

Best Fishing Practices & SAFMC Release Outreach Progress

CitSci Operations Committee October 2024



Citizen Science

BFP & CitSci Partnership

Leverages resources & increases reach



- Descending Device Coordination Team
- BFP Master Volunteer Program
- Marketing, advertising, and social media
- BFP Evaluation Workshop



**Citizen
Science**

- Tackle shop visits
- Fishing seminars & expos
- Industry events
- Agency events
- Pitman Creek mailings
- Media charter trips



**Citizen
Science**

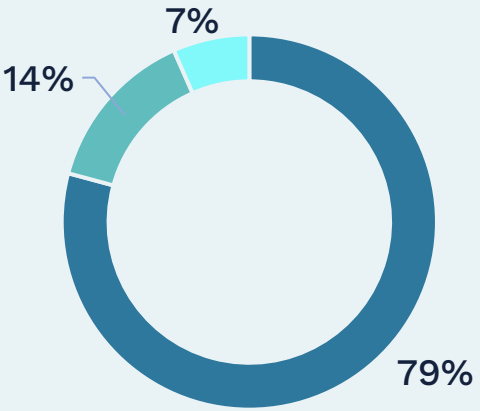
- Recruitment mailings
- Social media posts
- Participant communications
- Monthly newsletters
- Annual data summaries
- Participant Recognition Program



Tackle Shop Outreach & Pitman Creek Collaboration

Tackle Shop Visit Frequency
as of June 2024

- One Visit
- Two Visits
- Three+ Visits



Organizing Fishing Seminars



Attending Fishing Expos, Industry & Agency Events



BFP & CitSci Partnership

Leverages resources & increases reach



- Media charter trips
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- Social media posts
- Content creation trips
- Participant communications
- Monthly newsletters
- Annual data summaries
- Participant Recognition Program



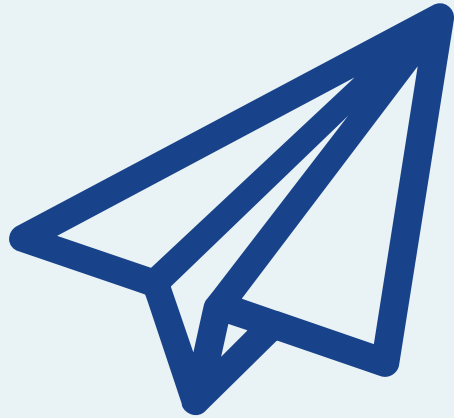
Project Timeline



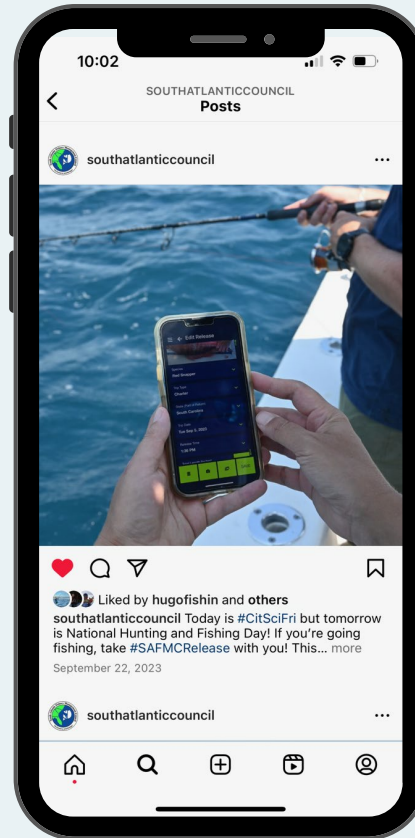
Scamp
June
2019



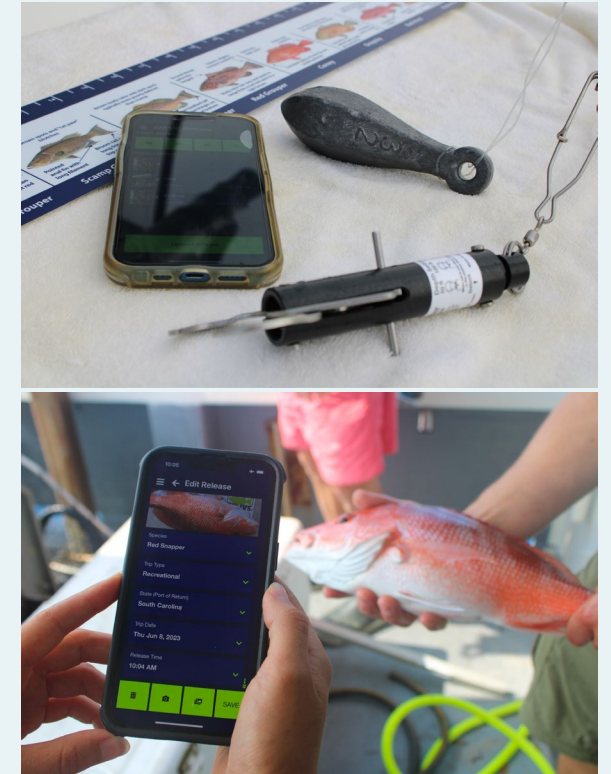
Additional Promotion & Recruitment



Recruitment Mailings



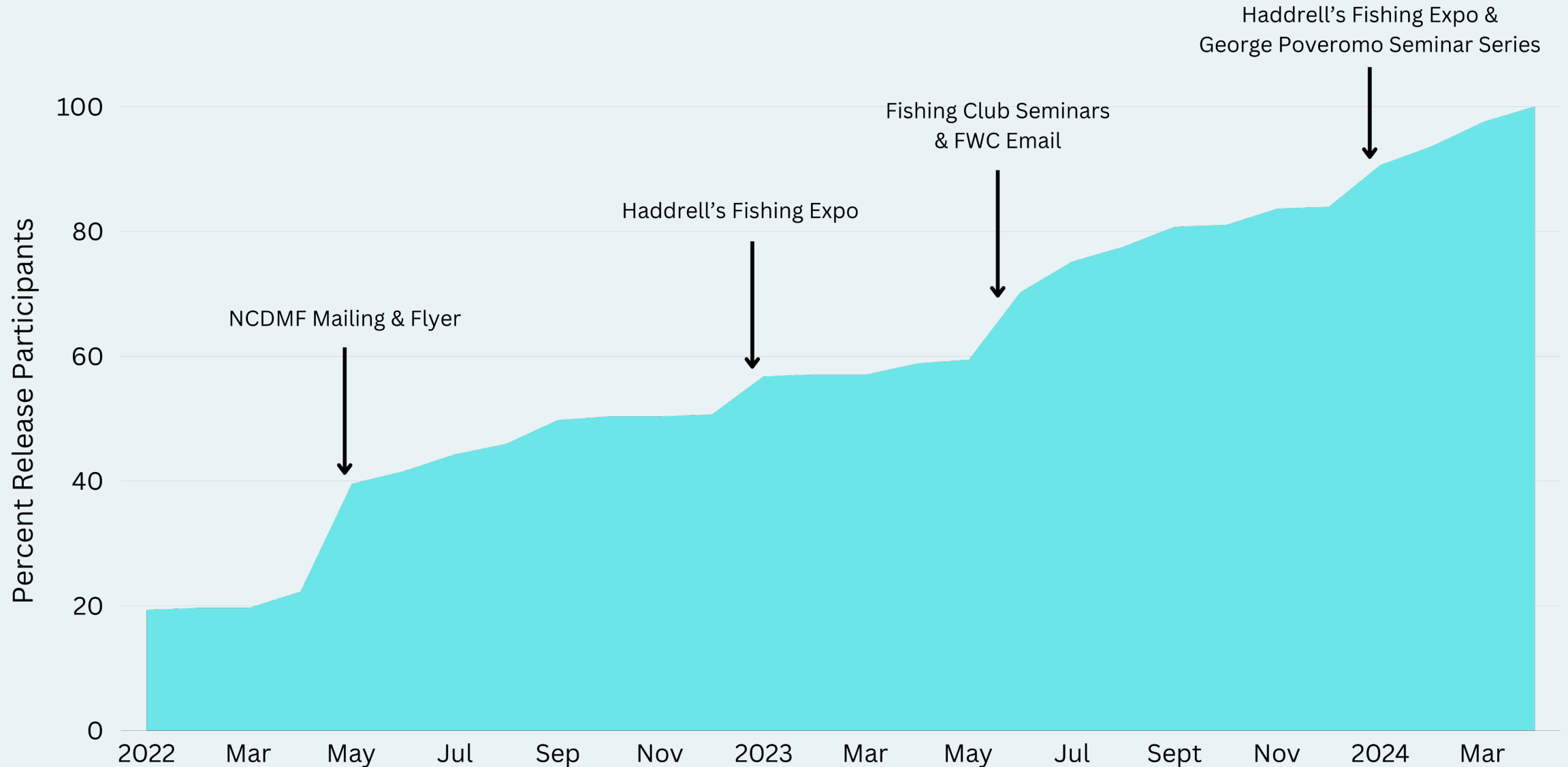
Social Media Posts



Content Creation Trips

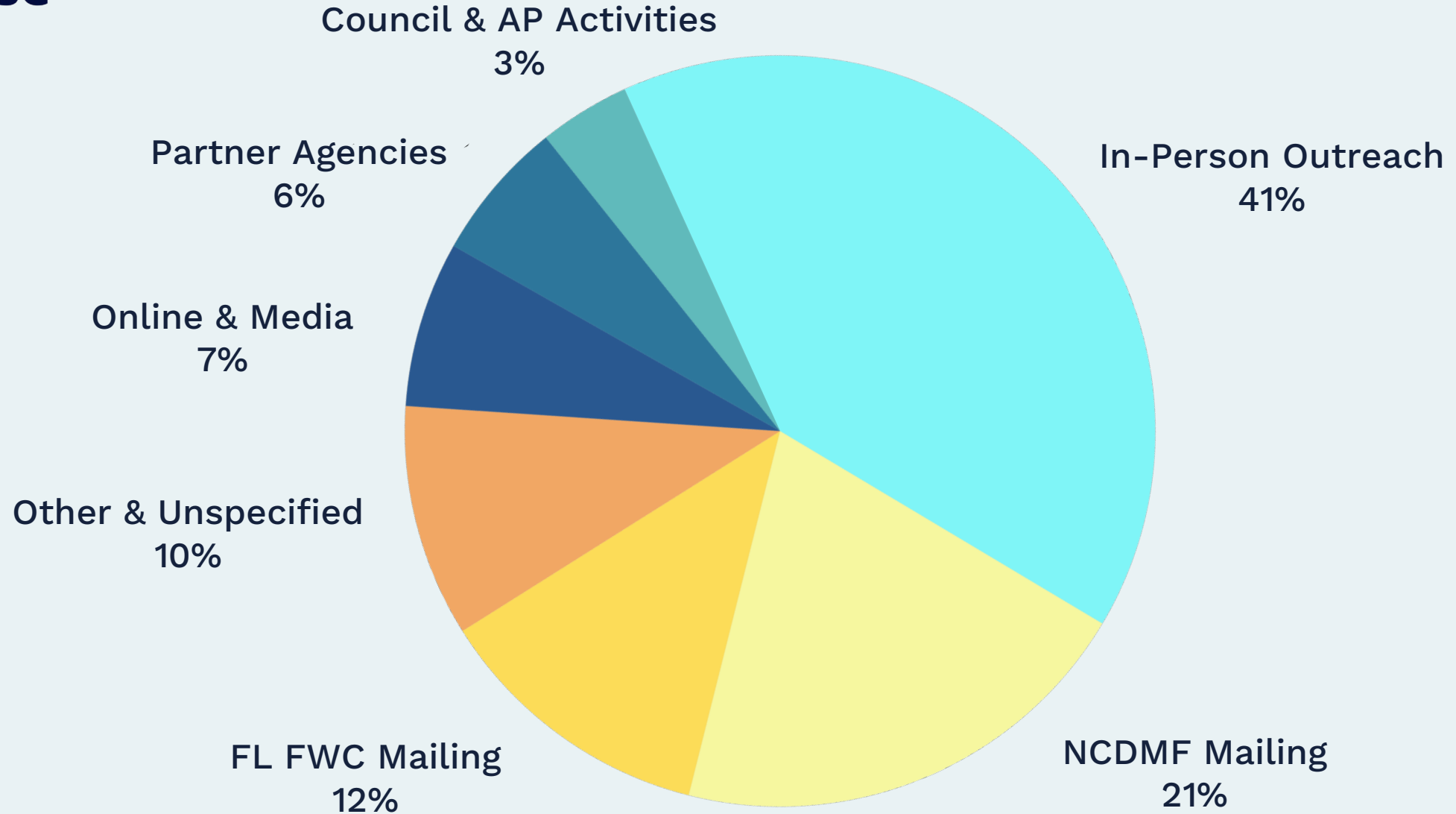


Cumulative Participants Over Time





Participants by Origin





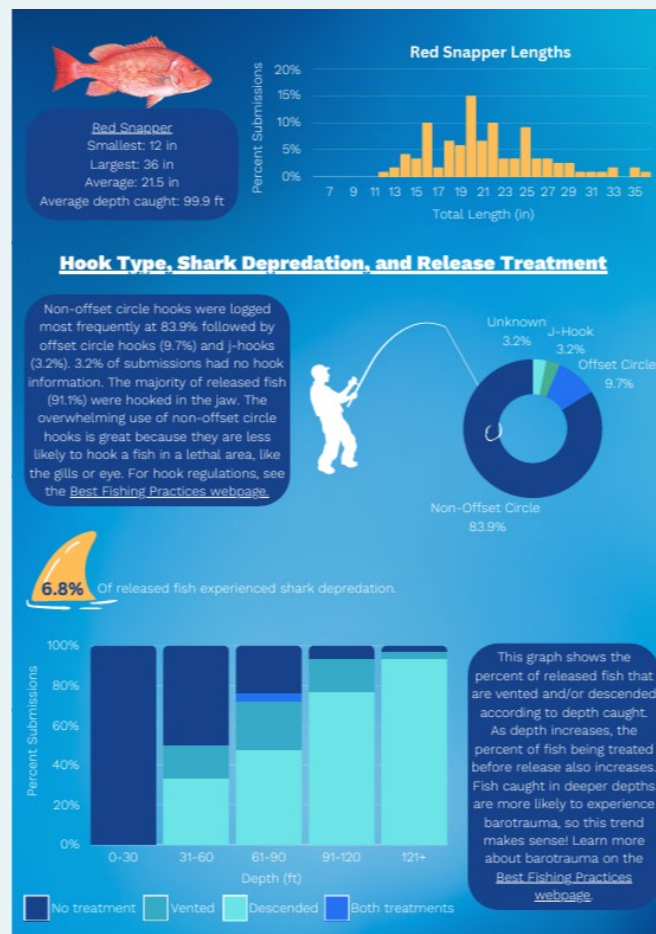
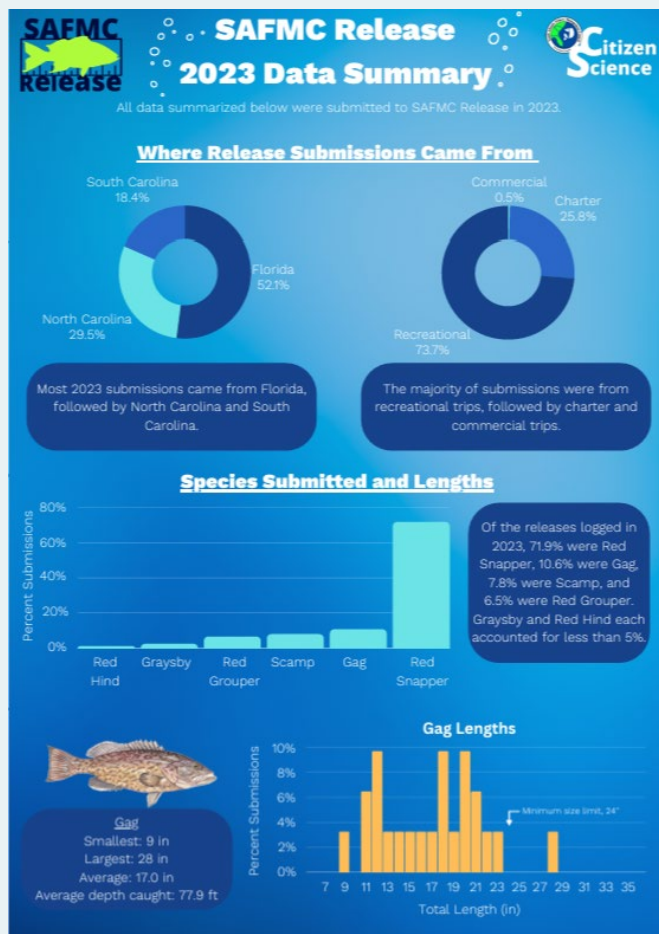
Participant Retention



Participant
communication



2023 Data Summary



Summary includes:

- Release submissions by state & fishing sector
- Species submitted
- Length compositions
- Release treatment by depth
- Shark depredation
- Hook type & location
- 2023 Participant Recognition Milestones



Participant Retention



Participant
communication



Monthly newsletters



Annual data
summaries

SAFMC Release

Participant Recognition Program

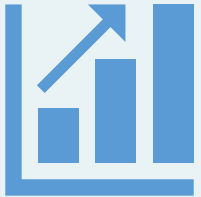


- Designed to celebrate participants' achievements within the SAFMC Release project
- Set annual and multi-year milestones
- Recognition on various platforms, including Release newsletter and South Atlantic Bite
- Partnerships help expand recognition opportunities

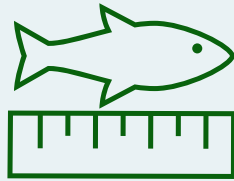


PRP 2024 Milestones

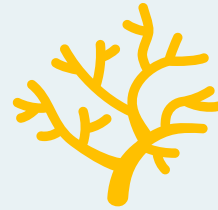
- 2023 PRP milestones were a success!
- 2024 Milestones include recognitions for:



Quantity of
submissions



Smallest and
largest of each
species



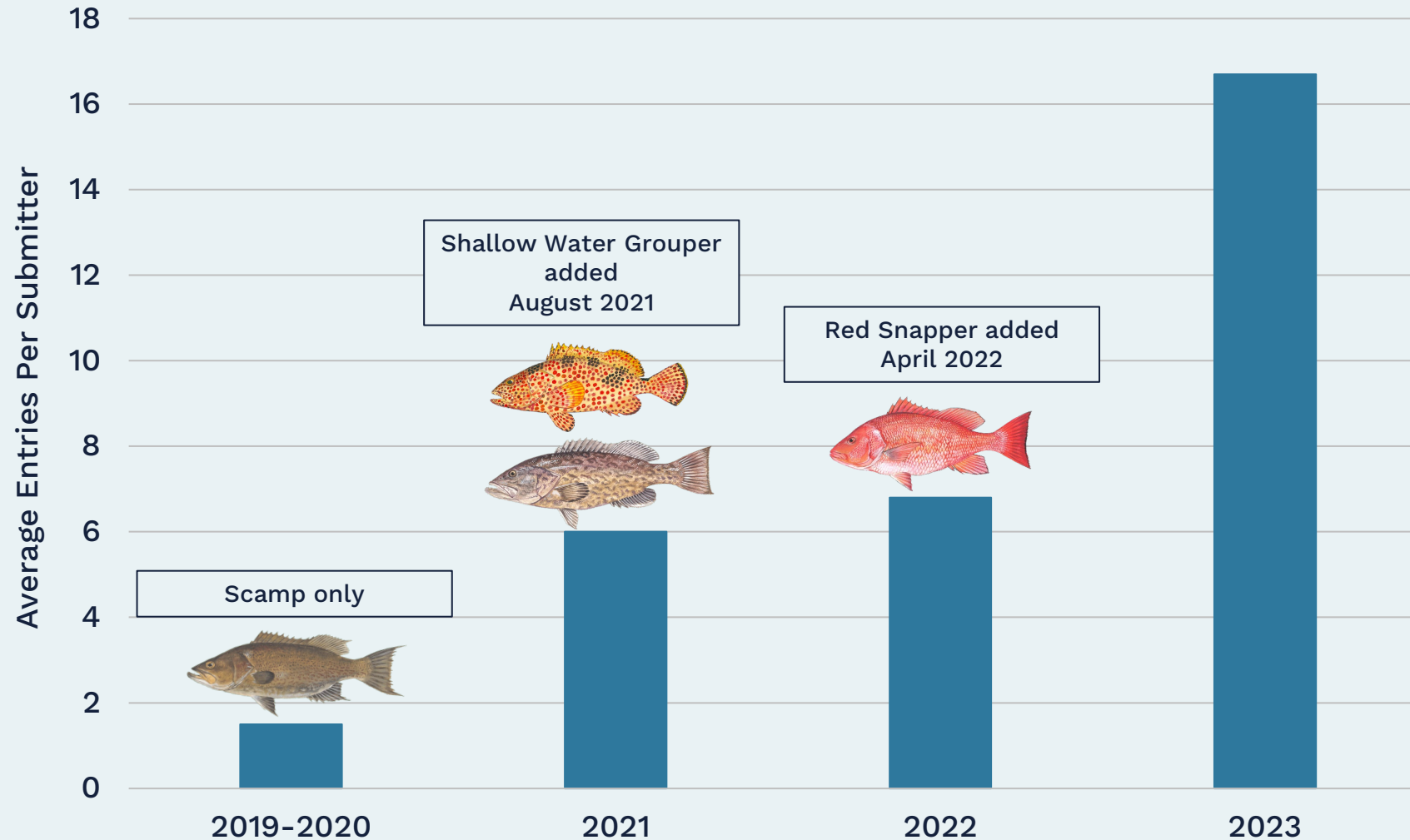
Around the
Reef: submitting
all species in
project



Sea Grant photo
categories

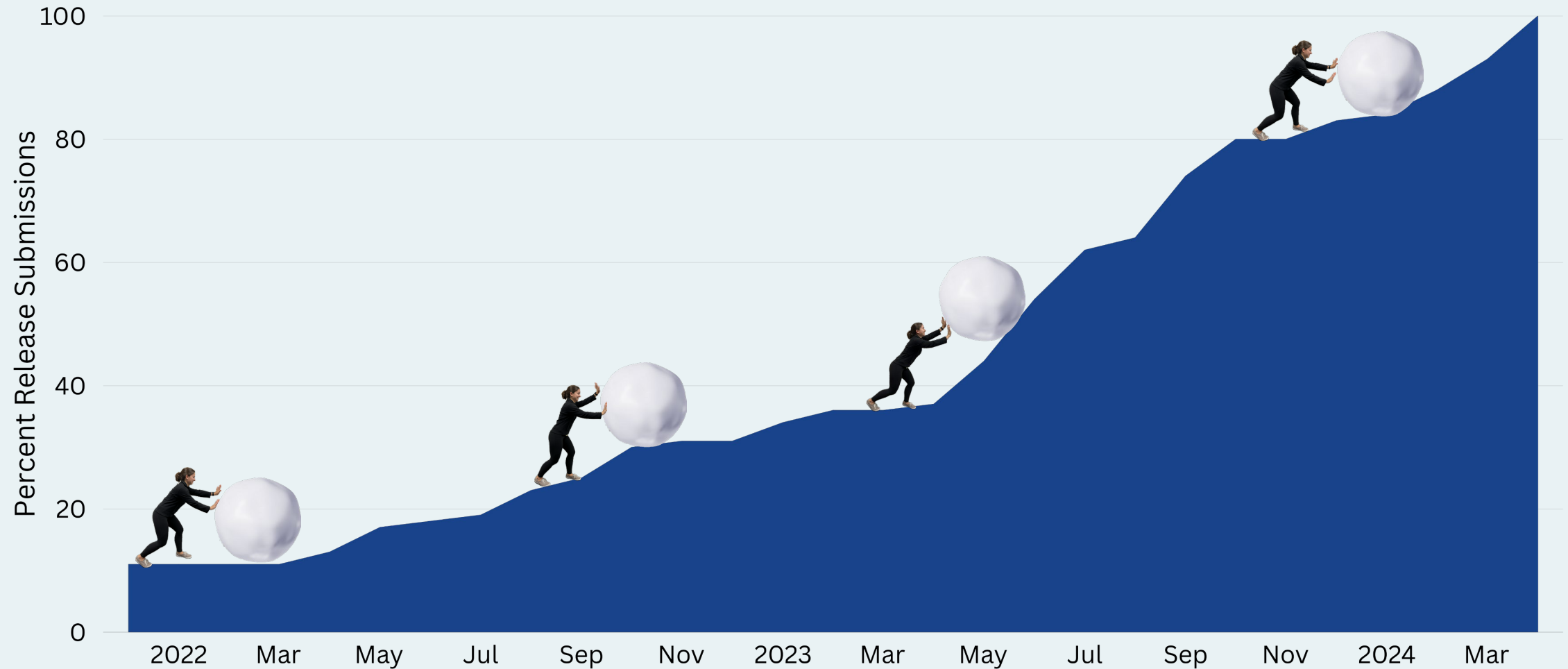


Average Entries per Submitter

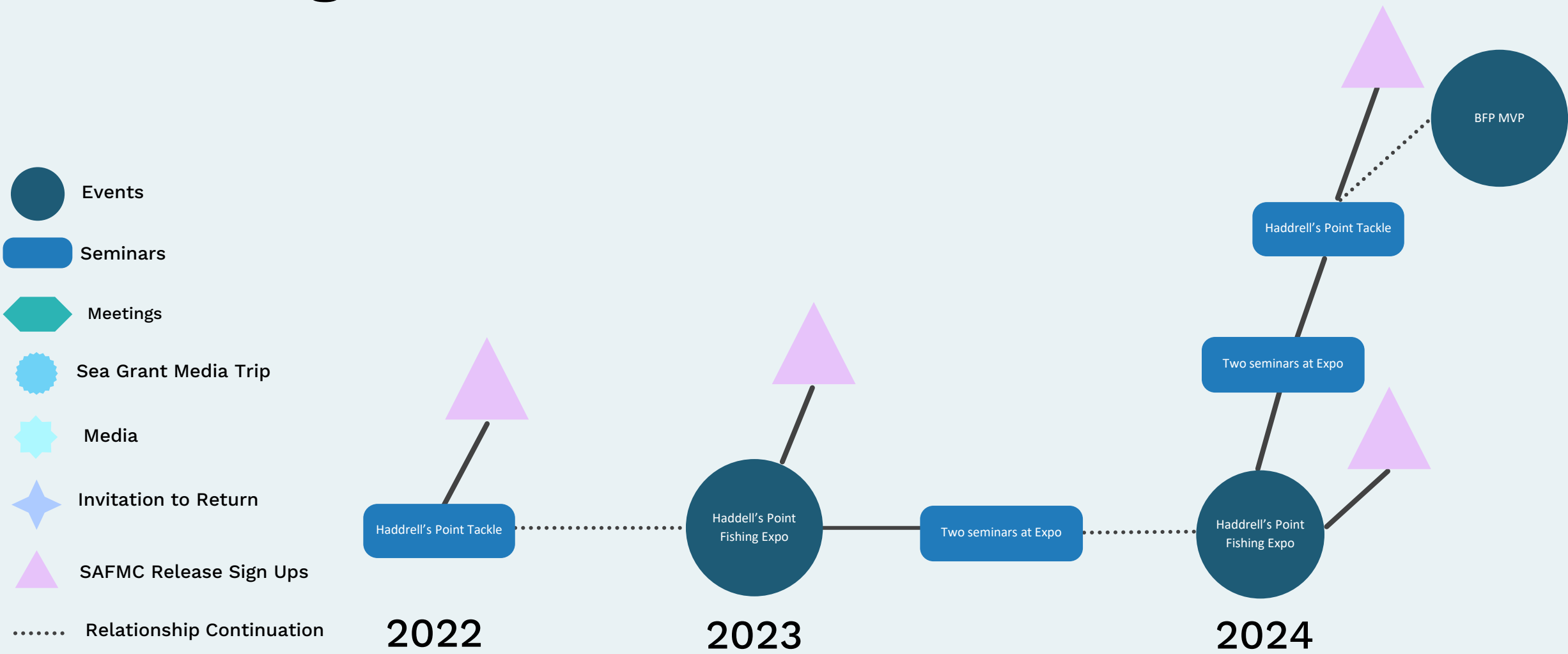




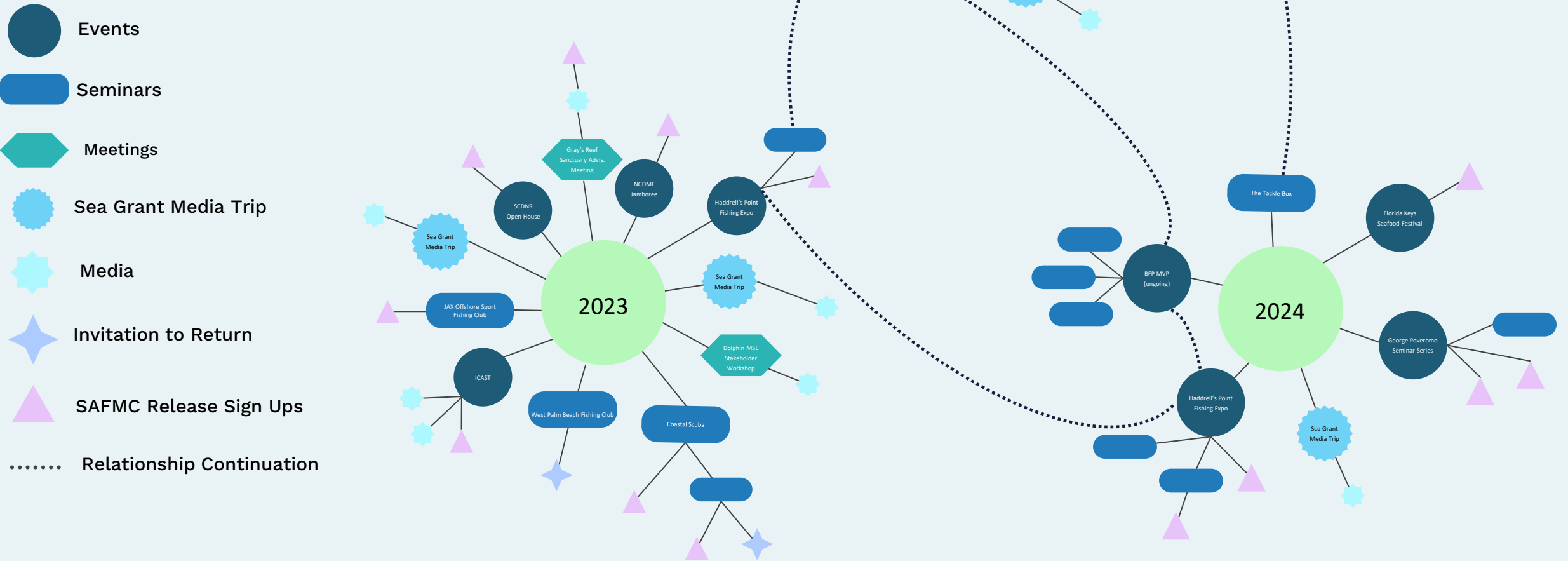
Cumulative Submissions Over Time



BFP and CitSci Relationship Building Over Time



BFP and CitSci Relationship Building Over Time



THANK YOU to *all* Council staff, Council members, AP members, and others who have helped make these outreach programs a success.

Questions?

