

# **SAFMC Newsletter Overview and Transition**

Outreach and Communications Advisory  
Panel Meeting

April 19, 2021

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Public Information Officer



# SAFMC Communication Tools

*SA Update*  
Quarterly  
Newsletter

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# South Atlantic Update Newsletter

The South Atlantic Fishery Management Council's

## South Atlantic Update



Published for fishermen and others interested in marine resource conservation issues Summer 2015

### Public Input Continues on Proposed Spawning Special Management Zones

*Eleven candidate sites being considered to protect unique habitat and spawning fish*

The Council received a variety of responses to proposed Spawning Special Management Zones (SMZs) during a second round of public hearings held in August from North Carolina to the Florida Keys. A total of 11 candidate sites are being considered for designation as Spawning SMZs to protect important spawning habitat and associated species within the snapper grouper management complex. Fishing for snapper grouper species would be prohibited within the proposed Spawning SMZs, but trolling for pelagic species such as tuna, dolphin and billfish would be allowed. Anchoring would also be prohibited. The designation would help protect spawning fish, promote recruitment and reduce bycatch mortality of snapper grouper species, including speckled hind and warsaw grouper, two species extremely vulnerable to overfishing and designated as "Species of Concern" by NOAA Fisheries.

Like many of the species in the snapper grouper management complex, speckled hind and warsaw grouper are long-lived, slow growing protogynous hermaphrodites, meaning they are all born as females and only transform to males upon maturity, at about six to nine years of age. When most of the larger, older males have been removed by fishing, the species can't reproduce to healthy numbers. Warsaw grouper can reach seven feet and 450 pounds, while speckled hind can grow to three and a half feet and weigh up to 65 pounds. Although harvest is prohibited, they are caught by fishermen targeting other species and have a high mortality rate when released.

During its June meeting in Key West, Council members considered input from the first round of hearings held in April along with recommendations from its Snapper Grouper Advisory Panel. The advisory panel supports the use of Spawning SMZs and provided recommendations for individual sites. The Council decided to move forward with a second round of public hearings without choosing any preferred alternatives for size or location of the candidate sites.



A fishery biologist holds a juvenile speckled hind collected during a cooperative research cruise approximately 55 miles off the coast of South Carolina. Speckled hind, sometimes known as "kitty mitchell" or calico grouper, are yellow in color when younger and turn dark reddish-brown as they grow. They spawn offshore and can live for up to 25 years. The sample was collected in an area known locally as the "Georgetown Hole" for the coastal town nearby. The Council is considering designating a portion of the area as a Spawning SMZ to help protect the unique habitat and species vulnerable to overfishing such as speckled hind that spawn there.

#### Why Spawning Special Management Zones?

Despite being prohibited from harvest in federal waters in the South Atlantic since 1994, speckled hind and warsaw grouper are two deepwater species that remain vulnerable to overfishing. Petitions have been filed in the past to list them as endangered species under the Endangered Species Act.

Previously, in an effort to provide further protection to speckled hind and warsaw grouper, the Council approved prohibiting harvest of six other deepwater species (snowy grouper, blueline tilefish, yellowedge grouper, misty grouper,

*(Continued page 6)*



**September 14-18, 2015**  
**Council Meeting**  
**Hilton Head, SC**  
*See page 11 for detail*

**Formal Public Comment**  
**Wednesday, September 16**  
**at 5:30 PM**

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- Averaged 12 pages
  - 3-hole punched



# South Atlantic Update



Published for fishermen and others interested in federal marine resource conservation issues Spring 2018

## Collecting Recreational Data - Effort Survey Changes Affect Estimates

*Understanding the Marine Recreational Information Program and how improvements may affect fisheries*

Watch the number of recreational fishing boats heading offshore on any given Sunday and it is easy to see that saltwater fishing is culturally and economically important to many of us living in the Southeast. According to NOAA Fisheries, recreational fishermen took 15 million fishing trips in the South Atlantic Region in 2017, with the highest number (8 million) taken along the east coast of Florida.

But just how many recreational fishermen (charter and private recreational anglers) are out there on any given Sunday? Where and how long are they fishing? What are they catching and how many fish are they keeping? Who's keeping track?

We'll take a closer look at how recreational data is collected in this issue of the newsletter, changes that are being made and possible impacts, and how the Council is working to fill in some of the existing data gaps with new initiatives. But first, it's important to understand the basics of the current program.

Recreational data is collected by NOAA Fisheries through its Marine Recreational Information Program (MRIP). Along the Atlantic and Gulf of Mexico coasts, the program is administered in partnership with state marine resource agencies and commissions. The program estimates how many trips saltwater anglers take and how many fish they catch per trip by using data collected from separate surveys.

### MRIP Catch Survey - Dockside Sampling

Catch information is gathered in-person by trained field staff conducting intercepts with fishermen at fishing access points – boat ramps, marinas, beaches, jetties, etc. Known as the Access Point Angler Intercept Survey (APAIS), dockside surveyors collect individual data and information such as species caught, total number of each species caught, length and weight measurements of fish, and angler-specific fishing trip information. A proportional, random process is used to choose sites, dates, and times for data collection, with the most active sites and times sampled most often. Target sample sizes are based on historic distributions of fishing trips (effort) and available funds.



Recreational data from both for-hire and private recreational anglers is collected by NOAA Fisheries through the Marine Recreational Information Program. Changes to the survey methodology used for calculating fishing effort for shore and private boat anglers is resulting in substantially higher estimates for recreational effort in some cases. See p. 4 for an interview with Dr. Ned Cyr, Director of the Office of Science and Technology for NOAA Fisheries as we ask questions about the changes and implications for management.

We'll also take a look at ways the Council is moving forward to fill in data gaps through electronic reporting for the for-hire sector and the MyFishCount pilot program for private recreational anglers.

### MRIP Fishing Effort Survey - Household Sampling

To gather information used to estimate fishing effort, MRIP uses household surveys. Until recently, the survey was conducted by telephone and known as the Coastal Household Telephone Survey (CHTS). As the use of cell phones has increased and home phones decreased, the telephone survey became less effective. The results of a pilot study, released in 2014, indicated that mail surveys do a better job of capturing recreational fishing

*(Continued page 5)*



**June 10-15, 2018**  
**Council Meeting**  
**Ft. Lauderdale, FL**

See page 7 for details

**Informal Q&A Session**  
Tuesday, June 12  
at 5:00 PM

**Formal Public Comment**  
Wednesday, June 13  
at 4:30 PM

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- **Spring 2018 Issue**
  - Last printed copy
- **Directed by Council**
  - Lack of support for print version
  - Savings in printing and mailing costs
  - Ease of distribution





**South Atlantic Fishery Management Council**  
 Conserving and managing America's fisheries from three to 200 miles off the coasts of North Carolina, South Carolina, Georgia and Florida.

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**South Atlantic Update  
 Winter 2018 Newsletter**

*Inside this issue:*

**Management of Atlantic Cobia (GA to NY) May Change Hands**  
*The Council will consider public input as it reviews management alternatives for the stock during its March 5-9, 2018 meeting in Jekyll Island, GA...*

**Cold Weather Impacts Shrimp Fishery**  
*We've all felt the frigid temps this winter. See how overwintering shrimp are being protected and if the cold weather will impact your shrimp dinner this summer...*

**New Regulations for Mutton Snapper**  
*New regulations go into place effective February 10, 2018 to help protect spawning aggregations and reduce harvest of mutton snapper...*

**MyFishCount.com**  
*See results from the 2017 recreational reporting pilot project and learn about future efforts to collect recreational data via mobile application...*

**And more!** Read [your copy now](#).

# 2018-2019 Issues

- Transition to online format only
- Layout and content remained the same
- Recognized need for format change



# 2019 Constant Contact Format



South Atlantic Fishery Management  
Council

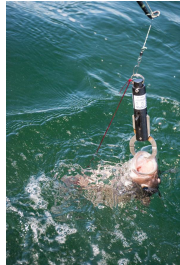
## South Atlantic Update Newsletter

A Quarterly Publication of the South Atlantic Fishery Management Council  
Summer 2020



### On Point - The Council Chair's Perspective

*Should the 2 for 1 requirement for commercial Snapper Grouper fishery be removed? Closed area boundaries reconsidered?* Council Chair Jessica McCawley encourages readers to provide input on the Executive Order on Promoting American Seafood Competitiveness, recently signed by the President. [Read More](#)



### New Requirements in Place for Fishermen Targeting Snapper Grouper Species - *What you need to know about descending devices, hook specifications and other best practices*

New regulations requiring descending devices and modifying hook requirements went into place on July 15, 2020. Get the details and learn more about the importance of best fishing practices. [Read More](#)

- Templates reviewed by OC AP in January 2019
- Quarterly Distribution
  - [Constant Contact](#)
- Components Retained
  - Chair's Column
  - Feature Articles
  - Executive Director's Column
  - Citizen Science Corner



# 2021 South Atlantic Bite and Feature Articles



South Atlantic Fishery Management Council

## The South Atlantic Bite

Newsworthy Notes



### Reminder - South Atlantic Fishery Management Council Meeting Next Week

Members of the South Atlantic Council will hold their quarterly March meeting via webinar next week, beginning at 12:30 p.m. Monday with a meeting of the Full Council. Committee meetings will be held throughout the week with the meeting scheduled to end at noon on Friday. The meeting is open to the public via webinar as it occurs.

[Register for the meeting now.](#)

A public comment session will be held on Wednesday at 4 p.m. via webinar. A separate registration is required to [provide public comment](#). Additional meeting details, including agendas, overviews, and an online public comment form are available from the Council's website at: <https://safmc.net/march-2021-council-meeting-details/>.



### SAFMC Seminar

**Gut Check: What is DNA Barcoding Telling Us about What Red Snapper Are Really Eating?**  
Tuesday, March 30, 2021

2 p.m. - 3:30 p.m. via webinar

Fishermen know that Red Snapper can be voracious feeders but what do they eat when they aren't chasing baits?


The South Atlantic Fishery Management Council will host a presentation from Kevin Spanik with the S.C. Department of Natural Resources on recent diet analysis of Red Snapper conducted in the South Atlantic region. The seminar is open to the public and will include a Q&A session. [Register for the webinar.](#)

- Testing pilot approach
- Bi-monthly via [Constant Contact](#)
- *SA Bite and Snippets*
  - Allows content flexibility
  - Original content not required, links to info
  - Snippets allow sharing of more information
  - Upcoming meetings added



# Feature Articles

Firefox <https://app.constantcontact.com/pages/campaigns/email-details/details/act...>



South Atlantic Fishery Management Council




Photo credit: Cameron Rhodes

### Proposed Measures for Dolphin and Wahoo Highlight Diversity of the Fisheries Along the Atlantic Coast

Managing two popular offshore fish species along the entire Atlantic coast can be a challenge under the best of circumstances. Add an international component, lack of stock assessments, and the cascading effects of new catch level recommendations mixed with differing perceptions on the condition of the fisheries, and the challenge increases. Such is the case for Dolphin and Wahoo. Both are managed in federal waters by the South Atlantic Fishery Management Council from Maine to Key West, in collaboration with the Mid-Atlantic Fishery Management Council and New England Fishery Management Council. The two highly migratory species are often targeted in the U.S. by recreational fishermen and are prized by charter captains and private anglers alike for their colorful display as a fighting fish and for their delicious flavor.

1 of 3

4/1/21, 7:36 PM

- Topic specific
- Highlight issues for public hearings, scoping, general interest
- Distributed 1-2 times per quarter via [Constant Contact](#)
- Posted on [website](#)





# Quick Analytics – Constant Contact

Format	Open Rate	Click Rate	Desktop	Mobile
<i>SA Bite</i> (2021)	30 %	10%	65%	35%
Feature Article (2021)	29%	12%	62%	38%
<b>2020 NL</b> (avg)	32%	17-33%	65%	35%
<b>2019 NL</b> (avg)	33%	28%	65%	35%
<b>2018 NL</b> (avg)	37%	21%	55%	45%

# Questions for OC AP

- Initial thoughts about transitioning away from the traditional newsletter format?
- **South Atlantic Bite (and Snippets)**
  - Is this format useful? Graphics and text sufficient?
  - Type of information you would like included?
  - How often should it be distributed?
  - Best day of the week to go out?
  - Distribute on a regular schedule?



# Questions for OC AP (continued)

- **Feature Articles**

- Is this an effective approach?
- Was this first article too long? Ideal length? Suggestions for images and formatting?
- Would feature articles fit better in a Blog?
- What would make these articles more interesting to fishermen?
- What topics would you like to see covered?
- What can we do to make this beneficial to you? To improve that it will likely be shared?



# Thank You!

