

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

INFORMATION AND EDUCATION COMMITTEE

**Holiday Inn Brownstone Hotel
Raleigh, NC**

December 6, 2011

SUMMARY MINUTES

Information and Education Committee:

Robert Boyles, Chair
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Tom Swatzel
John Jolley

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Lt. Robert Foos

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Lt. Col. Bruce Buckson
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Dr. Theo Brainerd

Dr. Jack McGovern
Phil Steele
Otha Easley
Doug Boyd

Additional Observers and Participants Attached

The Information and Education Committee of the South Atlantic Fishery Management Council convened in the Roosevelt Ballroom of the Holiday Inn Brownstone Hotel, December 6, 2011, and was called to order at 10:15 o'clock a.m. by Chairman Robert H. Boyles, Jr.

MR. BOYLES: I'd like to call the Information and Education Committee to order. The first item on the agenda is the approval of the agenda. With that and in recognition of the fact that we are already somewhat behind schedule, I'd like your forbearance and maybe sliding through some of these items on the agenda.

Also, there are some outreach recommendations that we will discuss as part of our Snapper Grouper Committee, and what I would like to do is work with David and with Bob and maybe ask to have a little bit more time at our next meeting in March to discuss some of the things that will come up in snapper grouper with respect to outreach.

Any other additions to the agenda? Seeing none, the agenda will stand adopted as submitted. Next is the approval of the March 2010 meeting minutes, which were included in your briefing book. Any suggested deletions, additions or corrections to those minutes? Seeing none, the minutes will stand approved as adopted. Next we'll turn it over to Kim for an update on outreach efforts.

MS. IVERSON: As it was noted earlier, we're going to move quickly. We have several things that we want to cover this morning. I want to just go ahead and try to give a quick update on where we are with current outreach efforts, including our website, regulation brochures and our new use of constant contact for distribution of e-mail.

We are continuing to move forward. We were delayed for a few months on the upgrade for the website, but we're moving forward with our current contractor. One of our partners in that contract has moved to California. The programming portion will be done from California, but that is okay. They have assured me that it will be completed.

We have finished Phase 2 of the website upgrade. We do have a template now for the home page. We received input from our I&E Advisory Panel, very detailed input from our staff and with combining all of this we have integrated all of the recommendations as best we could with our contractor. This is the home page now of our new website.

I was going to spend a little more time in walking us through this. You have seen it in your briefing book. This is a little bit different version. The contractor sent us this version yesterday that had incorporated some of the suggestions that we had received from staff. One of the things to note, some of the new portions of the website, first of all, it's much cleaner. We will have a calendar that is on the home page and will provide meeting information. We have rearranged some of the larger categories or the sections of the site.

We will have more focus on science and statistical information or science and statistics and integrate our socio-economic information under that; also focus on the role of the SSC, increase focus on that; and SEDAR. We have added a new section under our highlights called "Plans under Development".

We receive inquiries lots of times not just for information that's contained in the briefing book, which if you follow the council process is relatively clear or easy to locate, but a lot times for members of the public that aren't familiar with what the council is considering, the briefing book can sometimes be a little bit overwhelming; so actually when you open certain sections and there are multiple attachments. So we will have a quick link to a new section that is our plans under development; what are you looking at as a council right now; not what is under review but what are you addressing, the issues that you're addressing now. If anybody has any questions, I'll be glad to field those.

MR. HAYMANS: One comment, if I may, on the Fish ID and Regulations versus the other regulations' box, I send people more often for regulations to the council than anything else. The Fish ID and Regulations confuses them; whereas, when you put let's say the snapper grouper table up, and that is an excellent table which is all-inclusive, that needs to be the regulations tab, you know, that sort of thing. I'm just thinking about removing the word "regulations" from the Fish ID; not removing the regulations from the individual fish. Does that make sense?

MS. IVERSON: Well, we've switched around. It used to say "Fish ID and Regulations" and now says "Regulations and Fish ID", and then we also added the regulations as a highlight, so we have two places on the page with the understanding that we get a lot of questions about our regulations and we want the public to be able to access that quickly. Are you, Doug, recommending that we remove the ID part?

MR. HAYMANS: No, just the opposite, and not actually removing the regulations from the ID part but only in the name; because what happens when they see Fish ID and Regulations or now Regulations and Fish ID and you pull up a list of species, and then they've got to go the individual – so, what works well for the folks that I send there is just like the table of snapper grouper where everything is in one list rather than having to go find the fish and the species and open it and maybe that answers one question; then you go in and find another fish to answer that question.

MS. IVERSON: I understand, and I think we'll address that as we move down a little bit and we talk about the regulations brochures themselves and those two summaries that you were referencing, which are extremely popular, on how to better project that information from the website.

One thing to keep in mind as we go through the Comprehensive ACL Amendment, the review process and implementation of that is that we're going to modify that long list of species currently managed by the council into Fish ID. The amount of information for those individual species, of course, will be shortened greatly, and then they will have to be rearranged as far as the groupings are concerned from the Comprehensive ACL Amendment.

At the same token we currently have on our website the regulations brochure – and this is a good segue to go right into that – our regulation brochure and the two summary tables. The regulations are changing so quickly now, it has been very difficult for us to keep up with them as well as the fishermen to keep up with them, so we've done those two summary tables; one for

the recreational regulations and one for the commercial just for snapper grouper because the mackerel and other things have remained consistent.

After the Comprehensive ACL Amendment, I think we're going to have to rethink that as well. I'll ask if anybody has any other questions specific to the design of the home page and then we can talk more about how to better distribute that information as far as the regulations are concerned.

MR. CURRIN: Kim, you have a tab on the home page for plans under development and the like; where are the existing plans located now? I didn't see a tab for existing plans.

MS. IVERSON: Those are currently in the library, and then you'll see management plans under highlights where you see the shrimp boat there; so that's the highlights. Some of it I realize may be duplicative, but we wanted to make it easier for people to do one click and get to the information that they are looking for.

MR. CURRIN: No, I apologize, that's great; I just didn't see it.

MS. IVERSON: Not a problem. Also, I will point out that yellowtail grab-it that you see up there will be rotating and have three or four photographs that will be rotating and reference issues that are currently being addressed by the council. For instance, it may be a black sea bass or information on issues that are being addressed by the council and take you to a separate section of the website.

MR. BOYLES: Anything else on the website updates? Okay, Kim, let's roll on to regulations.

MS. IVERSON: As we move through this – and I won't go through the individual recommendations, but we did have a productive Information and Education Advisory Panel meeting back in October and a list of their recommendations are included in your briefing book materials; so if you want to reference that and expand on any of those recommendations as we move through this, I won't go through and read the individual recommendations, but please keep in mind that we went through this process and the AP did have very specific comments. Monica.

MS. SMIT-BRUNELLO: Just to jump back to the website real quick, you've done a great job especially in putting on all the proposed rules, final rules and amendments and those sorts of things, and it's really handy to refer to them. I think you told me this was done by the original contractor person, but some of them still have just the first page of whatever it is without the succeeding pages. I'd be glad to go in and tell you which ones those were or something, but do you think we could have the rest of whatever document it is, whether it's a final rule, proposed rule, amendment uploaded into your website?

MS. IVERSON: Absolutely, and we discussed this. Some of those notices directly from the Federal Register actually had to go back and be scanned from Columbia. They had to go back and so it was an intern thing at the time where the intern scanned the first page. It does give you a reference number if you want to go back and look it up in the Federal Register, but we can certainly go through and pull up those notices and get the complete notices. If you let me know

and we can go back and look, but as you're going through those we'll certainly be able to go back and find the complete notice and then post those.

Okay, moving along, as a reference, we have our complete regulation brochure, the color brochure with the centerfold of the snapper grouper species. Again, a lot of this material is dated. It hasn't been printed since 2010. We've used the summary sheets to continue to keep up with the regulation changes specific to snapper grouper.

But, with the Comprehensive ACL Amendment and the other things that are going on right now, we're going to have to rethink how we distribute our regulation brochures. We printed 40,000 copies. We've distributed the majority of those with the inserts inside; but if someone loses those inserts, they're still referencing outdated material.

I would like to get your input from the committee on perhaps a way to better address how to distribute our regulations through print media and also we'll be talking about the use of social media and recommendations from our Information and Education Advisory Panel, as well as our Law Enforcement Advisory Panel and Snapper Grouper Advisory Panel in the support of use of social media. I don't want to get into the social media aspect at this point, but these are the current tools that we're using to disseminate our information.

MR. HARRIS: Kim, when you're talk social media, you're talking about apps for smart phones, too?

MS. IVERSON: Yes, I'm including that in there. I don't know if that really falls under the social media umbrella, but we did have a presentation from Emily Muehlstein from the Gulf Council and the Gulf Council is using a downloadable application. According to Emily, they are not longer printing their regulation brochures through a printer. They print them on demand; so if someone asks for a copy of their regulations brochure, they print it out I believe in-house, but they're printed on demand and then they're distributing the app.

MR. HARRIS: Well, I would move forward as quickly as possible with developing an app for a smart phone, because I downloaded the IGFA app which has all the world records. It has got all the requirements for a world record, all the regulations and it's excellent. It was the first time I ever paid for an app for my smart phone, and I think it's \$7.99, and it's the best money I ever spent. That would be great if we could get apps for our smart phones.

MR. HAYMANS: And to that point, please don't disregard blackberries and just do iPhones and such but do all platforms.

MR. CURRIN: Kim, I know it's difficult. The regulation brochures have been around a long time and people love them. They like having that hard copy in hand; but with the way things are moving right now, it's not a format that is effective and doable right now, it doesn't seem. Maybe if things settle down and stabilize a little bit, then we could get back to that, but at the very least I think looking at either, as you've indicated, a upon demand sort of thing, which covers the people that request them recently but doesn't cover the people that have a hard copy in their hand or we've got to go to a loose leaf sort of thing and then distribute a page of updates

to somebody that they can put in their own little notebook and keep an updated copy. This Page 2 replaces old Page 2 as of this date, something like that. I don't know the answer to that but clearly printing 40,000 color brochures on an annual basis or even every two years doesn't seem like it's the way we need to be going now.

MR. BOYLES: Duane, on your app, this is an app that you don't need to have service? In other words, the information is downloaded and it's stored permanently. I'm thinking of where our guys fish, where our constituents fish; and if you need something with a cell tower signal, that's not going to be very effective once you get beyond the range.

MS. IVERSON: And it's my understand – and Emily did a great presentation at the Social Media Workshop and maybe we could get her to come and talk with our council in March about how they're utilizing that application and some of the other things that they're doing with social media. But it's my understanding that when you're in range you update it and you receive notifications that there are new updates within range so you would, before you left the boat ramp or left the dock, update that app and then you are able to take it offshore with you and have the latest information.

MR. HARRIS: Yes, all the apps that are on my phone, including Delta and all those, if there is an update it just notifies me there is an update and I just have to log on and download that update. You're not going to do that when you're offshore, obviously. I don't about sending notifications like a fishery closes; I don't know how they do that but obviously that's pretty important; and if you can do that, that's great, but they have to have something other than your cell phone number to do that. Of course, there are other media sources for getting those notifications, anyway.

MS. IVERSON: And we did have a presentation on applications at the Social Media Workshop. Emily gave a presentation on how the Gulf Council is currently using theirs. FWC is looking into possible means of producing an app through the state. Also we had actually a graduate student from the College of Charleston that just developed an application for reporting marine debris through his dissertation. We're looking at avenues on how to do that, what contractors could be used and how to develop it, and we've hear ranges on costs from \$20,000 to graduate students, so we're looking at those options as well.

MR. BOYLES: I don't want to get away from what Mac pointed out about the regulations brochure. We've got a number of folks who aren't app savvy, and, Monica or Otha, I'm curious are there enforcement or legal imperatives that we need to be concerned about with respect to notifying folks what the regulations are? Could we envision a paperless regulatory process?

MS. SMIT-BRUNELLO: I guess I would let Otha speak to the vision of a paperless regulatory process in terms of enforcement. I'm not quite sure where we're headed down the road. I do want to make sure that there is some sort of disclaimer or something that gets put out on these that the actual regulations that are published in the Federal Register are the ones that are controlling.

I guess I could foresee some issues if someone comes up with an app that was downloaded with incorrect information and then they would use that to support why they did what they did and then they were fined. I mean you could see it going on so there will be fighting and thinking in court about which they should have been aware of and controlling and all that sort of thing. I think some sort of disclaimer in there pointing them maybe to where they can get the actual regulations. I guess I'd let Otha speak to your other questions about a paperless process.

MR. EASLEY: I was going to refer to Monica on the paperless question. The way the Federal Register works, et cetera, there is the open document thing and all those requirements that are outside of law enforcement as far as public notice. I'm thinking that's where the bulk of that question would need to be addressed.

Otherwise, if Fisheries, OLE, whoever, or the council puts out an app, it better be right, that's correct, because then when we get to hearing it will be, hey, you told us so and so in your app and it's not correct, it doesn't jive, so to speak, with the Federal Register or the CFR, and then we have issues.

MS. SMIT-BRUNELLO: One other thing, I bring this book to these meetings, and I love books, but the electronic CFR is what I look at more frequently, really, because it's updated on a daily basis as needed, so there could be a link to that section. I don't know; I don't have a smart phone and I'm not quite sure about the apps. I call my daughter and she gives me great information about all her apps. I'm not quite sure if that's available, but it's something to think about is to put in the electronic Federal Register Website.

MR. CUPKA: Yes, I was just looking at this and it looks like the first part of that is met. There is a disclaimer that says it's for information purposes and has no legal force or effect and that the regulations are subject to change, but then it doesn't go I don't believe to the second part and direct you to where you can actually get it from the Federal Register. In fact, I guess some people will say it directs you to the council for the updated information. I think that you've covered the first part, but I think we need to probably go beyond that and tell them where the actual information is.

MR. BUCKSON: Just very quickly, I think Monica and Otha really covered the issues from an enforcement perspective; and just from my perspective and looking at it nationally, I don't see a whole lot of difference between an electronic version of information and a paper version of information.

We've been in situations where people will walk into a courtroom with a paper version that isn't up to date and use that as a defense. I think whichever way you do it, making it as convenient as possible is probably the issue that you're trying to deal with at this point, and ultimately it does come back to the Federal Register as actually being the final word.

MR. BOYLES: Thanks, Bruce, that's a good point. I think just kind of keeping in mind our objective here is to – I believe one of our primary objectives of this committee is to ensure that the information that is disseminated from the council is clear and is easily understood and is readily accessible. I think that's where we are is dealing with these new realities of technology.

What I'm sensing from the committee is a very, very strong desire to push into the social media frontier with respect to mobile application and smart phone applications. I think I heard the question from Kim – you know, we're months or weeks or years away from an app and in the meantime we've got a rapidly changing landscape with the ACL Amendment, and are there further ideas or discussions that we can give staff on how we disseminate information via these regulation brochures? Keep doing what you're doing; is that what I'm hearing? Duane.

MR. HARRIS: Yes, what we've done in the past has been very effective. All the members of the council receive a box of brochures and we were asked to distribute those to marinas and those kinds of things, and the marinas love getting that stuff. They want to have that current stuff on hand. As long as we can continue to do that until we actually transition to full-time social media scenario, which we will eventually do, I think, then I think the way we've done it in the past is a good way.

MR. HAYMANS: Echoing I think it was Mac about maybe not producing the brochure; I mean, it's 40,000 copies that was outdated two months after they're printed. Directing people to what is on the website right now to me is paramount, and maybe that's placards that you can put in a marine or a tackle store that directs for current regulations go to SAFMC, and that to me is better than printing those 40,000. Mike had something that he wanted to add about some technology, if it's okay.

MR. COLLINS: I was listening to a pod cast the other day, and I think it's the Forestry Service that has an app that if you're trying to identify a plant you can just take a picture with your smart phone and it will identify it and it will also plot where it is, so they're building a data base of where all the trees are and all these different plants are in the United States. I can see there could be sort of a scientific carryover for fish as far as – unless you want to not let anybody know where your secret spot is or something like that.

MR. IVERSON: The graduate student that developed that marine debris identification, because your smart phone can identify where you are when you're on the water, you can literally take a photograph and send it in and it will give you the coordinates of where that abandoned vessel is and send it along with a photograph from your smart phone, and it sends it straight to the agency responsible for identifying those things and putting them on a list for retrieval. The technology to me is amazing.

I would maybe ask if we were to meet again in March is perhaps having the student that came and gave the presentation at the Social Media Workshop present as well as Emily from the Gulf Council to come and talk about not just their use with the application for regulations but their use of social media in general, because they are implementing that now. Doug can attest to that as far as the application and use of Facebook and Twitter and the other items that we'll talk about briefly as we move through the report. I think it would be very helpful. I was amazed at what the capabilities are.

MS. McCRAWLEY: Just to give you a little update on what FWC is doing with their app, we have one app – it's called "Ifish Stick" – and we've partnered with Gap Magazine and the Snook and Game Fish Foundation, and it allows anglers to actually enter in logbook information so that

information that we were collecting on paper, they can enter that information and it comes right into the FWC data base.

The fisherman has the ability to mark where they caught that fish if they so choose, and then it records their spot for them, and it sends the data and the information to us. It has really been a useful tool for us to a lot more logbook information.

MS. IVERSON: And, again, at the workshop we had Elisha Wellman from the FWC come – and she is there new social media person. That's her job is doing that. She touched briefly on the applications that are currently available from FWC as well.

MR. BOYLES: Okay, I think, again, we'll maybe have an opportunity to revisit this at our next meeting and perhaps have some of these folks come in to really give us kind of best practice as examples of where this stuff has been effectively used. In the meantime we can continue to distribute the regulations brochures as we have with the caveat that things change and things are changing rapidly, and it's all of our imperative to make sure that we're up to date and that our constituents are up to date. John.

MR. JOLLEY: Going through the brochure here, there is something that's obviously absent to me that we aren't promoting and that we should be promoting. As we push more regulations we're asking people to catch fewer fish, but we're not talking about the release ethic in this brochure or any of our stuff.

I think going down the road recreational fishermen need a lot more encouragement about this release ethic. Of course, the fishing club pioneered it to a great extent with billfish and now it's accepted the world over, but we haven't done such a good job with all of these other species. I think there is room for it. Especially when you go with black sea bass from 20 to 15 to 5, we need to encourage this release ethic if we're going to be successful.

MR. BUCKSON: First, let me say that I've always viewed the council's outreach program as probably one of the cutting edge and it really has done a great job in being able to get the information out. I also say that I think our joint goal in all of these regulations is ultimately gaining compliance.

From the enforcement perspective, from our office, that is clearly what we're all about, so anything that you do to be able to get the information out that will help gain that compliance without us having to take action is certainly appreciated. I appreciate what you're doing in that respect. Thanks.

MR. BOYLES: Thanks, Bruce. Anything further on regulations; and, again, we'll continue to explore the frontier of social media. Kim, constant contact e-mail distribution.

MS. IVERSON: All of you should have been receiving our constant contact messages. For the longest time I was using my personal Outlook for distribution of all of our e-mail list and my computer almost blew up. Now we've gone to constant contact, which offers a lot more

freedom. There are designed templates that can be utilized. Andrea worked on this one and has worked on the templates utilizing constant contact.

It's kind of like giving me a Ferrari and telling me to drive. There are so many things that you can do with this. There is a lot of flexibility in integrating social networking into constant contact where you can integrate with Facebook and Twitter and we can utilize the constant contact information that we have.

Right now we're using it for basic dissemination of information. It also has allowed us to go ahead and have people go to our home page of our website and sign up for eNews and eliminated the need for me personally to go through and continue to update and keep the contacts updated. I just wanted to make you aware that we are now using constant contact and if you have any recommendations, we will be modifying our templates once we get our website up and going and bring that up so that we do have a branding, to use a marketing term, so that we are consistent with the look of our website.

We also have our tabletop display that we will be working on and have a new tabletop display when the website comes up, and we're hoping to have that within the coming year, so you'll see changes as far the visual components of these outreach materials.

MR. SWATZEL: Kim, how many e-mail addresses are you now targeting?

MS. IVERSON: I believe there are about 1,600.

MR. BOYLES: Anything else, Kim, on this topic? Okay, the AP report; Kim, will you give us an overview?

MS. IVERSON: What I was going to do is refer to the advisory panel report and the individual recommendations for each of these outreach efforts. Andrea has that pulled up now; it's part of the attachment in the briefing book. They're very general as far as the comments are concerned regarding the website.

The AP met back in March of 2010 and gave us a long list of things that we tried to integrate within the website. With the regulation brochure, some of the recommendations that the advisory panel provided are very similar to what you have provided with me on the use of social media. They support the use of the apps.

They'd still like to have the printed version but not to print it in bulk the way that we have with the understanding that it could be outdated and even suggested using maybe a smaller version like a trifold or something that could be upgraded as Mac referred to with sheets. We'll look at various ways of using that.

The constant contact, they liked the use of that as a tool, but also recommended that we include the ability to have a PDF copy because people still like to print those out so they're formatted whenever we get our news release or a Fishery Bulletin that's forwarded. They still like to have that PDF copy. I don't know if we want to go through all of the recommendations, but we can

just go through. I think those are the AP recommendations to this point, and I'd like to go on to the readability report.

MR. BOYLES: Okay, questions or comments on the recommendations from the AP? I actually sat through the meeting and it was very, very productive. We've got a very good group of talented individuals who advise us on these kinds of things. Kim and Andrea did a good job of working with them, and I think they've given us a lot of wisdom. Any comments on their recommendations?

MS. IVERSON: And one quick thing I will point out since it has been a meeting where we've been talking a lot about lionfish is that the AP quickly picked up on that and asked us to include information on lionfish in the regulation information that is distributed.

MR. BOYLES: Questions or comment? I think you've got a green light. I think the committee is in agreement with what we've heard from the AP. Let's move on to readability.

MS. IVERSON: You had a copy of the Readability Report in your briefing book materials, and I just put together a quick slide presentation to kind of give you an overview of what is in that document. I can go through that fairly quickly and then hopefully have some discussion. This report began with a NEPA Writing Workshop that was held at the regional office back in January of 2010. A team was formed as a followup to that workshop.

It involved NOAA Fisheries Southeast Regional Office and the Regional Fishery Management Councils, including the South Atlantic, the Gulf and the Caribbean. The whole idea behind this is to get clearer writing and more effective presentations to better inform the public and decision-makers about the proposed regulations and the regulatory process.

The recommendations from that Readability Report were to the document authors and the supervisors in order to determine what tools are necessary for the document production. There were four working groups that were formed for the team; improving the written word, the document visual design, looking at organization of the document and document standards.

Just to back up a second, you'll see some of these changes in more of the recent versions of the documents that you are receiving from the IPTs. This report came out prior to the modification of the way that the documents are being formatted now, so think about the way that – well, let me go through this and then we'll have the open discussion.

Improving the written word; the IPT approach, sometimes you have several people working on the document at any given time and the team leader is taking – and I watched this from the sidelines and have to shake my head at the amount of information that this team leader is taking in on a daily basis and the modifications and things that are done to the documents and just trying to integrate all of that into something that's readable and easier to read or to follow.

A lot of times there are acronyms and technical language and the documents are not really telling a story sometimes to engage the reader. Sometimes it's disjointed and it can be fairly vague and for the general population difficult to follow. The recommendations for improving the written

word is that the authors use simple sentences, write in plain language, write in active sentences and avoid jargon and acronyms. As you all know, it's difficult to follow.

Additional recommendations from the report; that the supervisor should provide access to resources to improve plain language, the ability to write in plain language. There are books and software and training opportunities that may not be currently taken advantage of. And consider a narrative flow, some way to tell a story within the document; explain the problem from a reader's perspective of why is the council addressing this, why are managers addressing these issues.

And target the audience; we currently have the documents that have a summary at the beginning and then more technical information as you go through the document and then, of course, the appendices have a lot information and technical information. But plot an outline that includes what, when and to whom that action being proposed or the management measures are being proposed.

Be brief; sometime our documents are a little bit overwhelming. The council documents can be over a hundred to sometimes 200 pages. Try to be concise and get to the point; I think the summaries are doing a better job of doing that at least from my perspective in trying to take documents and integrate very technical information into a newsletter or a news release.

Use technical editors; and this was something that the advisory panel picked on very quickly; use technical editors in the document production whenever possible. There, again, that person that is on the team that is leading that effort to put those documents together is constantly bombarded with pieces and parts.

The team is all working together sometimes on very strict timelines to put these things together, so there is not a lot of time to make it readable in some cases or make it pretty or make it easier to understand. The Information and Education Advisory Panel strongly suggested that technical editor be incorporated in the use of this.

Watch your spelling and grammar and accuracy and consistency; these are all things that all members of the IPT strive for, but sometimes under the timelines and the way that these things are put together it's difficult. Visual design; the current documents – and there again, these are changing and you've seen the covers and their graphics and the sidebars and things being utilized, but in the past they've been fairly visually unappealing, more ink than white space.

It's difficult to get scientists who want to write in plain language and if you've got some white space we have to fill it up because we have more information that we can include there. Use design principle tools, text boxes, fonts – and again, these things are being incorporated as these newer documents are being created. The documents in some cases don't have similar look and feel.

Use more visual elements to enhance the text boxes, the variety of page layouts, the white space, the headings, make sure that the headings are consistent, using the fonts, the font colors; again, some of these things are being incorporated in the more recent documents. I want to point out in

the report – and I do want to acknowledge that Rick DeVictor with the regional office spearheaded this effort as far as putting these teams together and did a yeoman’s job of putting all of the information in the report and included appendices.

So if you’re not clear about, well, what does he mean by sidebars or white space, et cetera, there are appendices in the readability report that Rick put together so you can actually see visually what is happening there. Again, using the design principles, contrast, repetition, proximity alignment so that it’s easy to follow through visually with the documents – figures, graphics, headings, not just large excel tables or complicated tables but using figures and graphics that help display those in a more visual manner.

I don’t need to go through all of the recommendations for visual design, but I think you can see where the recommendations from this report are going, and again there are very specific recommendations in the appendices that Rick put together or the team put together. Just for your information, we did look at using other format software other than Word because Microsoft Word sometimes can be difficult to work with, but the idea of getting everyone to go to, say, End Design or using other software really wasn’t well received, so we decided we’ll stick with Word.

I asked this and this came from me as part of the design team is to keep a separate folder for graphics and tables and things that are used because sometimes when they’re buried in a Word Document it’s very difficult to extract those and use them in a PowerPoint presentation or for using a newsletter in End Design or any other format, so I asked that the team, as they go through and they put the documents together, if you have graphics, to put them in a separate file folder that would be available to anyone that wanted to use it.

And, again, using the specific copywriter or design editor kept coming back up, to either hire a new staff person, that would be their job to work with the team as it goes through or to contract a person. Organization; again, there were recommendations that came out of the report you have to have redundant information oftentimes to fulfill the legal requirements, the documents are long, lengthy, and sometimes not a roadmap on how to go through.

The table of contents can be quite overwhelming. When the table of contents is more than three pages long, it can be a little overwhelming with the graphics and figures and table of contents. I think having the summary integrated now as part of the document is helping to address some of these recommendations. Again, this was done last year.

The document should have three components; the summary, the main body and the appendices. I think you’ve seen these changes incorporated there. As we go through I wanted you, as the council members and the managers that are using these documents, to help identify things that you would like to see improved or focused on.

And having each section written for a particular audience; I really appreciate from being the PIO and having – and Andrea can attest to it – when a newsperson calls or a fisherman calls, to have those summaries instead of the entire document to reference. Again, referencing the appendices and the document outline has been included in that report; and develop the source documents was recommended and that kept coming back as far as the advisory panel was concerned.

Include a section that includes the recommendations from the councils and the advisory panels as well. They want to make sure that the advisory panel information is integrated in there, recommendations from the SSC and then, of course, the council's preferred management alternatives, and that should be fairly easy to access within the document.

You have the economic and social analyses of all the alternatives should not occur in the appendices; incorporate the document roadmap at the beginning of the documents so it's easier to follow for the general reader. And then document standards was another workgroup that had specific recommendations; the format and graphics vary from amendment to amendment to a council to council; and that the formatting can also change within the documents; and especially this is important when we're working jointly with the Gulf Council in development of the documents.

Recommendations include use of the document formatting standards again; look in the appendices of the report; and that the lead on the IPT follows the examples that are within that report; and there are very specific recommendations. So, what next, this report came out – it's my understanding in talking with Rick that the Gulf Council has had a presentation on the Readability Report or are aware of the report and provided an overview.

The Information and Education AP received an overview of the report and made the following recommendations. They suggested adopting a template to follow when developing all the documents; and again using that series of editors to make sure things were consistent and that the recommendations from the report are followed throughout the document.

They would like to see that technical staff prepare even more of a summary, a summary of the summary would be a one-pager; like what are the issues here; the who, what, when, how that could be distributed, and perhaps I or Andrea or some other person responsible for outreach or even a layperson, maybe run it by the advisory panel for the specific species that are being considered for editing and have that one-pager available. I know that would be extremely helpful for media because they like to have one-pagers.

To contract the readability editor and they made it specific that the council should hire or fund that editor, and then also that the council – from the report we need to assess how users access the information, and that includes you as council members and managers and the public, the general public as well as media, so they had asked for us to assess that.

They made specific motions that there again the council implement the recommendations from the Readability Report by January 2, 2012. They liked the idea of having more readable documents, ease of readability of the sections, the recommendations that have come from the report, and that the council seek funds to hire – and we debated this quite at length, as Robert will attest – what to call this person, a contractual science, extension communication, coordinator person that could help to synthesize all the information within the documents and use the recommendations from that Readability Report so the technical staff persons could focus on what their jobs are as far as the technical writing and data analysis and the things that they're responsible for, and that this editor could help synthesize all of that information and follow the recommendations in the Readability Report.

Questions for the council and for your input; do you find the current changes helpful; do you like the new document format? I worked with Rick and he would really like to have some of these inputs from you as well as far as the person that kind of led this effort for the Readability Report. What areas of the document are important to you; what do you go to first?

Do you go to the summary first; do you go to the alternatives as outlined, Section 3, the impacts, the conclusions that are included the appendices. What part of the documents are important to you and what do you have – if you have recommendations, some things that can be done to decrease the amount of time it takes for the reader to find the information that's of interest to you when you receive a document and to help the reader understand the information the first time that they see it, because so many times – I know for me personally I have to go back and look because it's a lot of information to have to synthesize at any one time. These are things that there again the Readability Report is geared towards internal but also can be applied to all the user groups, the managers as well as the general public.

MR. CUPKA: I can't say enough about the documents we're getting now compared to the documents that we used to get. They're just light years ahead of where they used to be. I think I mentioned before at some of our previous meetings when we first started getting these summary documents how useful they are. It's really helpful to have the actions and the information underneath on what the various recommendations from the different APs and SSCs are as we consider taking action. It's really good the way it's all right there together and it's very helpful. I think they've come a long way and it's as different as night and day with the information.

They are very helpful I think. I did seem to recall there was some concern early on about using the summary documents, when we took final action there was some concern that maybe all the information available wasn't before us, and I don't know if that's a question for Monica or somebody if they still have that concern.

Obviously, we don't have as much of the information in the summary as we have in the full amendment, but it's helpful to me to have that summary because it does hit the high points and brings in the comments. Of course, you still have to go through the full amendment and look at the whole socio-economic analysis and all that, but, like I say, I can't say enough about them. They're a tremendous improvement over what we worked with in the past.

MR. JOLLEY: Yes, great report, I really appreciate this. Coming in and being new to the system, I represent a baseline syndrome. These reports still need a lot of work. In answer to your question, I read the summary first. I really have a peeve about this stuff. I was reading a report yesterday, for example, that I was sure when I got about a third of the way through it I'd rather eat it than read it. I'm sure other people feel that way, too.

I do understand because I've had some experience with this thing. It's like taking half of a number; you never get to zero and get everything out, but we really need to work on this. It's a work in progress that will never end, in my opinion. Also, I'd point out that tables and figures have to stand alone. You ought to be able to take a table or a figure out of a manuscript and tell

exactly what it is and what they're talking about. I really appreciate seeing this. It's a big undertaking, but, boy, does it need to be done. All right, that's enough.

MR. STEELE: Mr. Chairman, I think Kim on her update on this is well done. As you know, I brought the subject of readability to the council several years ago just for all the reasons that have been alluded to; you can't understand these documents. This is a work in progress and will continue to be a work in progress.

I agree; I think that the South Atlantic Council is a little bit further ahead than some of the other councils not only in our region but nationwide on where these documents stand. If you go to some of the other websites and look at some of the other FMPs in other regions, they're very difficult to understand.

We are continuing to update these documents, creating new ideas on how to make them more understandable to the public. This will be going on from now on. The problems with some of these things to make them standardize across the region, you've got IPTs. Some people on the IPTs work on all three councils, some work on one, some work on none.

I'm trying to get them all to come to a consensus on how to approach these documents and get them in this format that I think that the South Atlantic is leading the charge. We'll continue to work on this and bring our other council partners up to speed on this. We certainly would like your feedback on this, recommendations you have to improve. I'm not too hot on having a scientific editor at this time.

These documents go through editing and probably 20 different people look at them over a course of time. Let's continue to work on these a little bit; and at some point whether or not you think we need to go to the next step, that will be up to you. Like I say, it's a work in progress and I think the IPTs and the council staffers should be commended on where these documents stand today. Thank you, Mr. Chairman.

MS. IVERSON: And to that point, I think with the discussion that the AP had on this editor, extension science, communication person, and that's the reason that the AP, with a lot of discussion, wanted to include all of those aspects and any type of person that would be brought in to look at the document, not just a scientist and not looking at the scientific end of the document specifically, but helping to take that information, that technical information and make it consistent throughout and improve the readability, the overall readability of the document using the guidelines that are contained within the Readability Report.

I can't speak for the advisory panel, but based on their discussion the last thing they would want is another scientist involved in the implementation of the document but to take the very good information that's included within the document and make it more readable, using the guidelines that are included in the Readability Report, and that's the reason that they recommended the adoption of the Readability Report within the implementation of all the documents beginning in January and then having someone that could come in and help to do that, understanding that the tasks are currently within the IPT right now.

MR. WAUGH: Mr. Chairman, speaking about the first motion that is up there, we would like your guidance on this. Speaking on behalf of our staff, we would like your guidance that it's your intent that any amendment that the South Atlantic Council begins after January 2, 2012, follows this document.

Now, as Phil pointed out, you've got other councils working on this and we will be working with the Gulf Council on a joint amendment and a joint framework, and they are administrative leads so we would defer to how they and their IPTs would like to see that done. We would really like clear guidance that it's your intent that we follow this document for any of our amendments and frameworks that we prepare.

MR. HAYMANS: Regarding the second motion, is this something that the South Atlantic would have the person individually or would they be shared amongst the three regional councils down here or how would that work out?

MR. BOYLES: Doug, I'm not clear. There was a lot of discussion on this at the AP. I'll tell you quite honestly I think where I came down on it – there is an opinion if this is one person's job, then it one person's job and the rest of us can kind of go on doing what we're doing. On the other hand, this is a very, very, very special set of skills to take the kind of information that is generated, that goes into these plan amendments and to try to put them in English. It's a rare trait.

I think from my perspective and in my perfect world we would all speak in plain English that is easily understood, but I know how tongue-tied I get with this. I don't know that the AP had a specific recommendation that this would be ours, the South Atlantic's versus a shared position or an effort that was much like I guess our SEDAR process. Kim, am I reading that correct?

MS. IVERSON: I think so, and there was a great deal of discussion but they weren't very specific on how it would be done; just that they recognized the need and they would recommend that the council look at the options. Whether it be shared across councils or this would be something that would be a contractor or an FTE, they didn't go to that detail.

They did recognize that the Readability Report and implementing the recommendations from the report and the needs to make the documents more readable was a large task and recognized that the IPT right now that they have a lot on their hands just simply meeting the statutory deadlines and mandates that they're working under currently

MR. CURRIN: David, I couldn't agree more with you and Phil as well. I'm very pleased with the progress that has been made. I like the new formats on the documents. I think we're making good progress. The issue of adopting the Readability Report and asking that the staff move forward with that starting January of 2012, I'm not sure I'm prepared to make that recommendation without an explicit endorsement from the staff and the IPT, both staffs, really, that, yes, we're comfortable with this, this is something we think it's going to improve our ability or provide us with a pathway that is going to ultimately provide great gains.

To be honest with you, there is a lot of pie in the sky in that Readability Report. I read through it and there are lots of wonderful goals that may or in my opinion probably will not be accomplished because these are very technical documents. They're difficult. They're difficult to understand for the people that know the subject matter; and to try to take something like that and turn it into a romance novel that everybody can read and understand is a very difficult thing to do if not impossible.

I don't want to stymie – I don't want to sit here and say, yes, the Readability Report has wonderful information, it's a great guideline and long-term goal, but I'm not sure I'm willing to say, okay, staff, you guys need to take this to heart and start moving it and don't from it at this point unless you guys are very comfortable with it and think, yes, we'd like you guys to recommend this, that we think we can do it and think we can make good headway on it and it's going to provide us with a better format.

MR. WAUGH: Mac, we've discussed this in our staff level and we think this is a good time to make the transition. Now, it doesn't mean that the next one is going to be perfect. We're still working in that direction. But I think what helps is if you look at the list of appendices, that gives all the IPT members the opportunity to do their detailed technical analyses in an appendix.

As far as I'm concerned, that goes in as an appendix however they want it to go in. Where we need to do the work for the public to understand, for you to understand is in the body of that document that draws from the information that's in the technical appendices. As Kim stated, this is something that Rick is the primary one that has put this together, but we had a team of council and NMFS staff members working on this and this is that collective body's recommendation.

I think Phil probably already described where they are in implementing this is trying to convince more of the IPT members to use this approach. I think from our perspective we're ready. I think at some point you have to say this is how we're going to do our documents and recognizing there is going to be a phase-in period. We're not going to achieve everything we want to on the first one, but it would at least give us clear guidance on what types of abbreviations we're going to use, what types of literature citation we're going to use because we're still all over the place on that. When we get a document at the end and trying to clean it up is very, very hard, so this gives us a roadmap to what we're using, a common set of standards.

MR. STEELE: Well, I don't disagree with Gregg, but I certainly kind of think what Mac has got to say is important. This is a work in progress. I would like to see the recommendation be that we see these as a set of guidelines. I don't want to be locked into a stringent black and white this is how every document is going to be done because it's not going to be that way.

We just can't; the documents are unique. I see these as guidelines and we're going to implement these things because I'm going to tell the IPTs this is the way it's going to be because this is what you want; but just to say in black and white you've got to follow each and every one of these guidelines I think is counterproductive. Let us continue developing these documents.

You see the progress we've made already. It has been pretty good I think. These documents are a lot better than they've ever been, a lot better than nationwide I think in a lot of instances. Let

us continue to proceed to follow these recommendations. I didn't want this thing to explode into some black and white, I really didn't.

I wanted to see it as guidelines that we should we should be following to make these documents better. That's what I would recommend, that we use these things as guidelines, continue to make the documents better. If the council is dissatisfied with this, then they come back and say, no, change this, but right now I personally see this as guidelines.

MR. BOYLES: Thanks, Phil. I get a strong sense from around the table that this is the direction in which we want to move. With that, I will entertain a motion to recommend to the council that we adopt the guidelines as developed by the Readability Workgroup and as recommended by the AP, if someone would like to make that motion.

MR. CURRIN: Robert, I'm comfortable with that, and I'm very sensitive, Phil, to your thoughts and agree wholeheartedly with you. If you're comfortable with these being adopted as guidelines, then I would make that motion that we adopt the Readability Report and recommendations from the I&E AP as guidelines for production of documents.

MR. BOYLES: Is there a second?

MR. JOLLEY: John Jolley, I second.

MR. BOYLES: Seconded by John Jolley. Further discussion? The motion is the committee recommends to the council that the recommendations from the Readability Report be implemented in South Atlantic Fishery Management Council documents beginning January 2, 2012. Mac.

MR. CURRIN: I want to make sure that my motion is that they serve as guidelines; that the recommendations serve as guidelines. That's quite different from implementing the Readability Report. I'm not quite there yet. I'm really right next to Phil on how we should proceed with this. I think we're making progress. I think using the Readability Report as guidelines will help us make slow, steady progress toward a desirable endpoint.

MR. JOLLEY: How about serve as guidelines and begin implementation?

MR. BOYLES: Mac, I'll have you look at that and see if that captures your intent.

MR. CURRIN: And that we begin implementation.

MR. BOYLES: While we're perfecting the motion, I'd just like to add comments to David's earlier comment, Phil and Roy and Bob, for everybody who has been involved with this, I think this a gold medal worthy effort from my perspective. It has really, really facilitated my explaining what we're doing to a lot of our constituents, and I think it deserves a lot of recognition.

I know there was a lot of work that has gone into it. I just salute everybody who has been involved with it because these are difficult issues, they're complicated issues, and the playing field changes constantly. We don't need people being tripped up over subject/verb agreement and syntax and appearance, and so this has helped terrifically. Mac, would you read your motion into the record.

MR. CURRIN: Yes, I'm comfortable with that. **The motion is that the committee recommends to the council that recommendations from the Readability Report serve as a guideline and begin implementation by January 2, 2012.**

MR. BOYLES: Okay, we've got a motion by Mac Currin; seconded by John Jolley. **Further discussion? Any objection to the motion? Seeing none, that motion carries.** My sense of things, there was a second recommendation from the AP with respect to the procurement of editorial services.

My sense of things is these are guidelines, that maybe we take that under advisement, consider this as part as we plan out in Executive Finance, plan out the budget and see where this takes us before we make a commitment to procure the services of an editor. Now, that's my sense of what a reasonable approach might be, but there is a second option and that is adopt that recommendation. Mac.

MR. CURRIN: Robert, I'm coming down on your side of the fence on this one as one. I think down the road perhaps there might be some value and utility in having such a person on the staff, but I think if we jumped right into this right now with the state of flux that we're in and the development process with the documents that we would serve frustrate this person from the word go and put a tremendous amount of pressure on them.

In thinking about this I'm not sure how they would fit into the current system. Where would you employ this person's services? If you didn't do it from the beginning and everything is changing as everybody is editing sections that they're writing, I don't know if that's useful. The best place I see for somebody like that is probably at the end of the document to produce a product that's wonderful, but by that time the rubber has hit the road.

It's something that's out there and it would be beautiful and easy to read, but everybody that needs to read it needed to read it well before the final product is produced. I just don't see how it really gets us that much further ahead at this point.

MR. JOLLEY: I concur with Mac, but I would also say that the more we practice the better we'll get.

MR. BOYLES: Good point. Anything further on readability? Okay, great discussion; and again to the workgroup, fantastic job. Kim, we're going to go next to SMZ Outreach.

MS. IVERSON: Yes, we'll move quickly on. The SMZ Outreach, I just wanted to give you an update on where we are. Back in June I brought before the council that Jim Oppenborn with St. Lucie County is involved with their artificial reef production. He wanted to expand SMZs or

expand or create information as far as an outreach tool to publicize the special management zones, the SMZs that are developed by the council.

Jim since then has provided a white paper kind of outlining the issues for St. Lucie County. Also, that's part of your briefing book materials and also part of the CFRs as the currently exist in regards to the SMZs. It's very technical; it's not a very good outreach tool. Since the June meeting the Law Enforcement Advisory Panel has provided specific recommendations on implementation of an outreach program specific to SMZs; attended the meeting that Sandra Brooke gave the presentation yesterday on the enforceability of the large marine or managed areas.

At that workshop and at that Law Enforcement Advisory Panel meeting we had a very good discussion on outreach specific to SMZs as well as all the other large managed areas. That list of recommendations is quite lengthy. It's included in your briefing book materials. I have been in contact with Richard Abrams from FWC, and he has assured me that they would like to work with us in a collaborative outreach effort.

I think that FWC has a wealth of information as far as mapping, GIS files and that type of thing relative to artificial reefs offshore, the eastern shore of Florida, and possibly expanding that effort to identify the SMZs along the coast of Florida and perhaps at some point within the regional level.

At our Information and Education Advisory Panel Meeting, Pamela Fletcher, who is on the AP and works with NOAA Atlantic Oceanographic Lab down in Ft. Lauderdale, acts as a regional outreach person for Sea Grant and she has put on her work for the next three years, her work plan to work with us collaboratively, we are moving forward.

I think we'll be looking at the recommendations from the Law Enforcement Advisory Panel as well as the Information and Education Advisory Panel. One of the things that was brought up is to perhaps hold focus group meetings down around the St. Lucie County, Florida, area to let those persons that would be utilizing that information guide and help prioritize the recommendations from the Law Enforcement Advisory Panel.

When you give law enforcement officers an opportunity to have input and say budget is of no issue; if you won a lottery, what would you like to see happen; a lot of really cool and wonderful things came out of the recommendations there, but we have to prioritize those. The I&E AP said let the people that would be using that information help prioritize those outreach efforts. That's one of the things that we'll be looking at in the future. If anybody has any questions, I'll be glad to answer.

MR. HARTIG: Robert, I'm not on your committee, but in reading through this one – and it's right in my backyard – it just seems like it's a commercial problem, commercial powerheads and commercial electric reels being used on the SMZs. Why not have a targeted – there are so few permits in our area, why not target the commercial permits of both dive and snapper proper fishermen and send them the regulations and then they've been forewarned. I've had people tell me, well, you can use electric but not hydraulic. I said, "No, you can't." "Well, I just read here"

you know, and there is an argument that ensues, so if they get something sent directly to them it would help.

MR. BOYLES: Thanks, Ben. Further questions or comment on this? Okay, the next item is strategic planning.

MS. IVERSON: Okay, again, there are a lot of things to cover on this agenda and I know we're know we're behind schedule, but several years ago our Information and Education Advisory Panel started into the strategic planning process, and that just kind of was pushed aside but with the need to recognize that we need to go back and look at strategic planning, look at our goals and objectives as far as outreach and communication is concerned.

We move forward in looking at what the Gulf Council recently put together from having their new Information and Education or Outreach Advisory Panel. They've put together a five-year plan. It's included in your briefing book materials. I think it's fairly simple, easy to read and fairly easy to understand.

We brought that plan before our Information and Education Advisory Panel, and what I quickly realized is that our advisory panel members have a lot more experience in strategic planning cumulatively than I do as an individual, and certainly that's not saying a whole lot. I was able to talk with Kathy Sakas at Grays Reef National Marine Sanctuary. She is the vice-chair of the advisory panel.

She brought in some examples of using Logic Models, and we're looking at the opportunity to utilize Logic Models for further development of our strategic planning for our outreach program. The recommendation that came from that advisory panel was to meet again and utilize the advisory panel to develop that strategic plan.

I was more than agreeable with that effort and with that approach. Without any other details, if you have questions we can certainly focus on that, but I think we'll be moving forward using the Gulf Council's example and also the Logic Model and expertise from our AP members in developing a strategic plan for outreach.

MR. BOYLES: Questions for Kim? I think we're good.

MS. IVERSON: The last but certainly not least – and we've talking about this before – during our October Information and Education Advisory Panel Meeting we had a social media workshop. Andrea worked very diligently on securing presenters for the workshop. When we started talking about social media, at least me personally I am a little overwhelmed, and I said, well, what are other people doing, what are people doing at the regional level, what are the states doing, what are the federal agencies doing, what are other councils doing, what are the NGOs doing, how are they implementing this and utilizing it, what are the strengths, what are the challenges, what works, what doesn't.

The result was a two-day workshop. We had representatives from the South Carolina Aquarium, for the U.S. Fish and Wildlife Service's Office in Atlanta, Georgia. As I pointed out, Emily from

the Gulf of Mexico Fishery Management Council gave a presentation on how they're using social media.

We divided the workshop into categories. We had Facebook, Twitter, U-Tube, blogs, and it was a wealth of information. Some of our staff was able to attend. Robert was there. I think we had great feedback on how different agencies are implementing their social media. The presentations were pretty awesome especially when we started looking at the use of U-Tube videos and what FWC is currently doing with their new social media coordinator.

This information was brought forth and also our Information and Education Advisory Panel members attended the workshop. We are working with Amber VanHarten with the South Carolina Sea Grant, who was partnered in this effort, certainly, and I would be remiss if I didn't point that out.

Amber is putting together a report from the workshop, but we worked with Amber as far as doing a survey, and there is an online survey for the presenters and the participants in the workshop. We've gotten 18 responses. I believe Amber said that Sea Grant has received 18 responses to date.

The responses have been very positive from the workshop on how the participants would utilize the information, how the information was received and support for holding workshops in the future to help share. It was a great learning experience for me. It was certainly a learning experience for the rest of the people that attended the workshop and I think we'll be moving forward hopefully at the committee level and the council level with the online survey that is currently being distributed. Amber couldn't be here.

She is in New Hampshire this week for a meeting, but we will have a copy of her final report from the efforts of the online survey. The positive feedback is really encouraging. If anybody has any questions about that, I'll be glad to address those, and I'll distribute that report to the council members as soon as that's completed.

MR. BOYLES: Questions for Kim on the social media workshop? I'll simply add that it really was very well done and I was overwhelmed at how much there is to know with these kinds of things. We have a lot to learn. I think next steps from my perspective will be again working with the chairman to see if we can schedule some time perhaps in our 2012 meeting schedule to get some of the ideas of best practices maybe from the Gulf and, Doug, working with your staff there to come in to give us an overview of how you use social media. I think it would be very, very instructive. Doug.

MR. BOYD: Just one comment; I think from my experience with social media that you need a third grader on your staff.

MR. BOYLES: Well put; I can qualify most days.

MR. BOYD: There is an interesting article if you get a chance to fly Southwest Airlines. I read it on the way up here. It's a one-pager on social media and young people today. One of the

comments that were made was that if you don't allow me to read my Facebook while I'm at work, I won't take the job.

The other one was they did some surveys and some of the young people said that they would rather give up their sense of smell – I think I'm quoting this right – than give up their social media contacts. I have a hard time relating to all that, but it is the way to go. We've talked about that at the Gulf Council that you either need to lead, follow or get out of way, and I think several of us are ready to get out of the way.

MR. BOYLES: It reminds me of many us look anxiously over the weather rail to see what is coming; and you look over the weather rail and see what is coming here, and I'm anxious, for sure. Anything further for I&E? Kari.

DR. MacLAUHLIN: The social media direction to me is really important and I talk to Kim a lot about it. I'm really interested in starting a Facebook for the South Atlantic Council. We've talked about a Blog. It's really exciting. I talked to Robert about it a little bit in that if we talk about transparency this is as transparent as you can get.

It's also a good way to really connect with the constituents. Not everybody uses it, but I promise you all are like the tiny minority. In here there are a lot of you that are not familiar with it and you don't use Facebook, but a lot of people do, including a lot of your recreational private community. This is how they communicate with each other as well.

I think it would be a really important way – I mean, misinformation can get out really quickly and it gets out because of forums and internet, and I think that we can also use it in a positive way to use the internet to get correct information to intercept when there is some kind of misinformation that seems to keep coming up; go ahead and put it out there and be available to answer questions.

Yes, people are not always going to say nice things, but I think it's important to be proactive and just go ahead and get out there, because it's not going away so let's do it. I've talked with Kim about it, and I'm like one of those junkies and I love Blogs and I love Facebook and I love Twitter, and I think it's super exciting to be able to connect with that many people. There are some negative things that we will have to deal with, but we'll deal with them along the way.

MR. BOYLES: Thanks, Kari. Anything further for I&E? Kim.

MS. IVERSON: I did want to mention one other thing. Along those lines, we will have that report that comes from the workshop. Amber is working on that now and we'll work collaboratively and move forward. As Kari pointed out, there is a lot of interest there, there is a lot of interest from the staff.

We talked about Blogs, we talked about what other agencies are doing with Facebook. What FWC is doing with U-Tube is amazing. We don't have time now but perhaps in March if we can get the committee back together, we can look at some of these examples of how social media is being utilized by these agencies in an entertaining way, in an informative way and in a way that

is capturing a whole 'nother audience out there as Kari pointed out. I do have a Facebook page, but there are a lot of people out there that can be reached through the social media effort, and with the report I think we can further look at that maybe in March.

One other thing I did want to bring up, and it's in your briefing book materials for your Snapper Grouper Committee meeting. The Snapper Grouper Advisory Panel had specific recommendations on outreach and communication, and I don't want to miss that. We don't have time today and perhaps we can address some of the majority of these recommendations if the committee meets in March.

I did want to point out that they had very specific recommendations, and one of the recommendations, Rob Harris provided an attachment as part of that report or recommendation is to use social media. Rob uses social media. I was down in the Florida Keys when we met in June and met with him and did a radio program with him. He utilizes social media all the time. The AP members are getting on board and did provide specific recommendations. I didn't want to not mention that we will be looking at those recommendations as well.

MS. SMIT-BRUNELLO: I'm not being a wet blanket because I think social media is great usually, not always. I use some of it, not all of it. I just caution you that once you put whatever written word you're putting out there, it's out there for the entire world to see, so just be mindful of what you're writing and that's if you're in blogs or on your Facebook page or whatever because lots of people watch and lots of people read and lots of people then send forward to the rest of the world what you just wrote whether you intended it or not. So just be mindful.

MR. BOYLES: Monica, I was reminded by one of our AP members who told a story of a member of our judiciary who had a Facebook page that caused a stir, shall we say. Wilson.

DR. LANEY: Monica, that causes me to ask the following question because of a recent experience I had in another advisory body of which I'm a part. The counsel for the agency that oversees this advisory body determined, rightly or wrongly – I don't know since I'm not a lawyer – that all of the e-mail communications between members of that advisory body were subject to the state Freedom of Information Act. I would pose to you the question that if we get involved in this social media as council members, are all of our communications part therefore of the administrative record and subject to the Freedom of Information Act?

MS. SMIT-BRUNELLO: Well, I don't know, they could be. I will tell you that an administrative record, maybe we think of it in terms of litigation, and certainly e-mails have been large parts of administrative record produced for the court. Some embarrassing things were written in e-mails that were produced for the court. You just have to be mindful of what you're saying.

Now, as to the other things – and I think you're getting at though more specifically blogs, Facebook, whatever kind of social media, whatever you write would be subject to also not just producing for litigation records but also for Freedom of Information Act – maybe. The courts are constantly coming up with – you know, it's a brand new world from when I went to law school and here is the paper and you produce the paper, and it's constantly changing so the

courts have talked about electronic discovery and what means and how you have to keep your metadata in place and all these sorts of things, and all these new kinds of different ways to communicate I think you should maybe think that it could be part of a record when you're writing it. Maybe that's the best way to think about it. More specifically, I don't know.

I think I'll look at it and maybe I can get you some more information when we convene again in March, if you're going to have that committee meeting again and panel, and I'd be glad to update you a little bit on what I've been able to find out. But the courts are constantly working through all this and they have new electronic rules of civil procedure or civil procedure rules that attorneys have to follow in producing all this electronic documents, and you can get sanctioned. As an attorney you can get in trouble if they think that you have not done enough.

They're telling attorneys you can't hide your head in the sand, this is here, this is coming, you're going to have to deal with it, and so the courts are constantly having new cases which the judges are deciding what goes in and what goes out. It's a bigger issue but I'll bring back some more information in March if you'd like me to.

MS. IVERSON: And that was one of the things that were discussed at our workshop. This was the first workshop so we had one afternoon and the majority of the second day to discuss a lot of information, but the issue of having a social media policy, of having something as far as guidelines and how agencies are addressing this, because, Wilson, the U.S. Fish and Wildlife Service is right out there in the forefront of utilizing social media.

We had representatives from Atlanta there talking about how the Fish and Wildlife Service is utilizing that. Lest we forget, Dr. Lubchenco has a Facebook page. There are procedures that are in place and looking at what has been done, and this is all developing as Monica said. There is a lot of interest in addressing some of these questions, and I think it would be helpful if we could do that in March.

MS. SMIT-BRUNELLO: Sure. She might even tweet; I'm not sure.

MR. CURRIN: I'd recommend we take a ten-year phase-in approach to this as a dinosaur that's lived with two daughters under 23 years old at this point and have seen a lot of this develop. It scares me to death, to be honest, and I can get in enough trouble just responding to an e-mail as innocently as I think it is and have that misinterpreted by someone else and splashed around and passed on with all sorts of comments. I just couldn't imagine what would happen if everybody is instantly responding and typing messages and texting this, that and the other. It's scary to me.

DR. CRABTREE: Well, I've had some experience with Facebook and websites. I just pulled up my Facebook page, which is entitled "Demand the Removal of Dr. Roy Crabtree, NMFS," and I see that I'm to 1,040 friends now. (Laughter) There was also a www.roycrabtree.com for a while. I'd recommend that all of you register your own names. It's definitely a two-edged sword, all this stuff, and I would concur with Monica; be careful with it.

MR. BOYLES: Duly noted; words of wisdom. Anything further for I&E? Okay, seeing nothing further, we will stand adjourned.

(Whereupon, the meeting was adjourned at 11:45 o'clock a.m., December 6, 2011.)

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