



THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

Lines of Communication: Conversations with the Council

**Outreach and Communications Advisory Panel
May 2026**



Goals and Objectives



Build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations.



Objective One: Provide an opportunity for an open dialogue and mutual learning between Council members and stakeholders.



Objective Two: Increase knowledge of the fisheries management process to encourage stakeholder engagement in Council initiatives.



Objective Three: Provide a mechanism for stakeholders to bring their concerns and observations forward, directly to Council members.



Objective Four: Provide an opportunity for Council members to share information on salient management issues with stakeholders.

Meeting Structure

Prologue

- Attendees arrive at the meeting and are asked to sign-in to grab some basic contact information.
- Council members and staff are available to greet and chat with attendees.

Introduction

- A Council member provides a presentation explaining the Council's goals and objectives for Lines, ground rules, and how the night will operate.

Sticky Wall Session

- The purpose of the sticky wall exercise is to learn what attendees came to the meeting to discuss with Council members.
- Attendees are broken out into **two** different groups (self selected).

Breakout Group Discussions

- The purpose of the breakout group discussion is to have a more structured discussion around a pre-determined topic.
- Attendees are broken out into **two** different groups (randomized).

Informal Tabling Session

- **Three** stations set up around the room, providing an opportunity to have more informal conversations.
- Topics included: citizen science, an intro to fisheries management, and released fish.

Conclusion

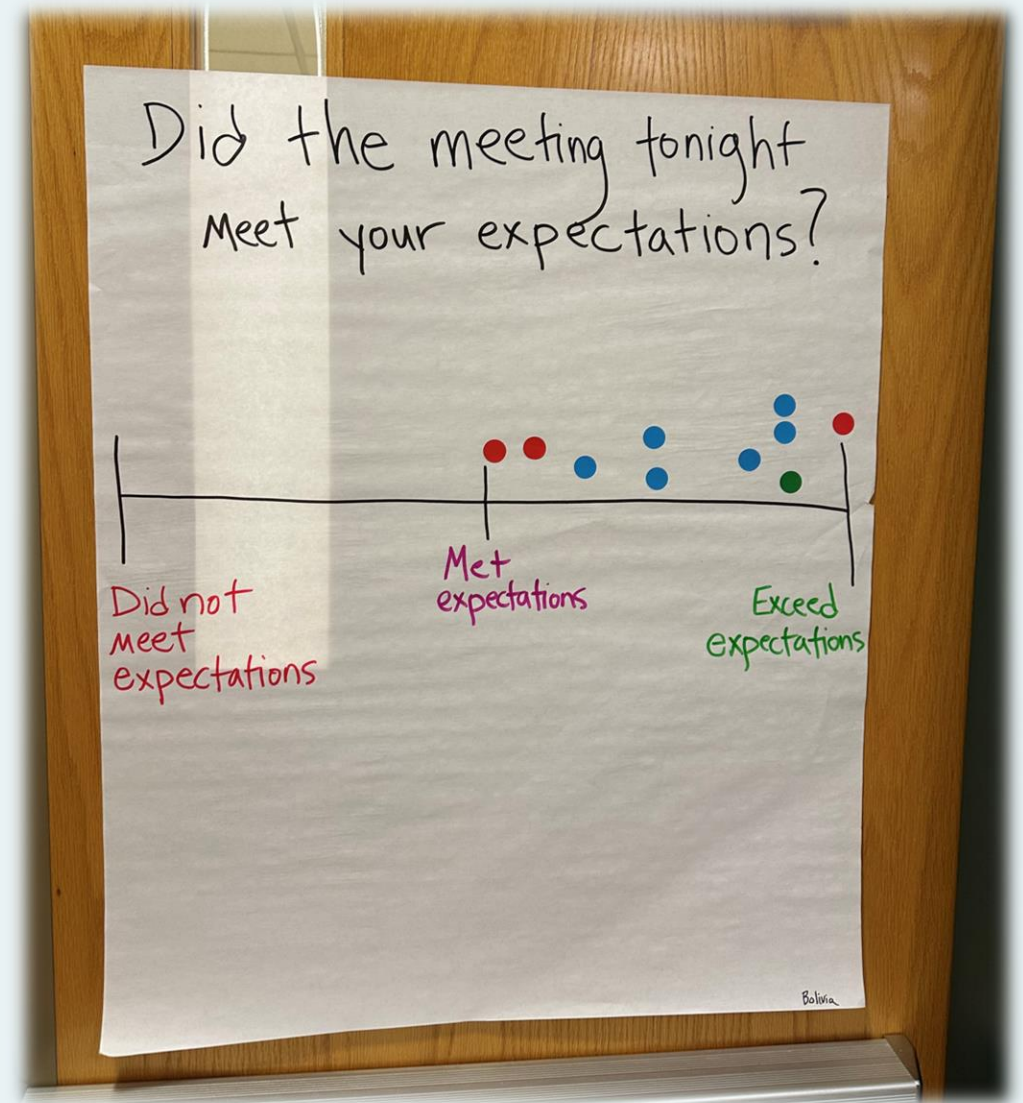
- A Council member provides a presentation thanking attendees and noting where information goes next.

Meeting Evaluation

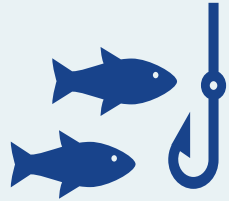
Flip chart at the end of each meeting to understand attendee perceptions of the night.

Progress tracking for issues identified during the meetings (i.e. added to workplan, amendment initiated, amendment completed, etc.)

General metrics such as overall attendance over time, returning attendees, number of individuals asking for more information or applying to advisory panels, mentions during public comment, etc.



What is the Council going to do with this information?



Use it to identify topics that need to be addressed by the Council but haven't been on their radar.



Use it to set the Council's workload priorities.



Use it to guide the Council on active management actions (what they should be considering and asking when discussing a given topic), as appropriate.

Georgia Meeting Series: November 2025



Richmond Hill
Darien
Brunswick

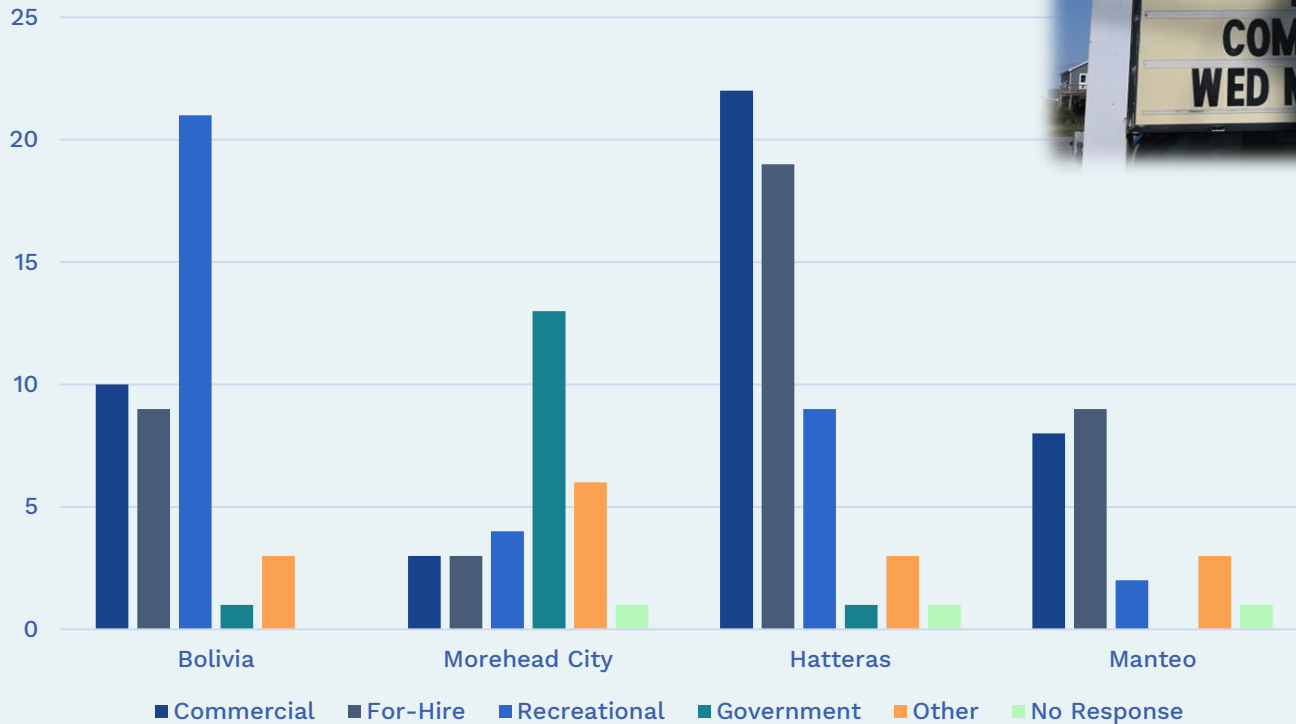
Total Attendees: 6



North Carolina Meeting Series: March 2026



Total Attendees: 116



Outreach Efforts

Council Website

- Background on why the Council is conducting these meetings.
- Goals and objectives of the meetings.
- Upcoming dates and locations including an outreach flyer.
- Summaries from past meetings.

Council Released Materials

- **Flyers** for each set of meetings:
 - Sent with staff when conducting outreach events in a relevant area.
 - Provided state partners to share with their outreach staff, as appropriate.
- **New Releases** from the Council and relevant groups/agencies.
- **Social media** posts and stories.

Community Materials

- Working with Advisory Panel members, BFP MVPs, Citizen Science participants.
 - Email recruitment.
- Industry groups (ex. CCA, NCFA, ASA, ASGA, SFA, NCWU, etc.)
- Local and regional media outlets (ex. [Coastal Angler](#), [Island Free Press](#), etc.)
- FishBrain banner ads and push notifications.

How did you hear about Lines?





Upcoming Meetings

Questions for the OCAP

- Are there any recommendations for ways to share meeting summaries outside of the Council meetings and on the Council’s website?
- Are there any additional outreach tactics that we should be considering?
 - Work of mouth was a common way attendees found out about Lines. How can we capitalize on this effort?
- Are there other metrics we should be looking at to evaluate the effectiveness of our outreach?
- During the informal tabling session, it was hard to engage attendees. Any suggestions for bringing them to the tables for information?