

**SUMMARY REPORT  
FROM THE  
INFORMATION AND EDUCATION  
COMMITTEE MEETING  
Raleigh, NC  
December 6, 2011**

The Information and Education Committee met on December 6<sup>th</sup>, 2011 in Raleigh, NC. The Committee received an update on the status of current outreach efforts including the upgrade of the Council's website, dissemination of regulation brochures and summary sheets, and the use of Constant Contact for email distribution. The Committee made the following recommendations:

- Support the development of a South Atlantic Fishing Regulation Application (App) for smart phone use to aid in the distribution of regulations;
- Options should be considered for printing copies of the regulations brochures, including a loose-leaf format to allow for updates to be incorporated readily;
- Catch and release information should be incorporated into regulation information

In addition, the Committee received an overview of the *Improving the Readability of Documents Report* produced in partnership NOAA Fisheries Southeast Regional Office and the three regional fishery management councils. Committee members supported the recommendations from the Report that are currently being implemented into the development of amendments, including the amendment Summary and reports from the SSC and advisory panels. Work should continue on improving the readability of all documents. The Committee supports the Information and Education AP recommendations regarding the use of a technical/extension editor for documents but deferred on making specific recommendations at this time.

The Committee received an update on the status of collaborative efforts to develop outreach materials specific to Special Management Zones (SMZs), beginning with a pilot program off the coast of St. Lucie County, Florida. The Committee reviewed the recommendations from the Law Enforcement AP and I&E AP and recommended outreach efforts target federal commercial permit holders because of the number of regulations specific to the commercial sector regarding SMZs.

The Committee received an overview on the development of an outreach strategic plan for the South Atlantic Council and recommendations from the I&E AP. In addition, the Committee received an update on the recent I&E AP and Social Media workshop and discussed the use of social media as an outreach tool. Members expressed caution and recommended staff from the Gulf of Mexico Fishery Management Council and FWC be invited to address the agency's use of social media for a presentation at the March 2011 I&E Committee meeting. The Committee will also review recommendations from the Snapper Grouper AP as they apply to outreach during the March 2011 meeting

**The Committee made the following motion:** MOTION #1: THE COMMITTEE RECOMMENDS TO THE COUNCIL THAT THE RECOMMENDATIONS FROM THE READABILITY REPORT SERVE AS A GUIDELINE AND BEGIN IMPLEMENTATION BY JANUARY 2, 2012.