

# Best Fishing Practices & SAFMC Release Outreach Progress

SAFMC Meeting, June 2024



# Citizen Science



# Outreach Goals and Objectives

- Increase knowledge of fishing methods that will improve survivorship of released snapper grouper species and related Council regulations.
- Encourage the active use of best fishing practices when fishing for snapper grouper species.
- Gather information on the utilization of descending devices and other best fishing practices via SAFMC Release and outreach activities.
- Increase participation in SAFMC Release and other Council activities.
- **Build and maintain relationships with fishing communities.**

# BFP & CitSci Partnership

## *Leverages resources & increases reach*



- Media charter trips
- Descending Device Coordination Team
- BFP Master Volunteer Program
- Marketing, advertising, and social media
- BFP Evaluation Workshop
- *Interactive quiz*

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

- Recruitment mailings
- Social media posts
- Content creation trips
- Participant communications
- Monthly newsletters
- Annual data summaries
- Participant Recognition Program
- *Explore short term tournaments*
- *Develop additional points of contact*

# Media Charter Trips



# Marketing and Advertising

## “What It Means to Me” Project:

*A project highlighting the stories of fishermen in the South Atlantic*

David Hugo



Chip Berry



Mark Phelps



Chris Kimrey



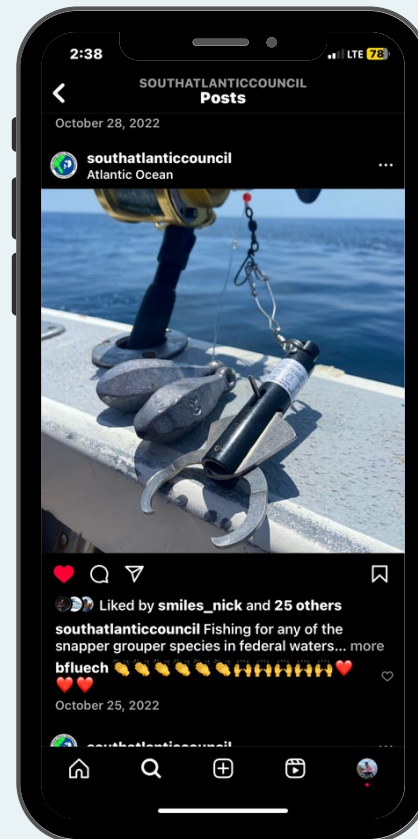
Tim Griner



Robert Spottswood Jr.



## Social Media



## Updated Outreach Materials

**CREATE YOUR OWN DESCENDING DEVICE**

**WHEN DO YOU NEED A DEVICE?**

- When fishing for snapper grouper species in South Atlantic federal waters
- On any vessel (private, charter/headboat, commercial)

**WHAT WILL YOUR DEVICE NEED?**

- Minimum of 16 oz of weight
- Minimum of 60 feet of line or rope
- 1 device readily available per vessel

**TYPES OF HOMEMADE DEVICES**

**INVERTED HOOK**

A barbless hook and enough weight makes this a simple and effective descending device.

**JAW CLAMP**

Easily made with a fish grip device, some rope, and rubber bands.

**WEIGHTED CRATE**

Attach weights to a basket or milk crate, and descend your fish.

Scan the QR code to learn how to create these devices!



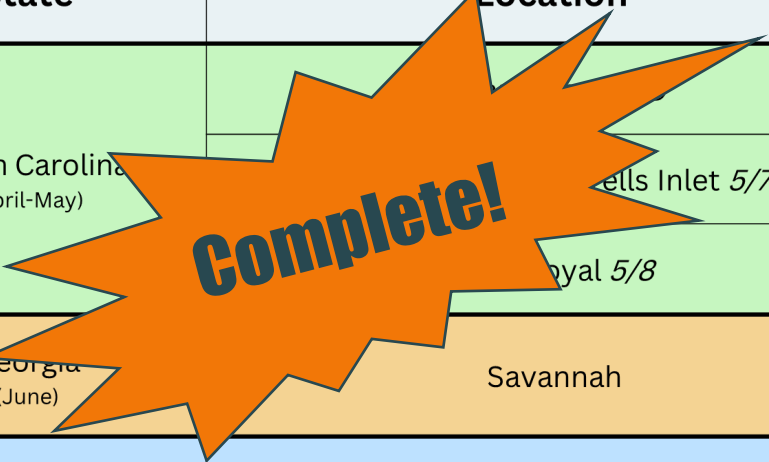
PC: Return 'Em Right



# Best Fishing Practices Master Volunteer Program



State	Location
South Carolina (April-May)	Wells Inlet 5/7
	Royal 5/8
Georgia (June)	Savannah
Florida (August-September)	St. Augustine
	Miami
	Keys
North Carolina (November)	Wilmington
	Morehead City
	Raleigh



*Note: Locations and dates are subject to change*

# Evaluation of Outreach and Education Campaigns Workshop

## Workshop Discussion Topics:

- **Social norms** in natural resources management.
- Current descending device **data collection efforts** in the South Atlantic and Gulf of Mexico regions.
- Incorporating regulatory knowledge and compliance rates into **stock assessments**.

Workshop Outcome: *research recommendations that can be incorporated into the Council's research and monitoring priorities.*



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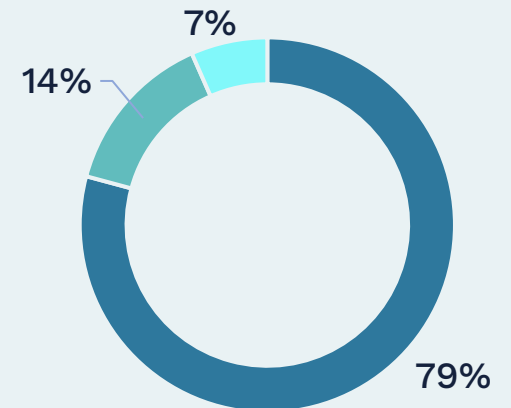




# Tackle Shop & Manufacturer Outreach

Tackle Shop Visit Frequency

- One Visit
- Two Visits
- Three+ Visits



# Organizing Fishing Seminars



# Attending Fishing Expos, Industry & Agency Events



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# Project Timeline



Scamp  
June  
2019



Shallow Water  
Grouper Expansion:  
August 2021



Citizen  
Science



Initial Outreach  
Expansion:  
January 2022



Red Snapper  
Expansion:  
April 2022



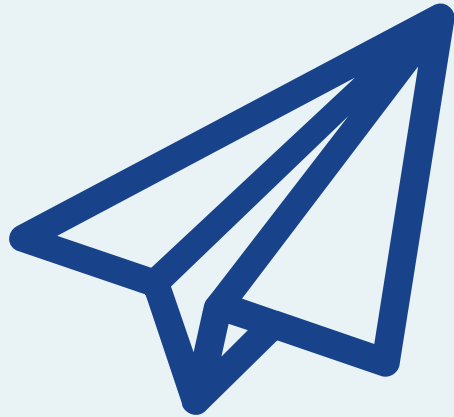
Citizen  
Science



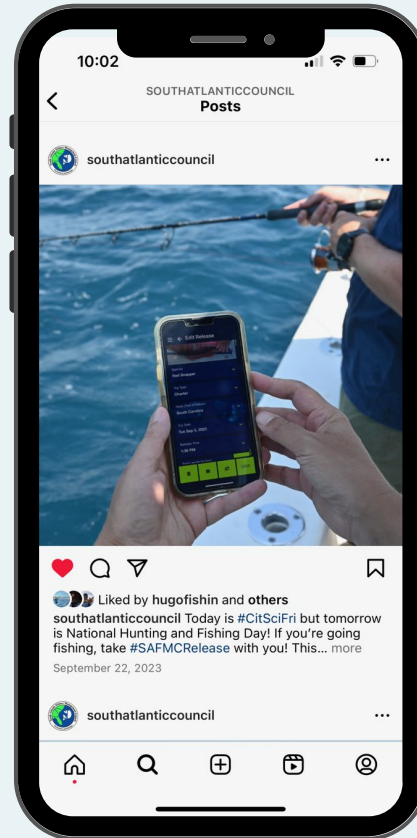
Increased Outreach  
Support:  
December 2022



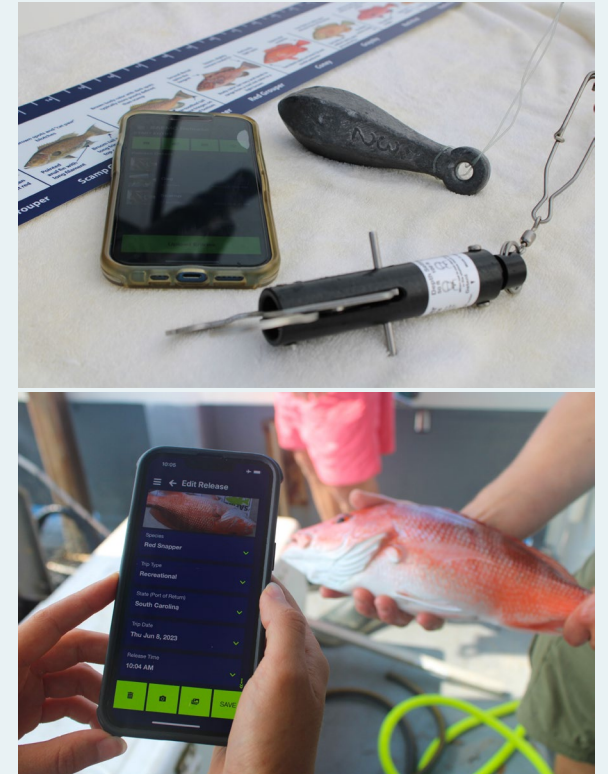
# Additional Promotion & Recruitment



Recruitment Mailings



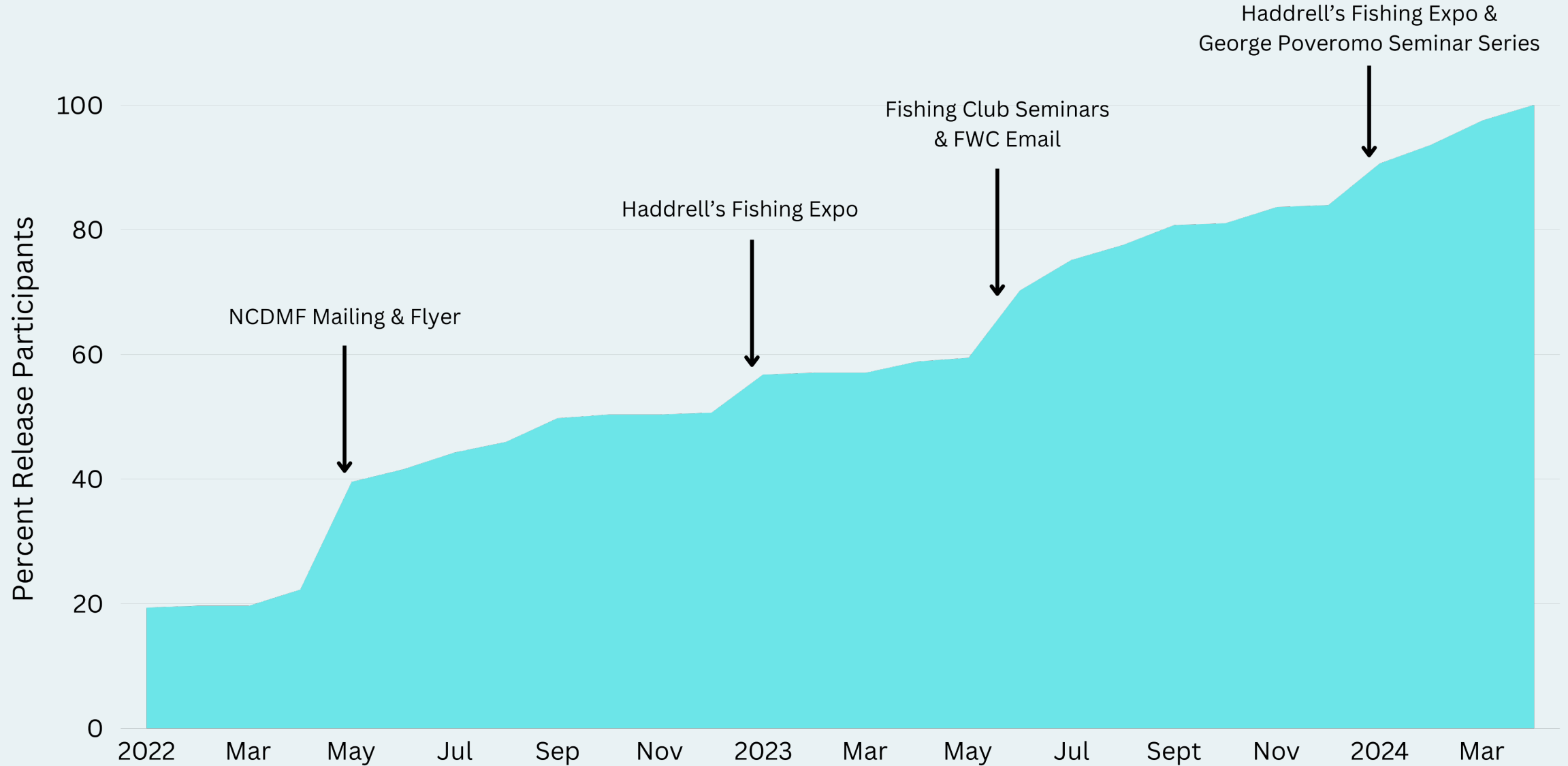
Social Media Posts



Content Creation Trips

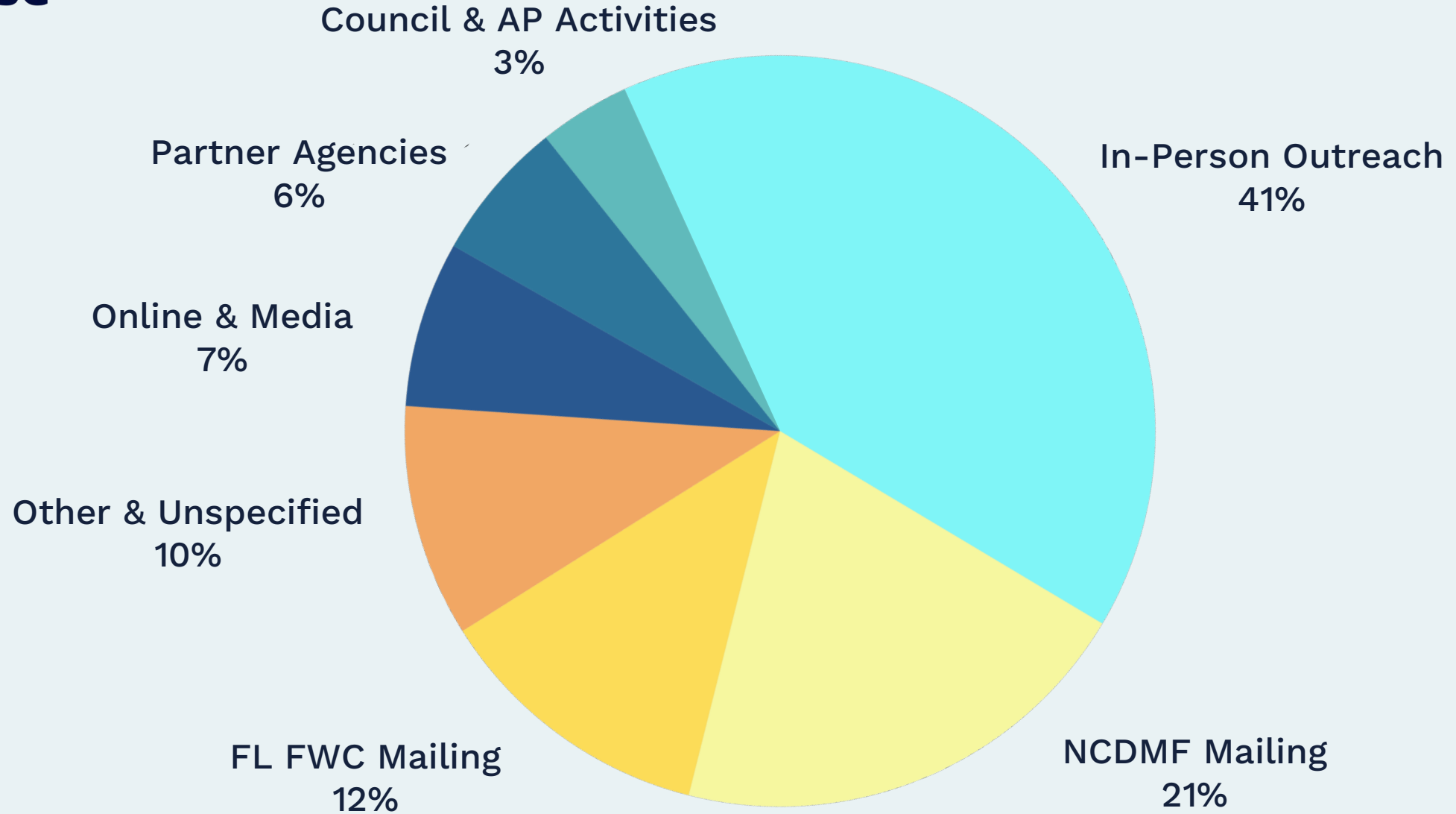


# Cumulative Participants Over Time





# Participants by Origin







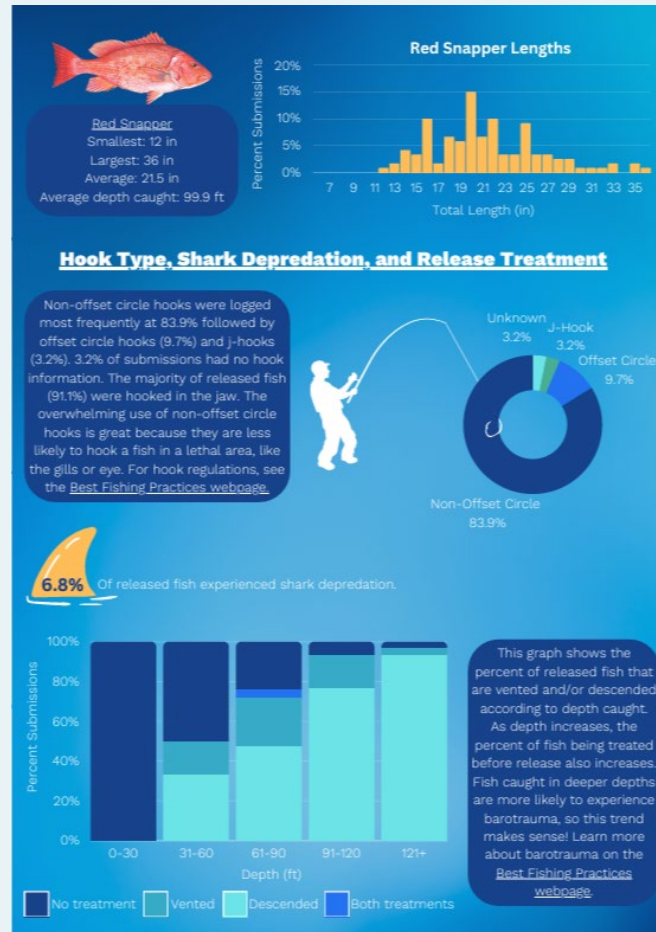
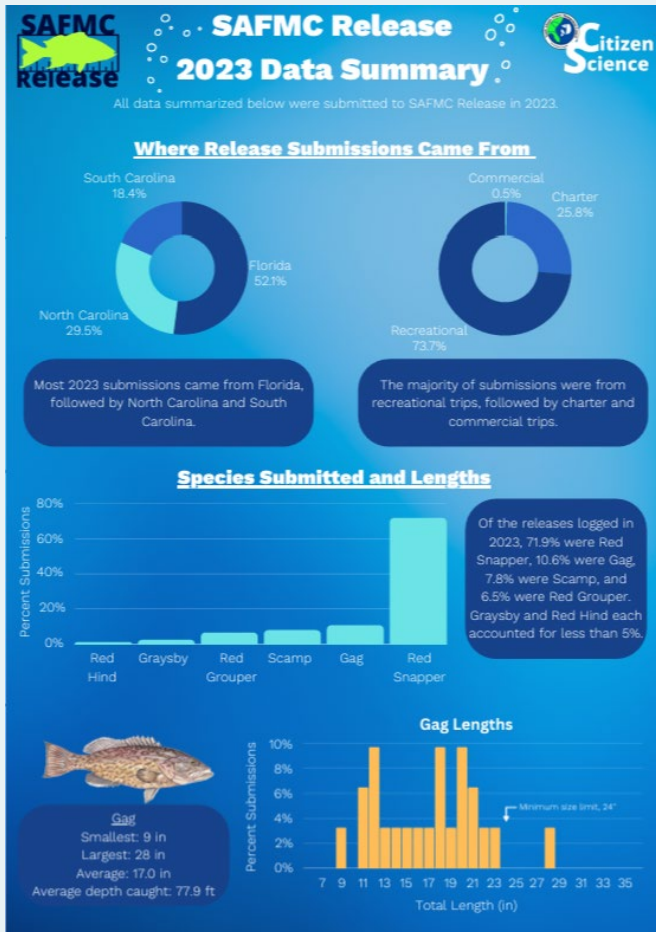
# Participant Retention



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



Participant Recognition Program

# **SAFMC Release**

## **Participant Recognition Program**

The logo for Citizen Science, featuring a stylized 'C' with a globe icon and the words 'Citizen Science' next to it.

- 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



# Participant Recognition Program (PRP): 2023 Milestone Highlights

## Red Hind

Smallest: 10 in  
Justin Carnes

Largest: 15 in  
Justin Carnes



## Graysby

Smallest: 10 in  
Tom Roller

Largest: 13 in  
Tom Roller



## Red Grouper

Smallest: 13 in  
Justin Carnes

Largest: 26 in  
Robert Sarvary



## Scamp

Smallest: 10 in  
Chris Kimrey

Largest: 19 in  
Chris Kimrey, Justin  
Carnes



## Gag

Smallest: 9 in  
Chris Kimrey

Largest: 28 in  
Justin Carnes



## Red Snapper

Smallest: 12 in  
Darrin Willingham

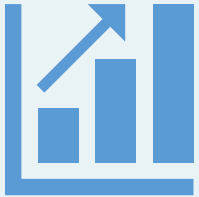
Largest: 36 in  
Tony Constant



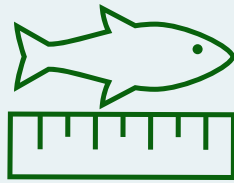


# PRP 2024 Milestones

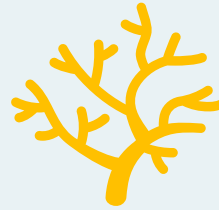
- 2023 PRP milestones were a success!
- 2024 Milestones include recognitions for:



Quantity of submissions



Smallest and largest of each species



Around the Reef: submitting all species in project



Sea Grant photo categories

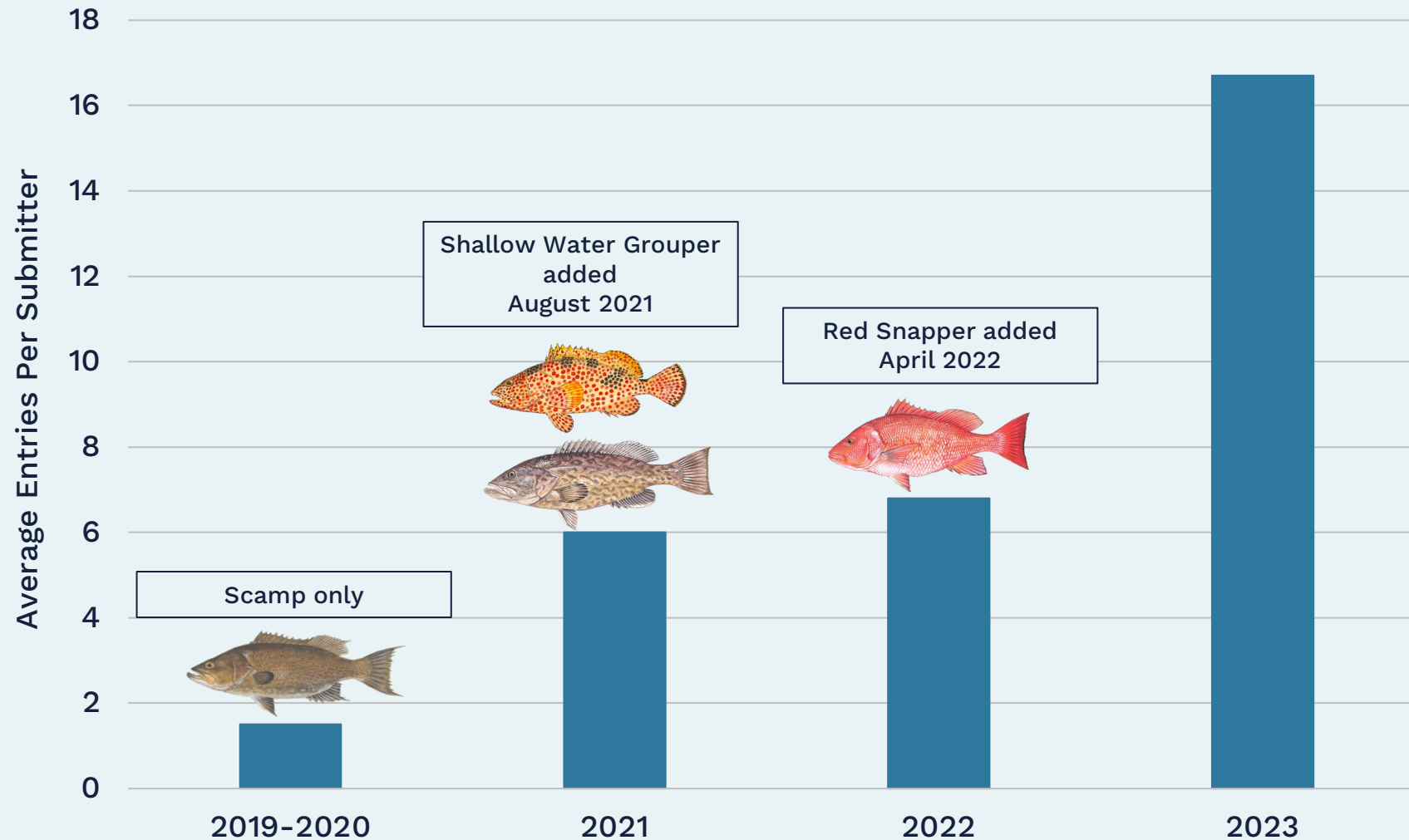


# Cumulative Submissions Over Time





# Average Entries per Submitter







# Participant Retention



Participant communication



Monthly newsletters



Annual data summaries



Participant Recognition Program

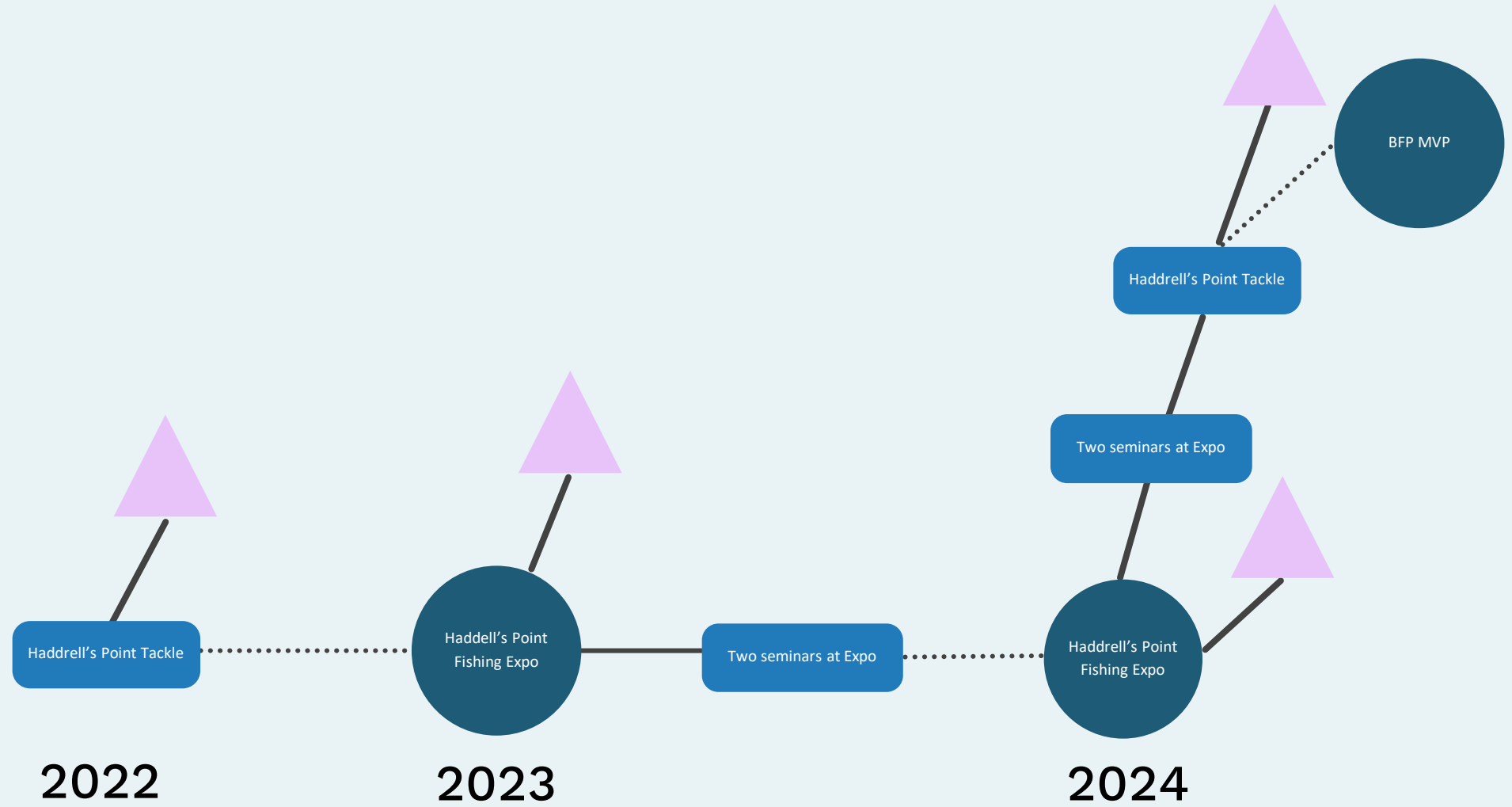


*Explore short term tournaments*

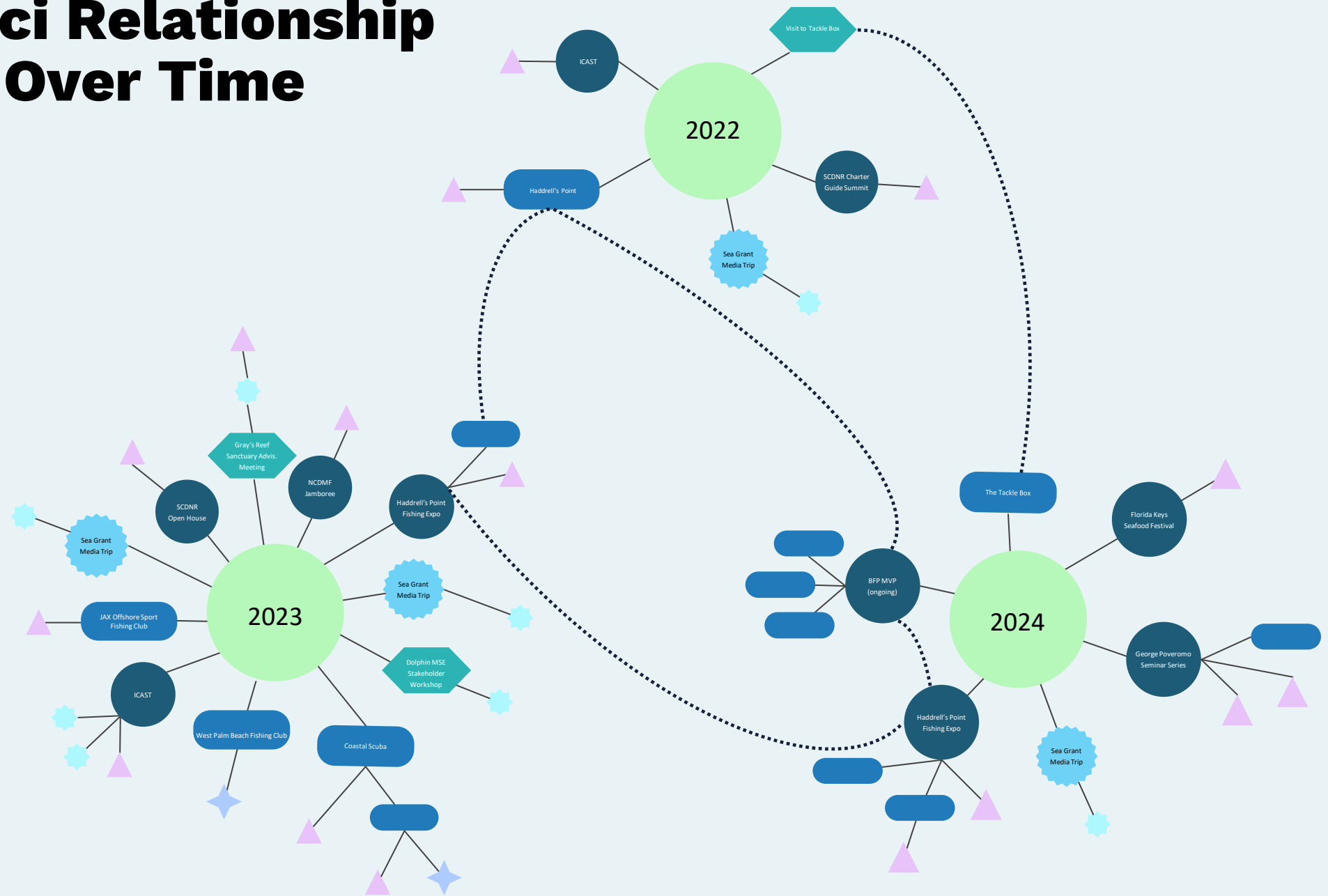


*Develop & implement additional points of contact*

# BFP and CitSci Relationship Building Over Time



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

**Questions?**

