

SUMMARY REPORT
SAFMC Information & Education Advisory Panel Meeting
Crowne Plaza
4381 Tanger Outlet Boulevard
N. Charleston, SC 29418
November 5, 2015

The Information and Education Advisory Panel met November 5th in North Charleston, SC. The advisory panel (AP) received the following presentations and provided comments/ recommendations to Council staff.

SAFMC System Management Plan

Council staff, Chip Collier, provided the AP with an overview of the Council's System Management Plans (SMPs) for the eight, existing deepwater Marine Protected Areas established in 2009 through Snapper Grouper Amendment 14 and proposed spawning Special Management Zones currently in development by the Council through Snapper Grouper Amendment 36. The AP focused their review on the outreach section of the System Management Plan for the spawning Special Management Zones and provided recommendations on the eight action items in the plan related to outreach,

The following outreach action items are ordered according to priority ranking:

- **Action Item 1:** *Work with fishing chart manufacturers (both printed and electronic) and/or vendors to improve available information for the Spawning Special Management Zones (SMZs).*

Recommendations –

- Need to initiate discussions with NOAA and chart manufacturers to determine what format is needed to incorporate the additions;
 - Gather a group of the manufacturers or the NOAA staff for a meeting;
 - Possibly also gather a group of recreational fishermen to request this information be added to charts
- **Action Item 3:** *Incorporate new information about spawning SMZs and rack cards (Northern and Southern SMZs) into the Council's mobile application, SA Fishing Regulations.*

Recommendations –

- Improve awareness about managed areas on the mobile app – need to have a jump page with a brief overview of information on the managed areas before taking you to the pdf document about the managed area.
- **Action Item 6:** *Develop PowerPoint presentations about the spawning SMZs in the region; post on the SAFMC Website and You Tube, and disseminate to fishing clubs, environmental groups, state Sea Grant programs, local governments, etc.*

Recommendations –

- Suggest changing this action to focus on development of a video about spawning SMZs that would be publicized through social media outlets (YouTube, Facebook, blog, etc.)
 - A PowerPoint presentation can be developed to share with other outreach partners for use in educational presentations as needed.
- **Action Item 7:** *Expand the Council's existing Managed Areas web pages to provide comprehensive education and outreach products about spawning SMZs. Publicize availability of information by having links posted on other fishing/ Non-Governmental Organizations/tourism related web sites.*

Recommendations –

- Create KMZ files of the coordinates of all spawning SMZ locations and place files on the SAFMC website for fishermen to upload to their GPS units using the KMZ files (via an SD card)

- Include a video PowerPoint of information about the spawning SMZ purpose and sites but rely on developing a short video (under Action item 6) to use as an outreach tool about spawning fish and habitats and need for management of these areas.
- **Action Item 8:** *Develop a list of key contacts (tackle shops, state parks, county government offices, outreach staff in other agencies, etc.) in the port communities near the spawning SMZ sites to target outreach efforts and materials.*

Recommendations –

- Suggested to work with port agents to identify hot spots for areas to distribute materials near the SMZ sites;
- Work with Florida Keys National Marine Sanctuary on how to target outreach for the Warsaw Hole site.

General Recommendations:

Focus revised action items on these overarching strategies:

- **Tools for Outreach Partners** - Provide materials that leverage partners to go out and have small venue talks with stakeholders (video, PowerPoint, etc.)
- **Tools to Target the Masses** - Use highly leveraged social media tools – broader approach but can be used to reach the masses.

Evaluation of Outreach Action Items - Recommendations:

- Need to add a metric related to tracking social media/web-based analytics
- Consider the use of pre- and post-surveys for outreach events related to spawning SMZs
- Add a question to the MRIP survey (dock or mail) – did the spawning SMZs affect your fishing behavior on your trip?
- Tracking behavior change/improved awareness - When do people start using the term spawning SMZ vs. MPA? Try to track how the phrase is used in common knowledge; possibly review local fishing forums to see when the terminology shifts to using spawning SMZs.
- Maybe try to shift the terms used to describe the management tool – spawning area vs. spawning SMZ; think about what words are used; Alphabet soup of acronyms are not useful to the layman
- Things to think about messaging - Important for fishermen to understand that these are areas that you can't fish in and also demonstrate through graphics how small these areas truly are in the big picture.

SAFMC Vision Blueprint for the Snapper Grouper Fishery

Council staff, Amber Von Harten, provided an update on the Council's Visioning Project that is developing a long-term plan for managing the snapper grouper fishery. The plan, called the Vision Blueprint, consists of four goal areas– Science, Management, Communications, and Governance. The AP reviewed the Communications Goal area of the Blueprint and provided the recommendations for planning and implementation of specific outreach actions identified in the Blueprint. In general, the AP supported the following priority action items in the Vision Blueprint:

- Working with partners on developing outreach on bycatch and discards (Survivability of fish is a high priority);
- Support MREP and expand: Developing a mini-MREP – work with Sea Grant to develop a short course version of the fishery science and management.
- Training materials for new AP members: Gulf Council does an orientation video and they send out to new members (includes info on Robert's Rules; how to fill out travel forms, etc.); Caribbean Council is setting up a meeting with AP members and the SSC and then have the AP members participate/attend an SSC meeting)
- The use of informal polling on fishery topics:
 - Webinar polling – use the polling feature during our webinars to gauge stakeholder's interest in certain amendment actions;
 - Review the NOAA CSC presentation of ways to integrate feedback mechanisms into webinars
 - Use of clickers at different workshops for real-time polling
 - Consider the caveats of polling/surveys – more of a tool for stakeholder engagement in a meeting

- Information on underutilized species
- Information on historical closures for certain fisheries in order to help fishing businesses plan trips

Other General Recommendations:

- Consider sorting the action items into outreach tools and outreach messages –
 - Some actions are capacity building and some are tool oriented:
 - MREP – capacity building
 - See where there is synergy in outreach action items– AP training and MREP
- Capacity building – outreach on fishery science, seafood marketing, fishery amendments, MREP
- Tools – webinars, listening stations, port meetings, targeted mailings, fact sheets,

SAFMC Technical Documents and Public Input Strategies

Staff facilitated a review and discussion on the technical documents used during development of an amendment for a Fishery Management Plan. The AP provided the following recommendations on the language, layout and use of acronyms in SAFMC technical documents in order to make the documents more easily understood by stakeholders.

Recommendations - General Format for Summary Information:

- Develop a template for a summary of the amendment that is placed at the beginning of the document
- Summary should be 5 pages or less in length with the target being 2 pages.
- Summary should be written in plain language without acronyms.
- Summary should include plain language answers to the following basic questions:
 1. Why is the amendment being proposed?
 2. What are the proposed actions? *(Also consider including information on management measures currently in place, as necessary.)*
 3. What are the Council's preferred alternatives?
 4. How do you submit public comment?

Recommendations – General Layout for Summary Information:

- Use tables and text boxes to highlight important information – a table with preferred alternatives; text boxes that explain any graphs or figures provided; etc.
- Include a paragraph that explains the organization of the complete document and that further details on the social and economic effects can be found in other sections of the document
- Leave the instructions for submitting comments on the front page but highlight it with a box and print it again on the last page.
- Use percentages instead of numbers in the summary relative to what is being proposed and how it will change from current management measures
- Look at graphs and tables and consider what they are trying to say; make sure the graphs and tables aren't duplicative or confusing; adding non-essential graphs and tables loses the rhythm of reading the report.
- Include definitions at the end of the document
- Try not to use alarmist language and use more general language.

Other Recommendations/Considerations:

- Recognize that the summaries will be used not just by fishermen but also media that will need short talking points.
- Consider making a connection with people that teach science writing to provide some guidance ; Science translator would be useful to getting this information translated into plain language
- Consider examples from other Councils:
 - Gulf Council – develops a public hearing guide prior to public hearings; 8-12 pages (8.5X11 folded in half) See Gulf Council website for example

- Caribbean Council – they prepare a notice of the dates of meeting locations and include an amendment summary in one separate page

Update on the Marine Resource Education Program (MREP) for the South East Region:

Council staff, Kim Iverson, provided the AP with a program update on MREP. Diana Martino provided a briefing on the first MREP Caribbean workshop held in 2015 for Caribbean fishermen from Puerto Rico and U.S. Virgin Islands. The AP provided some general recommendations for the program to include:

- Initiate a follow-up activity participants have to accomplish after the workshop is over; For example, participants hold a meeting with his fishermen to report out on the workshop; would give more ownership in the program and a way to evaluate the program as far as spreading the word about what they learned.
- Encourage ways to expand the reach of the program – make a ‘light’ version of MREP that is maybe a one day program that is held in each state in conjunction with a state marine resource agency.
- Have the MREP program materials compiled into some type of manual or booklet or some type of publication that is a ‘go-to’ source of information on fishery science and management for participants and others after the workshops.
- Have the presentations recorded during the workshop so that participants and others can view them after the workshops via social media or other partner websites.

The AP also received updates on the Council’s Fishery Citizen Science initiative and January 2016 workshop and planned Council outreach activities for 2016.

I&E AP Members in Attendance:

Scott Baker, Chair

Richard Abrams, Vice Chair

John Dean

Shelly Krueger

Katie Latanich

Phil Maier

Paul Medders

Patricia Smith

Kim Amendola

Jennifer Koches

Lt. Mike Mastrianni

Michelle Riley

Charlene Ponce

Diana Martino

Council Members Present:

Mark Brown

Chris Conklin

Staff Contact: Amber Von Harten