

GOAL - COMMUNICATION - HOT TOPICS (in order of priority)

Action (List # & Write out Action):	Objective (List #):	Strategy (List #):	Rank:
A. Develop recreational angler education programs about how to reduce discards (i.e. baurotrauma, best fishing practices for handling/releasing fish, descending devices, etc.)	3	3.1	1
M. Support more informal port meetings for educational purposes on relevant fishery issues/topics to include current and upcoming management issues	1	1.3	2
I. Support expansion of the MREP SE to other areas of the region	1	1.3	3
E. Continue Council support of MREP southeast	3	3.2	4
B.Utilize remote listening stations for public hearins and educational meetings to increase participation from remote groups of stakeholders	1	1.1	5
F. Work with NOAA/SERO to provide information about historical closure dates	1	1.2	5
A. Consider use of direct mailings/other communication strategies targeting SG permit holders for significant management/regulatory actions	2	2.1	5
C. Provide informational resources to fishermen about marketing of alternative/under-utilized species	4	4.1	5
D. Utilize wedb-based tools (webinars, video conferencing, etc.) and other technology to collect public comment and provide educational workshops	1	1.1	6
B. Consider an advertising campaign highlighting Council activities and success stories	1	1.3	6
C. Consider use of informal polls/surveys to take input on a specific management action or direction being considered by the Council (before Council starts to develop action).	1	1.3	6
C. Develop and maintain a database of SG fishery related contacts for use in communication and outreach programs to include: recreational fishing focused groups (fishing clubs, bait and tackle shops, dive shops, etc.), seafood dealers/retailers, and other commercial fishing businesses	2	2.1	6
D. Develop one page fishery management resources (print and electronic) for distribution to targeted audiences/sectors	2	2.1	6
E. Consider use of appropriate outreach materials that meet the needs of a wide generational range of stakeholders	2	2.1	6
C. Expand the use of educational webinars to convey information about stock assessments, data collection, and other fishery science concepts	3	3.2	6
D. Training for new AP members	3	3.2	6

GOAL - COMMUNICATION - Prioritized Objective (in order of priority)

Objective 3- Better understanding of fishery science

Strategy:	Action:	Rank:
3.1	A. Develop recreational angler education programs about how to reduce	1
3.2	D. Develop training for new AP members	2
3.2	E. Continue Council support of MREP Southeast	3
3.1	C. Consider outreach strategies related to the connections between habitat and	4
3.2	B. Develop angler education programs on fisheries science, stock assessments, and data collection	4
3.2	A. Develop targeted outreach programs aimed at all sectors about the Council process including the role of the SSC	5
3.2	C. Expand the use of educational webinars to convey information about stock assessments, data collection, and other fishery science concepts	5

GOAL - COMMUNICATION- Prioritized Objective (in order of priority)**Objective 1 - Streamlined/timely communication approaches**

Strategy:	Action:	Rank:
1.1	B. Utilize remote listening stations for public hearings and educational meetings	1
1.3	I. Support expansion of MREP southeast to other areas of the region	2
1.1	I. Work with NOAA/SERO to provide an advance notification of ACL monitoring	3
1.2	C. Create a separate page for education resources/materials produced by the	4
1.1	F. Continue Q & A webinars with Council staff to discuss upcoming Amendments for public hearings and scoping	5
1.2	B. Incorporate a real time calendar that displays current fishery closures for each sector	5
1.2	F. Work with NOAA/SERO to provide information about historical closure dates	5
1.2	E. Track website analytics on presentation downloads and other documents to evaluate effectiveness and access of materials on the website	6
1.3	B. Consider an advertising campaign highlighting Council activities and success stories	6
1.3	M. Support more informal port meetings for educational purposes on relevant fishery issues/topics to include current and upcoming management issues	6
1.3	N. Diversity the locations of in-person meetings (public hearings, scoping, etc.) to allow for one on one interaction with Council members	6
1.3	O. Expand the Council's social media efforts to include use of YouTube and a blog	6