



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Ben Hartig, Chair
Michelle Duval, Vice Chair

Robert K. Mahood, Executive Director
Gregg T. Waugh, Deputy Executive Director

Information & Education Advisory Panel Meeting & Science Communication Workshop

North Charleston, SC

May 5-6, 2014

Monday, May 5, 8:00 A.M. – 12:30 P.M.

1. Approval of Agenda – I&E AP Acting Chair
2. Approval of February 2013 Joint I&E and Law Enforcement AP Meeting Minutes and I&E AP Meeting Report – I&E AP Acting Chair
3. Overview of SAFMC Outreach Activities 2013-2014 – Amber Von Harten
 - a. Website Upgrade & Blog
 - b. SA Fishing Regulations mobile app
 - c. Q&A Webinars
 - d. Port Meeting Discussion Comment Form
 - e. Discussion and recommendations from AP
4. Overview and Update of Council Visioning Project & Port Meetings (**Attachments 1, 2, 3 and 4**) – Amber Von Harten
 - a. Discussion and recommendations from AP
5. Overview of the Oculina Experimental Closed Area (OECA) Evaluation Plan and the Outreach component of the OECA Evaluation Plan 2014 Draft Report (**Attachment 5**)– Kim Iverson
 - a. Discuss OECA Evaluation Team Outreach components
 - b. Discussion and recommendations from AP
6. Update on the Marine Resource Education Program (MREP) for the South East Region (**Attachment 6**) – Kim Iverson

7. Election of Chair & Vice Chair – I&E AP Acting Chair
8. Other Business
9. Adjourn

Attachments:

Joint I&E and Law Enforcement AP Meeting Minutes – February 2013
I&E AP Meeting Report – February 2013
Attachment 1 – Visioning Project Fact Sheet
Attachment 2 – Visioning Project Overview
Attachment 3 – Port Meeting Flyer
Attachment 4 – Port Meeting Draft Summary
Attachment 5 – Oculina Evaluation Plan Deliverables
Attachment 6 - Draft 2014 Outreach Component of the Oculina Evaluation Plan Update
Attachment 7 - MREP Southeast Overview

Information & Education Advisory Panel Members:

Scott Baker, Jr.
John Mark Dean
Shelly Krueger
Katie Latanich

State Agency Appointees –

Patricia Smith (NC DMF)
Phil Maier (SCDNR)
Paul Medders (GADNR CRD)
Richard Abrams (FL FWCC)

Federal Partner Appointees –

Lt. Mike Mastrianni (USCG)
Kim Amendola (NOAA Fisheries SERO)
Jennifer Koches (USFWS)
Amy Rath (Gray's Reef NMS)

Council Outreach Representatives –

Charlene Ponce (Gulf of Mexico Fishery Management Council)
Diana Martino (Caribbean Fishery Management Council)

Science Communication Workshop: *Communicating Science Effectively*

From the Integration & Application Network (IAN) of the University of Maryland Center for Environmental Science (UMCES).

This 1.5 day course provides participants with a science communication toolbox for effectively communicating their research. At the end of the course, participants will have been introduced to the principles of effective science communication, used hands-on sessions to create their own science communication products, and gained experience using the IAN symbols library, Adobe Illustrator, and Adobe InDesign.

Monday May 5th, 2014

1:30 pm Setup

1:40 pm Welcome and Introductions

2:00 pm Introduction to Science Communication

2:20 pm Conceptualization module: Use and production of conceptual diagrams

5:00 pm Wrap-up

Tuesday May 6th, 2014

8:30 am Coffee and light breakfast

9:00 am Work on conceptual diagrams

10:00 am Publication module: Effective printed media design

12:15 pm Lunch

1:00 pm Publications (continued)

2:00 pm Integration module: Integrated assessment process

4:30 pm Review

5:00 pm Wrap-up