

**South Atlantic Fishery Management Council  
INFORMATION & EDUCATION  
STRATEGIC PLAN DRAFT OUTLINE**

**INFORMATION & EDUCATION COMMITTEE & AP MEETING  
May 13-15, 2003  
Charleston, SC**

**I. GOALS AND OBJECTIVES**

*GOALS:*

- *CREATE A FAVORABLE PUBLIC IDENTITY FOR THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL (COUNCIL).*
- *INFORM THE PUBLIC ABOUT THE COUNCIL AND THE COUNCIL PROCESS.*
- *OTHERS*

*OBJECTIVES:*

- *BUILD PUBLIC FAITH AND PARTICIPATION IN THE COUNCIL PROCESS.*
- *REACH TARGET AUDIENCES THROUGH EFFECTIVE COMMUNICATION TACTICS.*
- *OTHERS*

**II. STRATEGIES**

- *"BRANDING"(CREATE AN IDENTIFICATION) OF THE COUNCIL - LOGO AND TAGLINE RECOGNITION.*
- *BUILD/MAINTAIN A COMPREHENSIVE DISTRIBUTION LIST FOR TARGETED AUDIENCES.*
- *WEBSITE*  
*The web site provides easy access to general information for those with on-line computer access. The site provides quick access to updated information (i.e., news releases, calendars, meeting information), serves as a source for Council membership listings including committees and advisory panels, fish identification and current regulations, information regarding ongoing projects, links and provides a frame for document access and other information.*

*Web Site Organization/Pages:*

*About Us – Subheadings: staff directory, council members, committees, advisory panels, and technical committees.*

*News – Subheadings: newsletters, calendar, comment. Contains a searchable database of all news and press releases.*

*Library – offers a searchable collection of documents.*

*Habitat – contains sections for maps, FMPs/ amendments and links.*

*Socio-Economics - contains section for current studies and relevant links.*

*Fish ID & Regs – includes individual species listings with biological profiles and current regulations. Also, listing of seasonal closures, fish characteristics and terms, and the snapper grouper poster order form.*

*Links*

- **PRINTED MATERIALS:**

*South Atlantic UpDate – newsletter currently produced quarterly as an 8-12 page document following each Council meeting.*

*South Atlantic Federal Fishery Regulation Brochures – a comprehensive regulation brochure was produced initially in July 2001 and reprinted in 2002. The brochure includes a brief introduction about the Council, recreational and commercial regulations, a fish identification poster and other relevant information. The brochure is distributed to all state coastal resource agencies, law enforcement (state, NMFS, US Coast Guard), ASMFC, NMFS offices, National Marine Sanctuary offices (southeast) and to individuals upon request. The brochure will be updated as regulations change.*

*Council Membership Directory – contains general information about the Council and a complete listing of all Council members, committees, staff and advisory panels. Updated regularly.*

*Snapper Grouper Management Complex Poster – distributed free of charge to the public at request. A fact sheet is included with each poster.*

*Fisheries Acronym Brochure – provides a listing of acronyms commonly used in fisheries management and a brief definition of each.*

*Advisory Panel Brochure – the brochure gives an overview of the public participation process and answers commonly asked questions about serving on the Council's advisory panels.*

*Council FMP and Amendment Listing – a draft document is currently distributed that contains a list of the Council's management plans and amendments with a brief summary of each. (This document can be used as the basis of a new publication*

*outlining a history of the Council's management actions, successes and current challenges.)*

*(Others???)*

- **MEDIA RELATIONS**

*News Releases/Press Releases – news releases are currently produced as a summary following each Council meeting and throughout the year as needed (i.e., public hearing notices, advisory panel vacancies, etc.). Meeting reminder post cards containing a preliminary agenda are mailed prior to each Council meeting. The post cards are used to announce other meetings as well. Press releases are mailed (both email and hard copies) to media contacts 10 days prior to each Council meeting.*

*Partner Media*

*Work closely with other federal and state agencies to disseminate information.*

*Regional and National Media*

*Media Kits*

- **VIDEO/DVD**

*A brief video containing general information about the Council and the Council process could be used by both staff and Council members as an outreach tool.*

- **SPECIAL EVENTS AND TRADE SHOWS**

*Participation at special events and tradeshow offers direct contact to large numbers of the fishing public. These events offer a unique opportunity for staff to network with the public and other agencies, companies and organizations involved with the show. A promotional tabletop display featuring the Council logo, tagline, web address and photos offers a platform from which to answer questions, distribute written materials and could accommodate a video display if needed.*

- **PERSONAL OUTREACH**

*Personal communication currently involves telephone contact with individuals to answer information and document requests, advisory panel inquiries (including application distribution), regulation information, mailing list changes and personal contact with media representatives. In-person communication includes site visits to docks, fish houses, marinas, businesses, fishing clubs, media offices, etc.*

### **III. EVALUATION**

- **SURVEYS**

*Mail, Phone, In-person*

- **WEB USE (Monitoring)**

- **Others???**