



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Carolyn N. Belcher, Ph.D., Chair | Trish Murphey, Vice Chair
John Carmichael, Executive Director

AGENDA

Outreach and Communications Advisory Panel Meeting

October 4-5, 2022

Town and Country Inn

Charleston, SC

Other than the starting and ending times of the meeting, times indicated on the agenda are approximate, and the order of business may be adjusted as necessary to accommodate the completion of agenda items. Interested parties should be aware that discussions may start earlier or later than indicated.

The meeting is available as it occurs via webinar: <https://register.gotoweinar.com/register/7021778547965469200>
Public comment will be solicited at the beginning and at the end of the meeting. Those wishing to comment should indicate such in the manner requested by the Chair, who will then recognize individuals to provide comment.

Tuesday, October 4, 2022 – 1:30 p.m. – 5:00 p.m.

Approval of Agenda – Scott Baker

Approval of October 2020 Meeting Transcript – Scott Baker

Public Comment

Welcome and Introductions – Scott Baker/Kim Iverson/Spud Woodward

1. SAFMC Website and Social Media Update – Nick Smillie (*Attachment 1*)
2. Best Fishing Practices Communication and Outreach (*Attachments 2a-c*)
 - a. The Nature Conservancy and BFP Outreach – David Moss
 - b. Descending Device Outreach Team – Melissa Crouch
 - c. Sea Grant BFP Reef Fish Extension Overview and Update – Ashley Oliver and Christina Wiegand
 - d. AP input and recommendations for BFP efforts

6:30 p.m. – Group Social and Dinner Downtown Charleston

Wednesday, October 5, 2022 – 9 a.m. – 12:00 p.m.

3. Recap from Day 1– Scott Baker
4. Citizen Science Program and Projects Update (*Attachment 3*) – Julia Byrd and Meg Withers
 - a. SAFMC Release project update – Meg Withers
 - b. Other CitSci projects and program updates – Julia Byrd
 - c. AP discussion and recommendations
5. Outreach and Communication Strategies (*Attachments 4a and 4b*)
 - a. Review of various outreach strategies addressed: pros and cons – Scott Baker/Kim Iverson
 - i. Web-based and social media
 - ii. In-person communications and outreach
 - iii. Partnerships
 - iv. Shows and conferences
 - b. Red Snapper challenges – Kim Iverson
 - c. Equity and Environmental Justice – Christina Wiegand
 - d. AP discussion and recommendations

Other Business

Public Comment

Adjourn

Outreach and Communications AP Members:

Scott Baker, Chair	Diana Martino
Shelly Krueger, Vice Chair	Sean Meehan
Tina Berger	Emily Muehlstein
LT Andrew Loeffler	George Patane
Melissa Crouch	Mark Phelps
Steve Dougherty	Mary Sabo
Bryan Fluech	Cinthia Sandoval
SC Sea Grant Representative	Patricia Smith
BeBe Dalton Harrison	Robert Todd
Tyler Jones	Erin Weeks
Katie Latanich	

STAFF

Kim Iverson
Christina Wiegand
Ashley Oliver – Sea Grant Fellow
Julia Byrd
Meg Withers

Attachments

Attachment 1. SAFMC Media Analytics

Attachment 2a. The Nature Conservancy and Best Practices

Attachment 2b. Descending Device Outreach Team Overview

Attachment 2c. Sea Grant Best Fishing Practices Update

Attachment 3. SAFMC Citizen Science Program and Projects Update

Attachment 4a. Red Snapper Communication and Outreach Challenges

Attachment 4b. Equality and Environmental Justice (EEJ) Overview

Staff Lead: Kim Iverson (kim.iverson@safmc.net)

OVERVIEW

Outreach and Communications Advisory Panel

The advisory panel will approve the October 2022 meeting agenda, transcripts from its October 2020 meeting, and introductions will be made. This will be followed by an opportunity for public comment.

We are excited to have the opportunity for the OC AP to meet again in person and share project updates and experiences. For this meeting, AP members are asked to focus on outreach and communication tools and strategies being used with various projects included in the agenda. The meeting will conclude with a discussion of how these tools and strategies may be further used to improve effective outreach and communication for the Council. The following agenda items will be discussed. Discussion questions are provided in the presentations as appropriate.

1. SAFMC Website and Public Comment Process Update (*Attachment 1*)

Nick Smillie, SAFMC Digital Media and Communications Specialist will provide an update on the recent upgrade/redesign of the Council's website www.safmc.net and analytics for both the website and the Council's use of social media.

Requested AP action: provide input and recommendations.

2. Best Fishing Practices Communication and Outreach

David Moss with The Nature Conservancy will provide an overview of BFP outreach efforts in the region and upcoming plans (*Attachment 2a*). Melissa Crouch with the Florida Fish & Wildlife Commission will describe the latest efforts to improve outreach and communications for BFP through the regional Descending Device Outreach Team (*Attachment 2b*). Sea Grant Fellow Ashley Oliver and Council staff Christina Wiegand will provide an overview and update on Sea Grant Reef Fish Extension's Best Fishing Practices outreach activities (*Attachment 2c*).

Requested AP action: provide input and recommendations for Best Fishing Practices outreach and communications specific to the Sea Grant Reef Fish Extension Best Fishing practices activities as outlined in the presentation.

3. Citizen Science Program and Projects Update (*Attachment 3*)

SAFMC Citizen Science Program Manager Julia Byrd and Meg Withers, the Citizen Science Project Manager will provide an update on the Council's [Citizen Science Program and projects](#), including SAFMC Release, FISHstory and other new projects.

Requested AP action: provide input and recommendations for the SAFMC Release project's outreach, recruitment, and retention strategies.

4. Outreach and Communication Strategies

During the meeting several outreach tools and strategies will be presented as part of program and project updates, including improvements in the Council's website, use of social media, an increase in in-person communication as COVID restrictions have been reduced, partnership development, and participation in trade shows and conventions. Council staff Kim Iverson and AP Chair Scott Baker will lead a discussion of the pros and cons associated with these efforts.

As the Council continues to address management of Red Snapper and the snapper grouper management complex, increased emphasis is being made on communications and outreach efforts. During its September 2022 meeting, the Council added an appendix to Snapper Grouper Regulatory Amendment 35 to address promotion of best fishing practices, emphasizing its importance. The meeting materials, including the [Snapper Grouper Committee Report](#) addressing details for Reg Amendment 35 is available from the [Council's website](#). Management controversy can overshadow these outreach efforts and other Council programs and projects. Council staff Kim Iverson will provide an overview of recent developments and challenges for discussion (*Attachment 4a*).

Council staff Christina Weigand will provide a brief overview of NOAA Fisheries' Equity and Environmental Justice (EEJ) national strategy (*Attachment 4b*), how the regional fishery management councils are working collaboratively to incorporate EEJ into better serving stakeholders, and specific measures being considered by the South Atlantic Fishery Management Council.

Requested AP action: Provide input and recommendations on the pros and cons of outreach strategies presented during the meeting. In addition, the AP will provide recommendations for the outreach appendix for Snapper Grouper Regulatory Amendment 35, challenges associated with Red Snapper management, and measures being considered by the Council for EEJ. Note: discussion questions for the latter are included in the presentations.