



Helping to sustain Florida's Snapper and Grouper Fisheries

SAFMC Outreach and Communications Advisory
Panel

October 4, 2022

*David Moss,
Florida Fisheries Project Manager*

Who We Are



GLOBAL REACH

The largest conservation non-profit in the world



PLACE BASED

At work across the U.S. and 76 countries



SCIENCE BASED

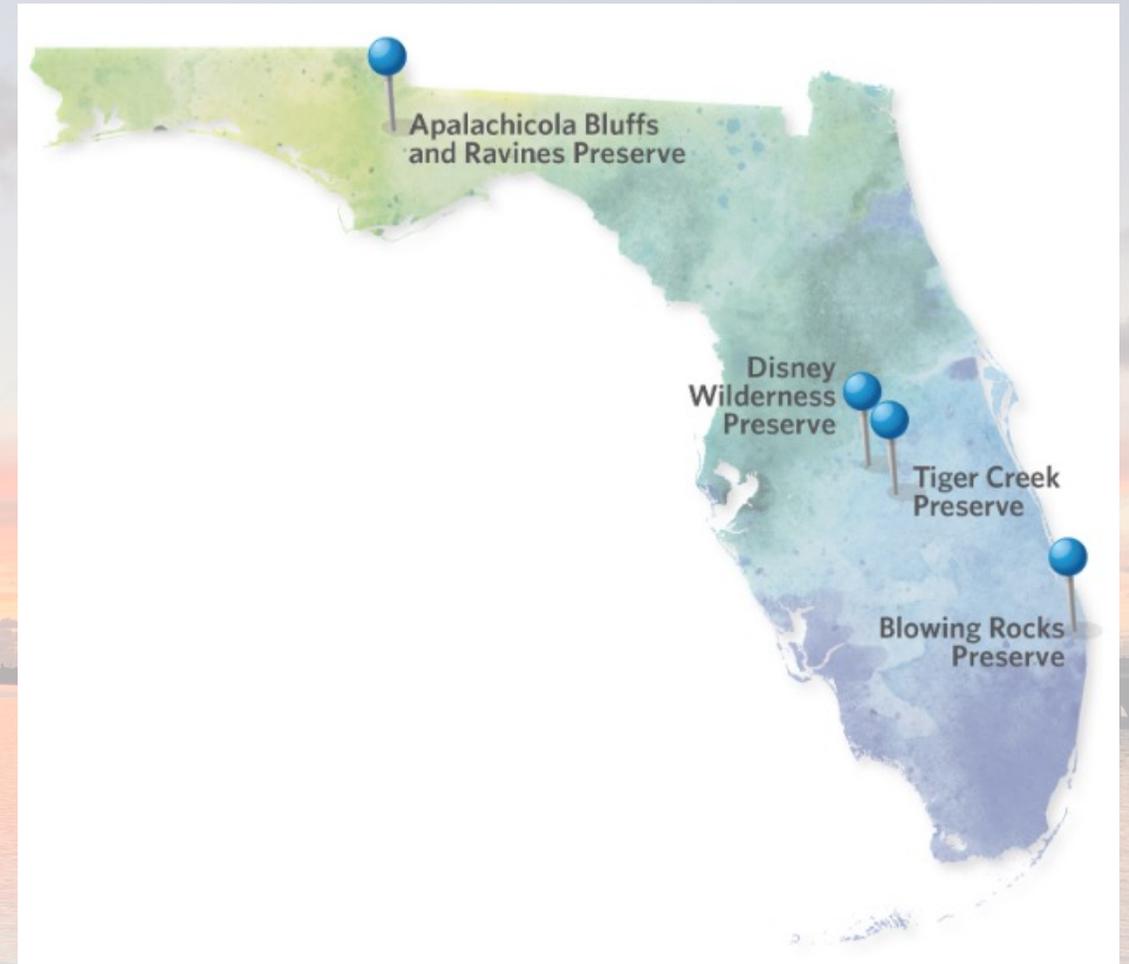
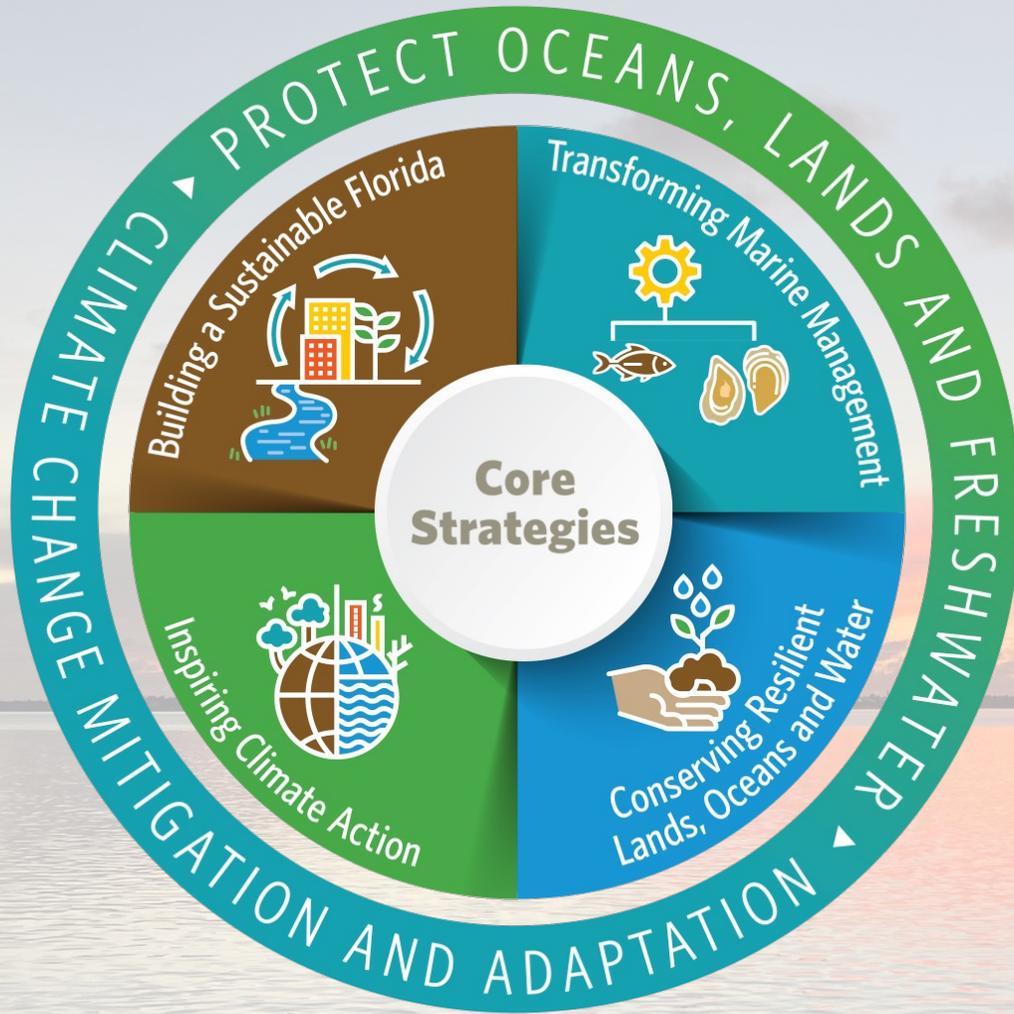
Home to more than 400 scientists



RELATIONSHIP BASED

Powered by our partners, 1,350 trustees, and over one million members

TNC Florida: Since 1961



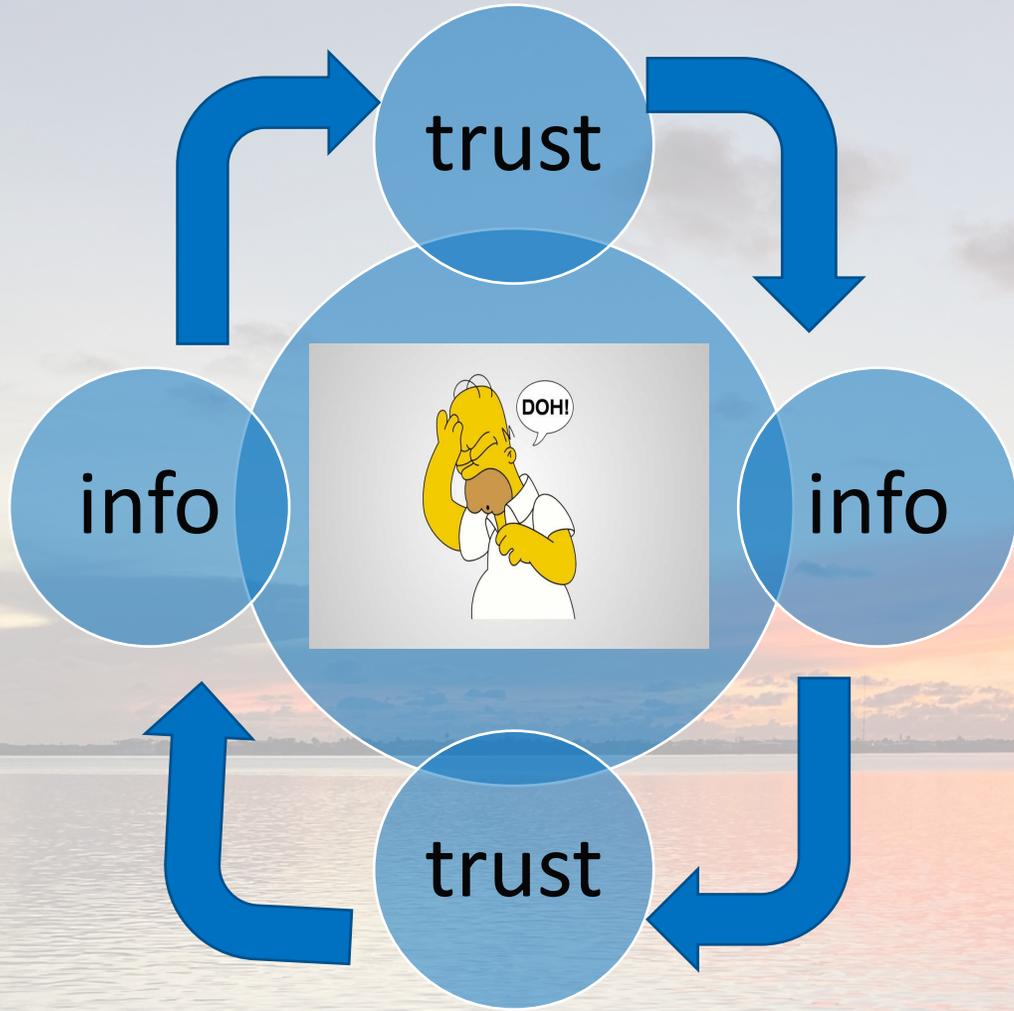
David Moss, Fisheries Project Manager: The Nature Conservancy, Snapper/Grouper AP member, Angler



Where it all
began...sort of



Trust



TNC's Role



Responsive Management Survey

- Conducted survey of anglers from South Carolina and Florida in 2021
 - Most respondents confirmed getting info from friends or charter captains
 - Quite a few say they never use DD's or venting tools (33% in Florida 42% in S.C)
 - Over 50% didn't know there was a regulation
- This directed our outreach strategy



Case Studies



Events and engagement



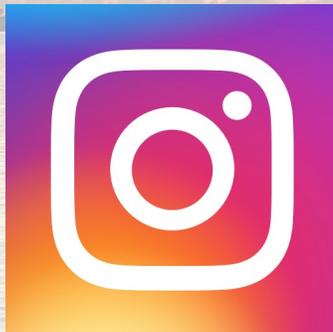
- Great but limited audience
- Need partners



Media Influence(ers)

Anglers as their own voices

- Magazines
- Social Media
- Podcasts
- TV shoes
- Influential Capts



Thank you!

The Nature
Conservancy

