 4: Evaluation.			
	Project 1: Develop a survey tool to assess the effectiveness of the campaign and widely distribute before, during and after majority of activities underway.	Staff Time	X	
	* Project 2: Continue to receive input from local constituents (through the database established from the June 2004 outreach meetings) regarding the development of materials and level of community awareness.	$1,200 per yr.	X	X
	TOTAL (level of completion)			
	* = Projects intended to be ongoing 0 = Projects with no progress and are incomplete .5 = Projects in which some work has been done but are not fully complete 1 = Projects that are complete			

2006/2007	Status Report 2007	Notes from 2007 Report	New Developments
	1	Project completed; recommend modifying document to update activities and clarify components	
X	**1**	Have been printed, 40K re-printed in 2007 and distributed. Re-print as needed.	2009 DW MPA Brochures. 2010 Regulations reprinted. 2013 SAFMC Regulations App
X	**0.5**	Contacts were made in 2005. Need follow-up.	Contact made with Homeport Charts to modify/update printed charts. Need follow up with electronic mfg.
X	**1**	Article publication in 2007 FWC Saltwater Fishing Regs; mailing of rack cards to FWC commercial permits office. Needs follow up	FWC permits office contacted about mailing rack cards with permits. Targeted audience too broad and cost prohibitive. Refine target audience for any mailings.
	1	Ongoing, continue to follow-up on this project deliverable.	2009 Media Excursion completed in conjunction with research cruise. OECA articles featured in SAFMC Newsletter.
	0	Incomplete - Listed as a low priority item.	No new developments.

X	**1**	Posters and rack cards printed 2006. Over 10,000 have been distributed. Distribution ongoing.	Rack cards were reprinted in 2013 and continue to be distributed as requested, including as part of the Oculina Bank display at the Smithsonian Marine Station.
X	**1**	Information housed on the SAFMC Ecosystem site; HBOI hosted 2005 research cruise's daily log reports; NOAA Teacher at Sea; project is ongoing.	New SAFMC website launched in 2013 that includes Oculina information
X	**1**	2005 Teacher Workshop held with partners from NOAA, HBOI, NURC and SAFMC; 2007 DW Coral Teacher Workshop held - led by NOAA	2007, 2008 and 2009 Teacher Workshops with NOAA funding and Council, other agency/institutional support including HBOI, NOAA/NURC, Smithsonian Marine Station, etc.
	1	Completed for 2005 research cruise.	Media packets developed for 2009 Media Excursion; resulted in national and regional media stories.
	0	Incomplete in 2007	The portable exhibit was developed in 2009 - includes kiosk, "Revealing the Deep" film featured; this is used at SAFMC meetings, limited use by outside organizations.
	1	Media cruise coordinated with FWC and NOAA OLE in 2005, cxld bc of weather. Follow up with additional activity.	Media excursion held in Aug 2009. Deployed submersible; received local and national coverage, including NBC Nightly News.

X	**0.5**	Documentary producer accompanied 2005 research cruise; resulted in film "Fragile Forests of the Deep" with limited distribution.	Videos produced in conjunction with subsequent research cruises as noted in report.
	0	Incomplete	Information added to NOAA National Data Buoy Center Station at Ft. Pierce; directly links to SAFMC web site and Oculina Bank regulations
	1	Exhibit update completed in 2007 - housed at Smithsonian Marine Station	Collaborate with planned redesign of signage for display; provide photos and information. POC Laura Diederick
	1	2005 survey developed in conjunction with FL SeaGrant; limited distribution.	No new developments
XC	**1**	Ongoing.	Continued contact with Smithsonian Marine Station; contact w/ Canaveral Charter Captain's Assoc.; Oculina Bank business collaboration; need to better utilize community contacts.
	13		
	Total number of Outreach projects = 17		

2014 Outreach Team Recommendations	**Status Report 2014**			
Track App download stats on both platforms; FWC recreational and commercial brochures publication inclusion (POC: Alan Pierce)	**1/***			
Jen Schull to follow-up with NOS - supplier of coordinates for chart manuf.	**0.5**			
FWC can include information in recreational and commercial FWC Regulation Brochures, also can mail to commercial permit holders. Include article in FWC Fishing Line Magazine (POC: Alan Pierce/Dan Ellinor)	**1/***			
Continue to locate hook news stories; coordinate with Research for upcoming field work FY14-16 and LE pulse operations	**1/***			
Develop stock power-point for OECA; state contacts (POC: Alan Pierce, Rich Abrams, Steve Blair) use for inclusion into existing ppts and talks	**0**			

Re-print/update rack cards; for distribution include fishing clubs, Smithsonian Marine Station teacher kits, FWC distrubition networks (POC: Alan Pierce/Rich Abrams); state parks (i.e. Ft. Pierce & Sebastian Inlet fishing museum)	**1/***			
Work with FWC to investigate costs, logistics and feasibilty.	*			
SAFMC Web site should be the central portal for information. Coordinate Web site meeting prior to SEFSC/FAU ROV research trips FY14-16 for hosting scientists' daily logs on SAFMC site; link to other agencies/sites; utilize social media.	**1/***			
Continue to hold Teacher Workshops in conjunction with research activities; Investigate funding sources, including NOAA and COSEE FL in short-term for such a project (POC: Laura Diederick)	**1/***			
Rebuild on past effort and update media packets in support of 2014-2016 research cruises.	**1/***			
Update display as needed for Coral Amend. 8; consider new display with fabric panels; increase awareness of display availablity to outside organizations.	**1**			
Continue to coordinate media cruises with upcoming research; collaborate with FWC, NOAA OLE.	**1/***			

Reach out to film makers expressing previous interest; work with FWC to explore options.	**1/***			
Continue partnership with NOAA Data Buoy Center and update as needed.	**1**			
Continue to work with SMS to provide information and graphics necessary to update signage, outreach materials, etc.				
Work with I&E Advisory Panel to assess effectiveness and develop recommendations; explore options to use as a graduate student project through SMS.	**0**			
Maintain and expand commuications with area constituent groups; receive input from the I&E AP.	**1/***			
	12 Completed and/or Ongoing			
	Total number of Outreach projects = 17			