



# SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

4055 FABER PLACE DRIVE, SUITE 201

NORTH CHARLESTON, SOUTH CAROLINA 29405

TEL 843/571-4366 or Toll Free 866-SAFMC-10 FAX 843/769-4520

E-mail: safmc@safmc.net

Web site: www.safmc.net

Duane Harris, Chairman  
David Cupka, Vice-Chairman

Robert K. Mahood, Executive Director  
Gregg T. Waugh, Deputy Executive Director

## AGENDA

### Information and Education Committee Meeting

Jekyll Island Club Hotel  
Jekyll Island, GA

**Wednesday, March 3, 2010 10:30 a.m. – 12:00 noon**

1. Approval of Agenda /Robert Boyles
2. Update on Recent Council Outreach Efforts/ Kim Iverson
  - A. Sea Grant cooperative project – Deepwater MPA Regulations Brochure (**Attachment 1**)
  - B. Oculina Bank Outreach – Table top display and deepwater coral materials
  - C. Regional Management Council National Outreach Projects 2009 (**Attachments 2-3**)
  - D. Deepwater coral research cruise outreach/media coverage – Summer 2009 (**Attachments 4-5**)
  - E. Review AP Recommendations/ Cathy Sakas
  - F. Committee discussion and recommendations/ Robert Boyles
3. Update on Ongoing Outreach Activities /Kim Iverson and Myra Brower
  - A. Overview of current SAFMC Web site and issues
  - B. Overview of Slant Media proposal for SAFMC outreach (**Attachment 6**)
  - C. Review of current printed materials and reprints
  - D. Review of recent media coverage of Council issues (**Attachment 7**)
  - E. Review AP Recommendations/Cathy Sakas
  - F. Committee Discussion and Recommendations/ Robert Boyles
4. Update on NOAA Environmental Literacy Grant Proposal (**Attachment 8**)/ Myra Brouwer
  - A. Review AP Recommendations/Cathy Sakas
  - A. Committee discussion and recommendations/ Robert Boyles

5. Use of Web-based Outreach Tools/ Kim Iverson
  - A. Overview of the use of social networks, news feeds, blogs, and other media outlets
  - B. Review AP Recommendations/Cathy Sakas
  - C. Committee discussion and recommendations
  
6. Other Business/ Robert Boyles
  
7. Adjourn – Robert Boyles

- Attachment 1. *Regulations for Deepwater MPAs in the South Atlantic* publication  
Attachment 2. *U.S. Regional Fishery Management Councils: Opportunities and Challenges* publication  
Attachment 3. NMEA journal, *Currents*  
Attachment 4. Outreach Plan draft for 2009 Deepwater Coral Research  
Attachment 5. Media coverage for deepwater coral research cruise  
Attachment 6. Slant Media Proposal (Available at meeting)  
Attachment 7. Examples of media coverage for red snapper and other management issues  
Attachment 8. NOAA Literacy Grant Proposal (2<sup>nd</sup> briefing book)

**Committee Members**

Robert Boyles, Chairman  
Mac Currin, Vice-Chair  
Duane Harris  
Mark Robson  
Brian Sullivan  
Tom Swatzel

Staff Contact: Kim Iverson