

Best Fishing Practices & SAFMC Release Outreach Progress

Outreach and Communications AP Meeting
October 2024



Citizen Science



Outreach Goals and Objectives

- Increase knowledge of fishing methods that will improve survivorship of released snapper grouper species and related Council regulations.
- Encourage the active use of best fishing practices when fishing for snapper grouper species.
- Gather information on the utilization of descending devices and other best fishing practices via SAFMC Release and outreach activities.
- Increase participation in SAFMC Release and other Council activities.
- **Build and maintain relationships with fishing communities.**

BFP & CitSci Partnership

Leverages resources & increases reach



- Descending Device Coordination Team
- BFP Master Volunteer Program
- Marketing, advertising, and social media
- BFP Evaluation Workshop



Citizen
Science

- Tackle shop visits
- Fishing seminars & expos
- Industry events
- Agency events
- Pitman Creek mailings
- Media charter trips



Citizen
Science

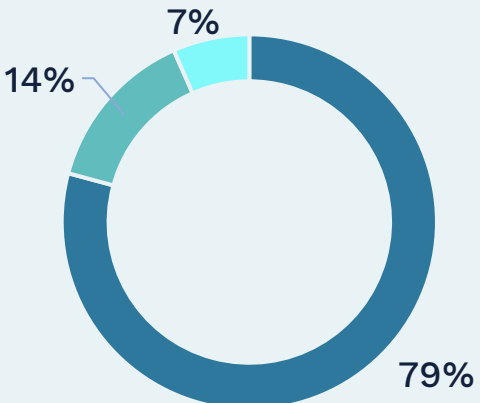
- Recruitment mailings
- Social media posts
- Participant communications
- Monthly newsletters
- Annual data summaries
- Participant Recognition Program



Tackle Shop Outreach & Pitman Creek Collaboration

Tackle Shop Visit Frequency
as of June 2024

- One Visit
- Two Visits
- Three+ Visits



Attending Fishing Expos, Industry & Agency Events



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**Citizen
Science**



**Citizen
Science**

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**Best
Fishing
Practices**

**Master
Volunteer
Program**



Program Timeline

*October
2022*

Phase I
April '23-July

Phase II
July-November

Phase III
November-March '24

Phase IV
April-December

BFP MVP was born!

- Establish background, purpose, audience goals
- Identify barriers and solutions
- Determine workshop components

- Develop workshop components
- Establish evaluation methods
- Program branding
- Draft locations and dates

- Solidify locations and dates
- Develop informational materials
- Create advertisements and promote workshops

- Workshop implementation

Goals

- Expand reach by empowering key members of the
- #1:** fishing community to spread the best fishing practices message and methods on SAFMC's behalf.
- Increase awareness and use of all best fishing practices
- #2:** when releasing fish, specifically snapper grouper species exhibiting signs of barotrauma.
- Increase SAFMC's regular interaction with stakeholders
- #3:** that will grow involvement in fisheries management.

Target Audience

- Key members of offshore fishing community
- Novice fishermen
- State and federal agencies
- *Port samplers*



Workshop Components



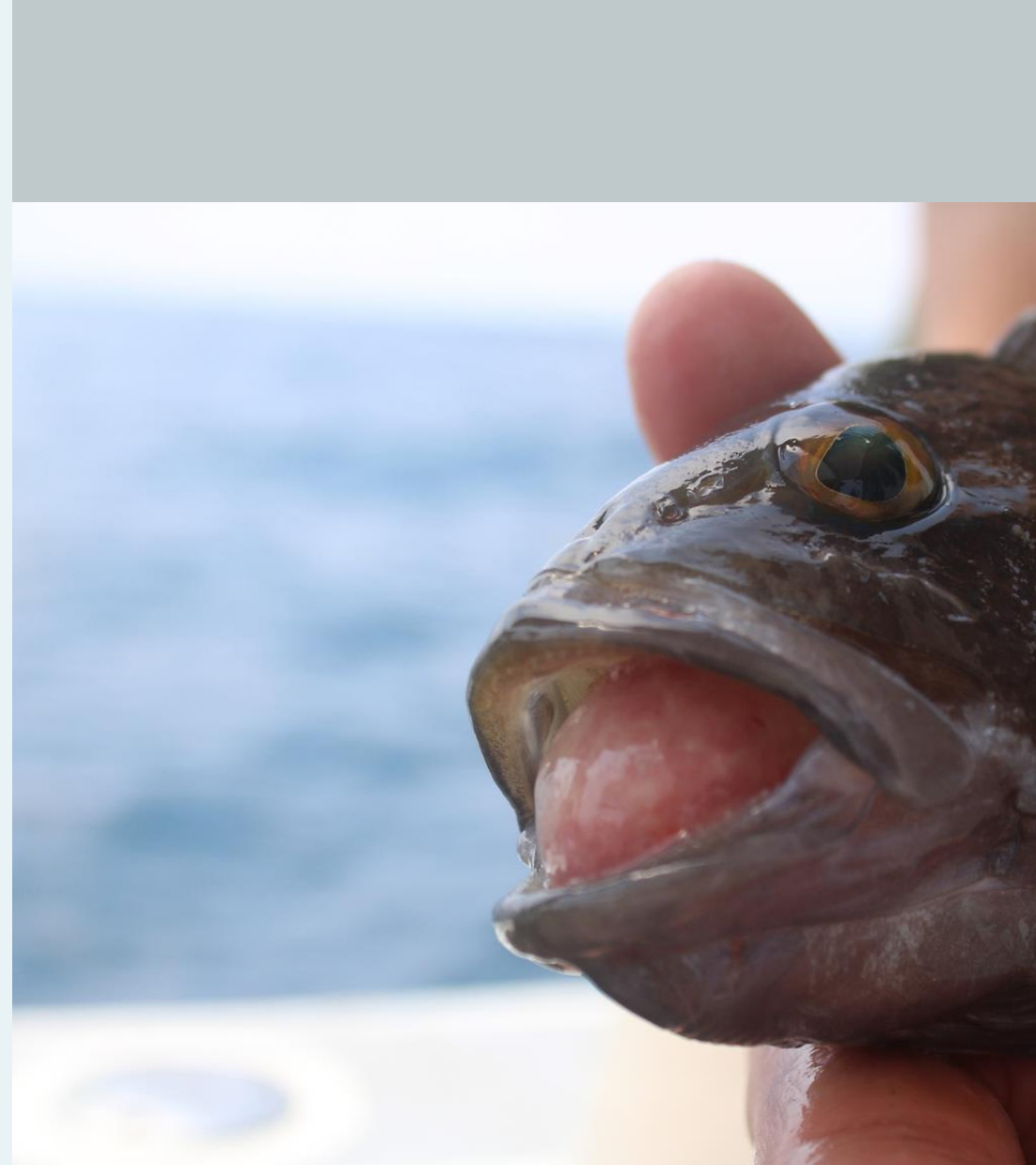
1. Best Fishing Practices

- General practices
- Identifying barotrauma
- Descending and venting

2. Getting Involved

- Citizen Science projects
- Regional Fishery Management Councils
- The South Atlantic Fishery Management Council
- Marine Resource Education Program (MREP)

3. State agency efforts (if applicable)



South Atlantic Fishery Management Council's

Best Fishing Practices Master Volunteer Program



April 25th, 2024

6:00 pm - 8:00 pm

**South Carolina DNR Outdoor Classroom
Charleston, SC**

BFP MVP Educational Binder

Each participant is given a binder for future reference and use when sharing information to others.

Includes:

- Snapper Grouper Fishery Management Unit sheet
- Copy of presentation and QR codes
- Packet of BFP and Citizen Science informational materials (stickers, brochures, rack cards)

2024 Workshop Schedule



State	Location
South Carolina	Charleston
	Myrtle Beach
	Port Royal
Georgia	Savannah
Florida	Fort Lauderdale
	Fort St. John
	Fort St. Veda Beach
	New Smyrna
North Carolina	Jupiter
	Key West
	Wilmington 11/19
North Carolina	Morehead City 11/20
	Raleigh 11/21

Key Takeaways

- Quality over quantity.
- Discussions and activities are needed to break up content.
- Positive feedback from attendees suggests more fishermen need to take a course like this.
- Outreach from state partners, advisory panel members, and Council members are a **must** to be successful.

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BFP & CitSci Partnership

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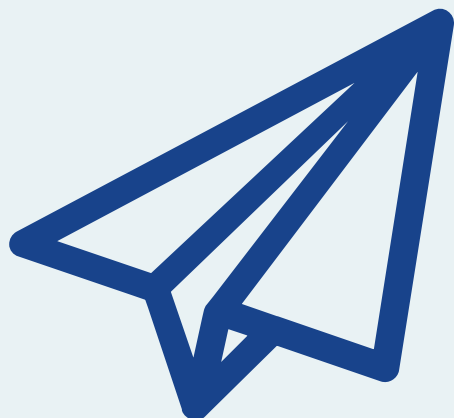
Project Timeline



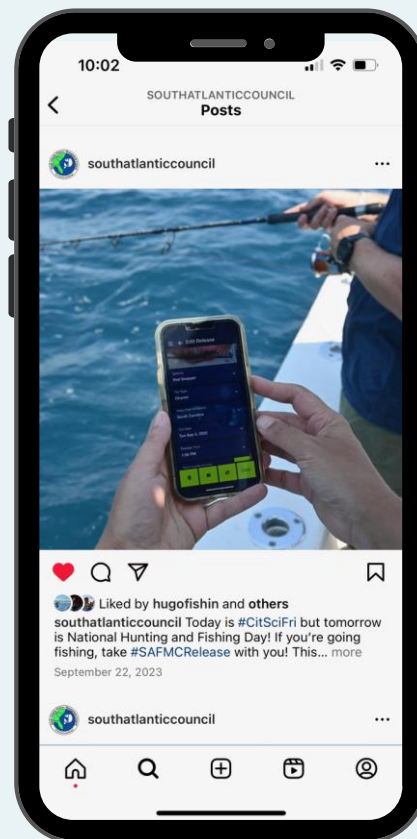
Scamp
June
2019



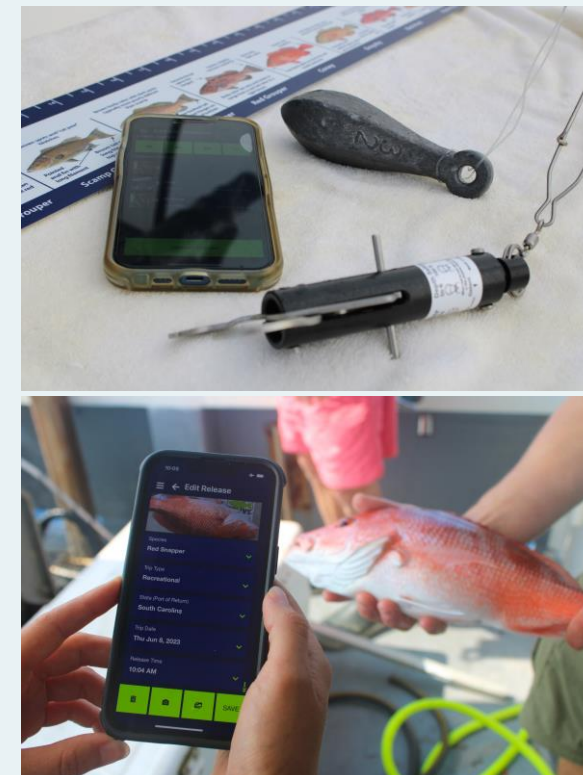
Additional Promotion & Recruitment



Recruitment Mailings



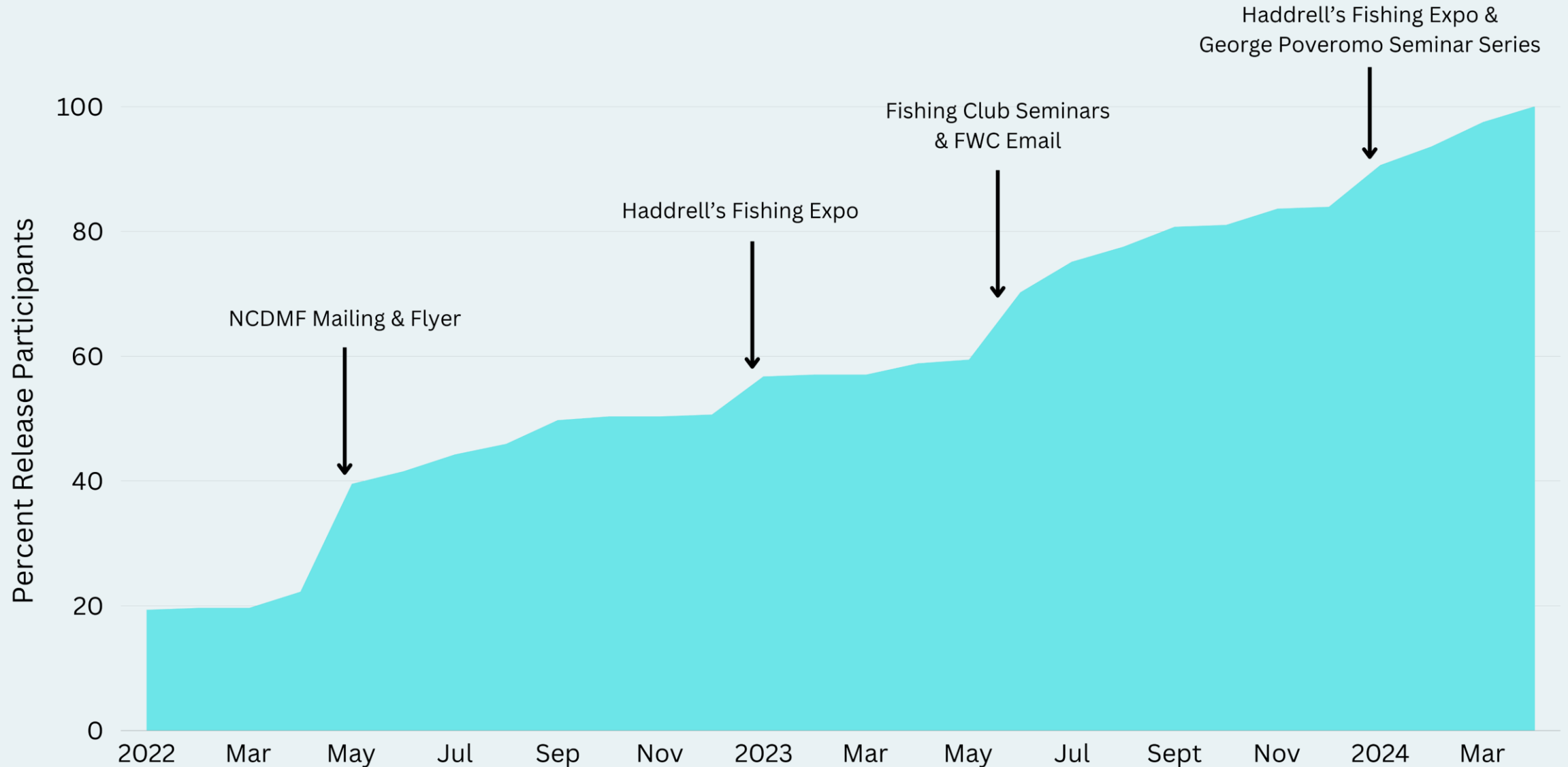
Social Media Posts



Content Creation Trips

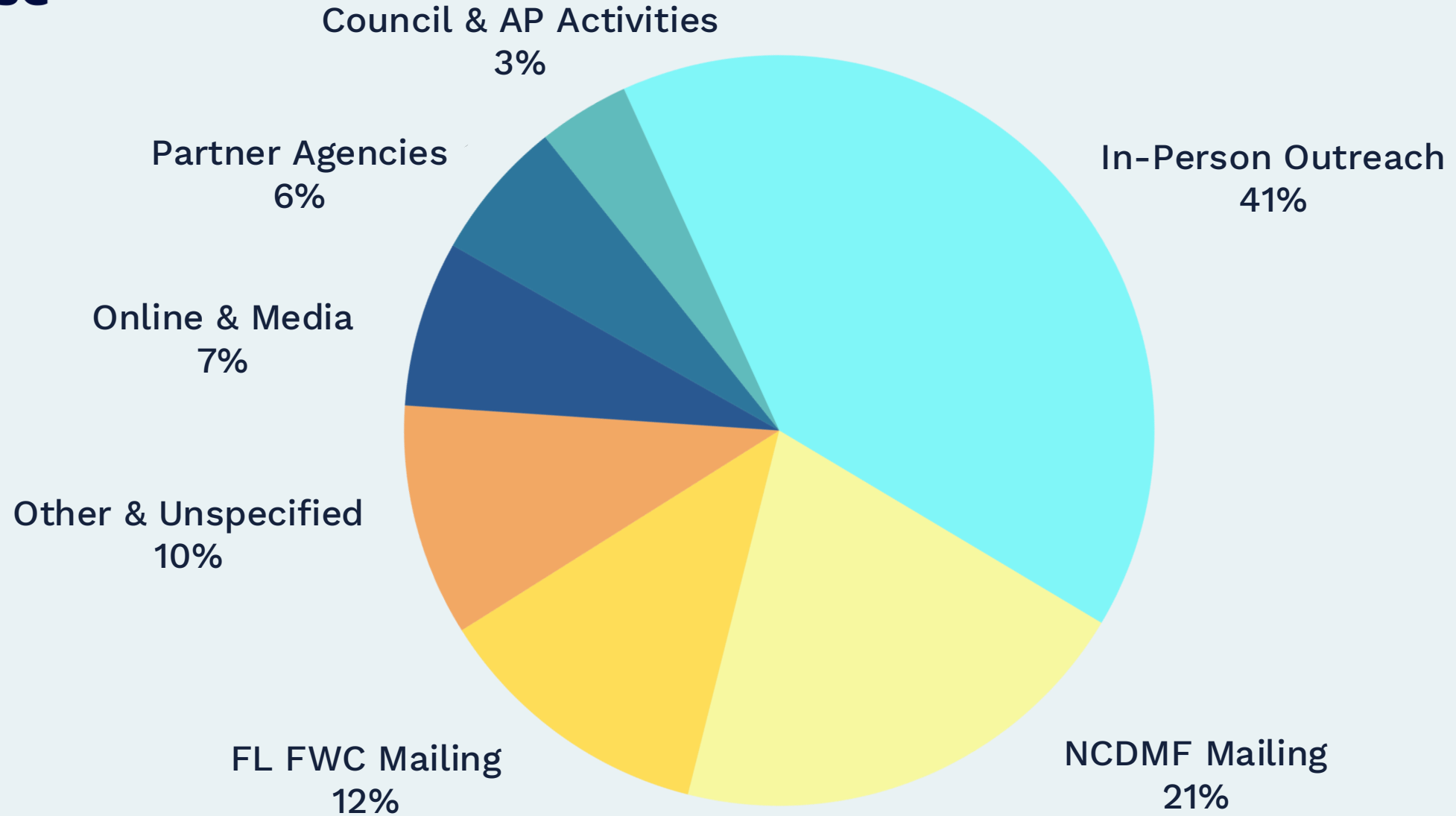


Cumulative Participants Over Time





Participants by Origin





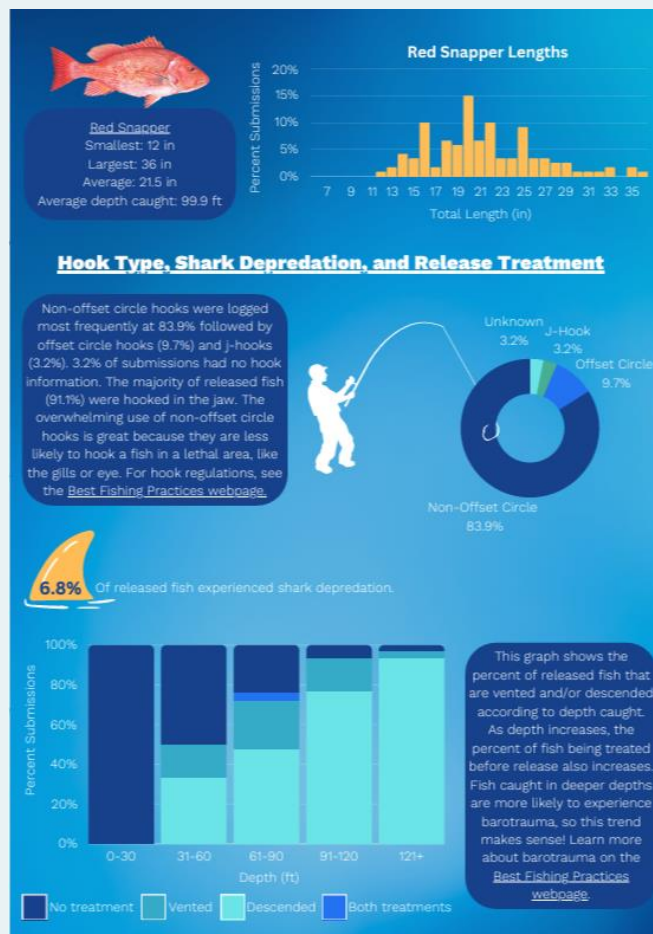
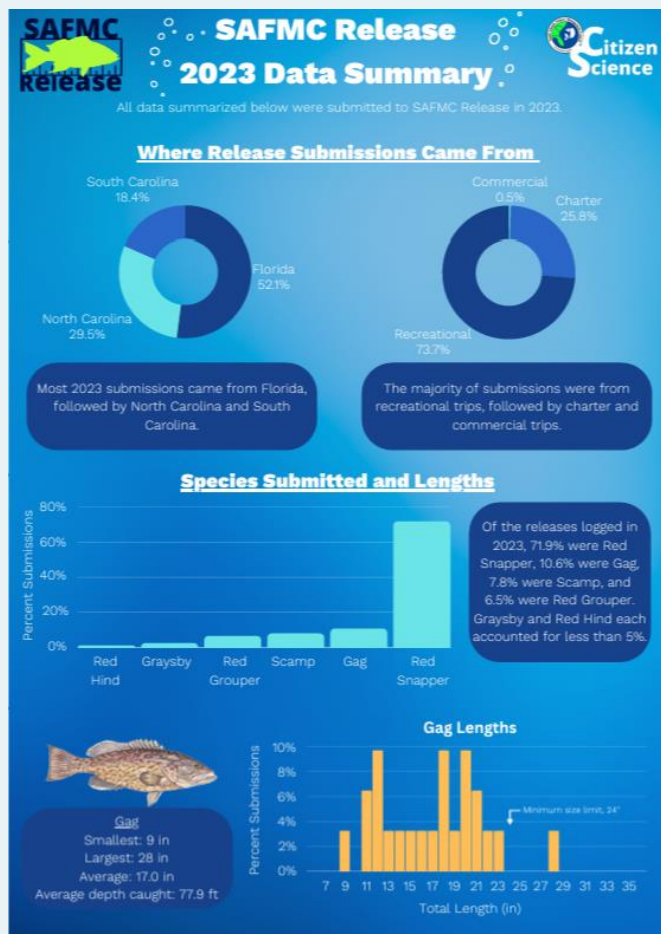
Participant Retention



Participant
communication



2023 Data Summary



Summary includes:

- Release submissions by state & fishing sector
- Species submitted
- Length compositions
- Release treatment by depth
- Shark depredation
- Hook type & location
- 2023 Participant Recognition Milestones



Participant Retention



Participant
communication



Monthly newsletters



Annual data
summaries

SAFMC Release

Participant Recognition Program

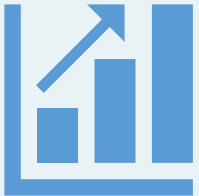


- Designed to celebrate participants' achievements within the SAFMC Release project
- Set annual and multi-year milestones
- Recognition on various platforms, including Release newsletter and South Atlantic Bite
- Partnerships help expand recognition opportunities

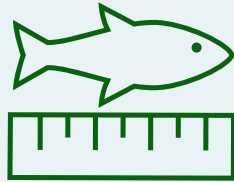


PRP 2024 Milestones

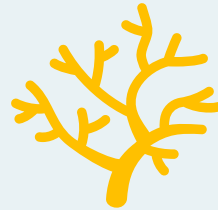
- 2023 PRP milestones were a success!
- 2024 Milestones include recognitions for:



Quantity of
submissions



Smallest and
largest of each
species



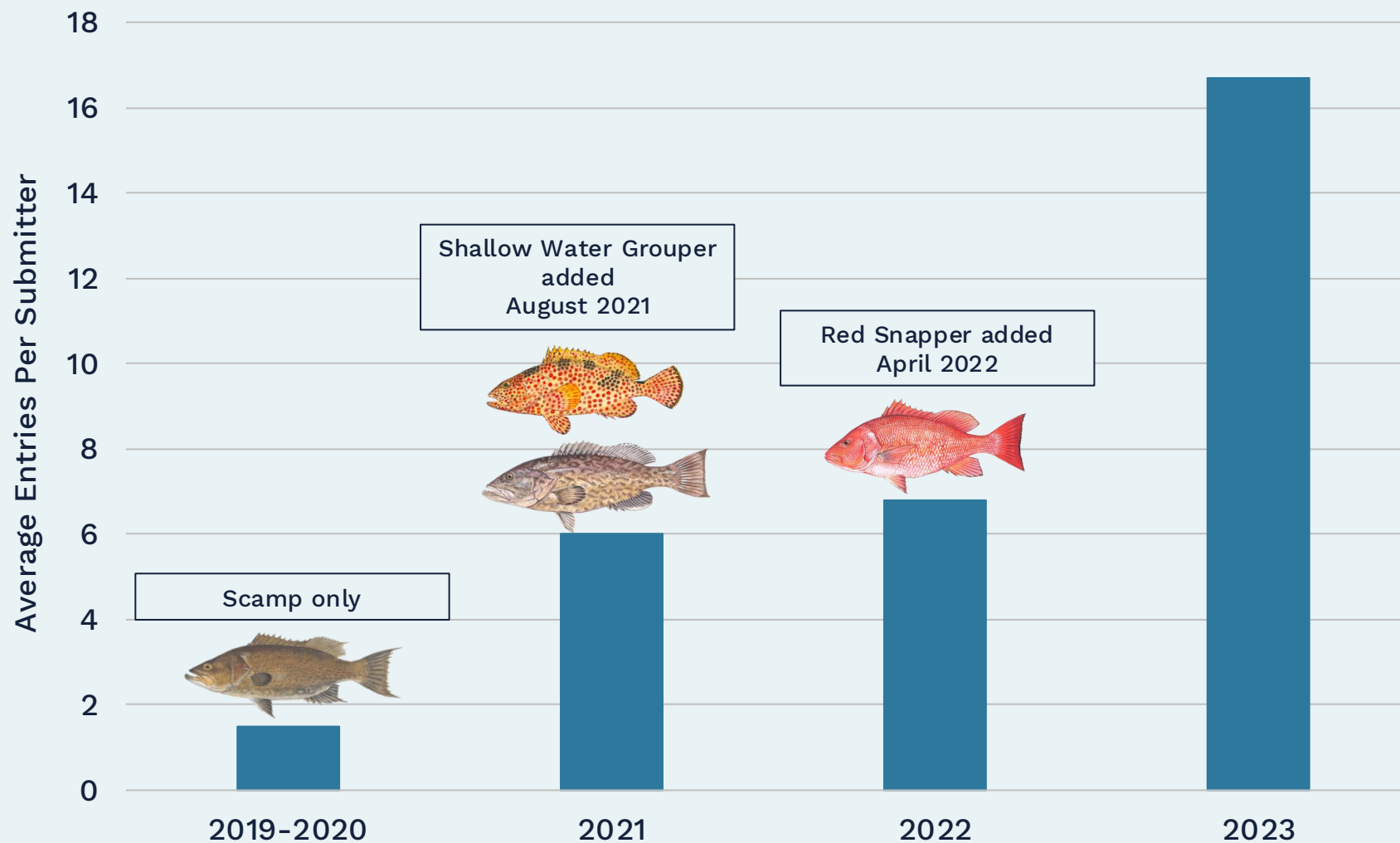
Around the
Reef: submitting
all species in
project



Sea Grant photo
categories

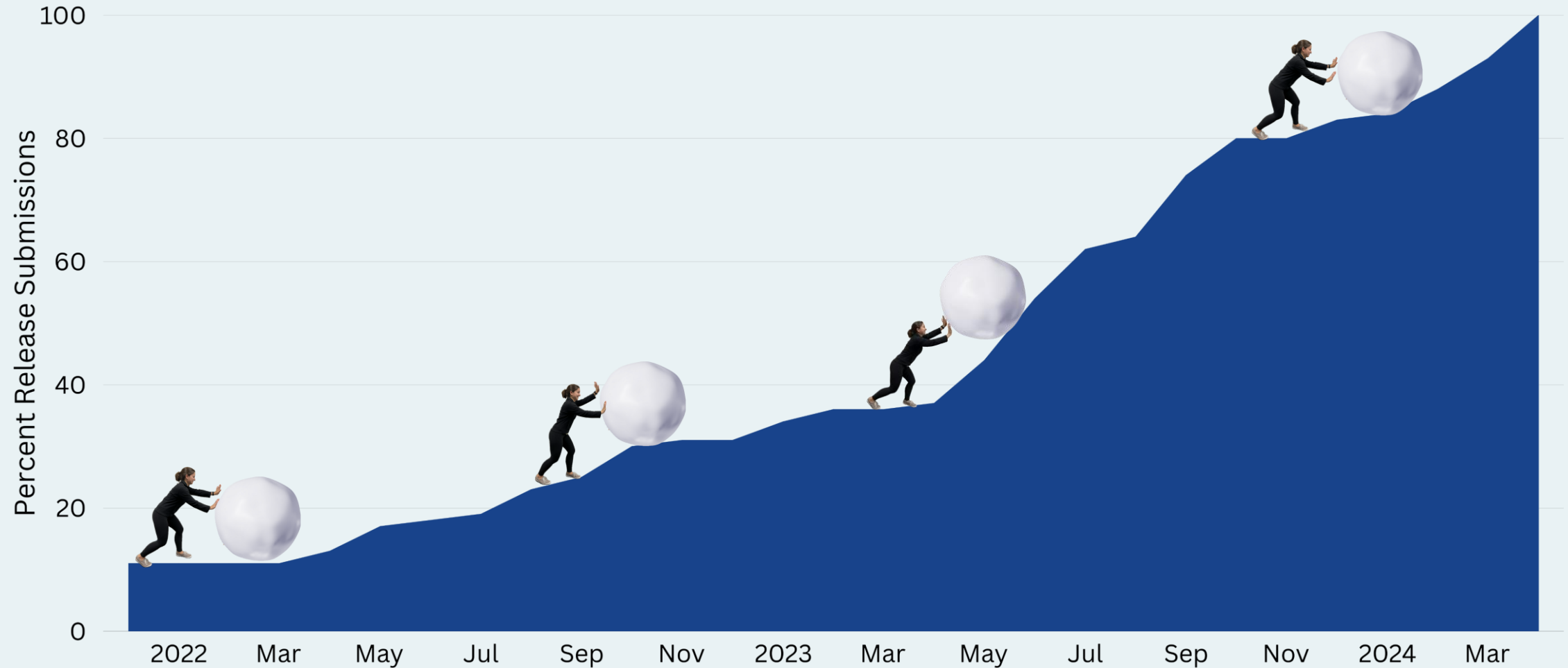


Average Entries per Submitter

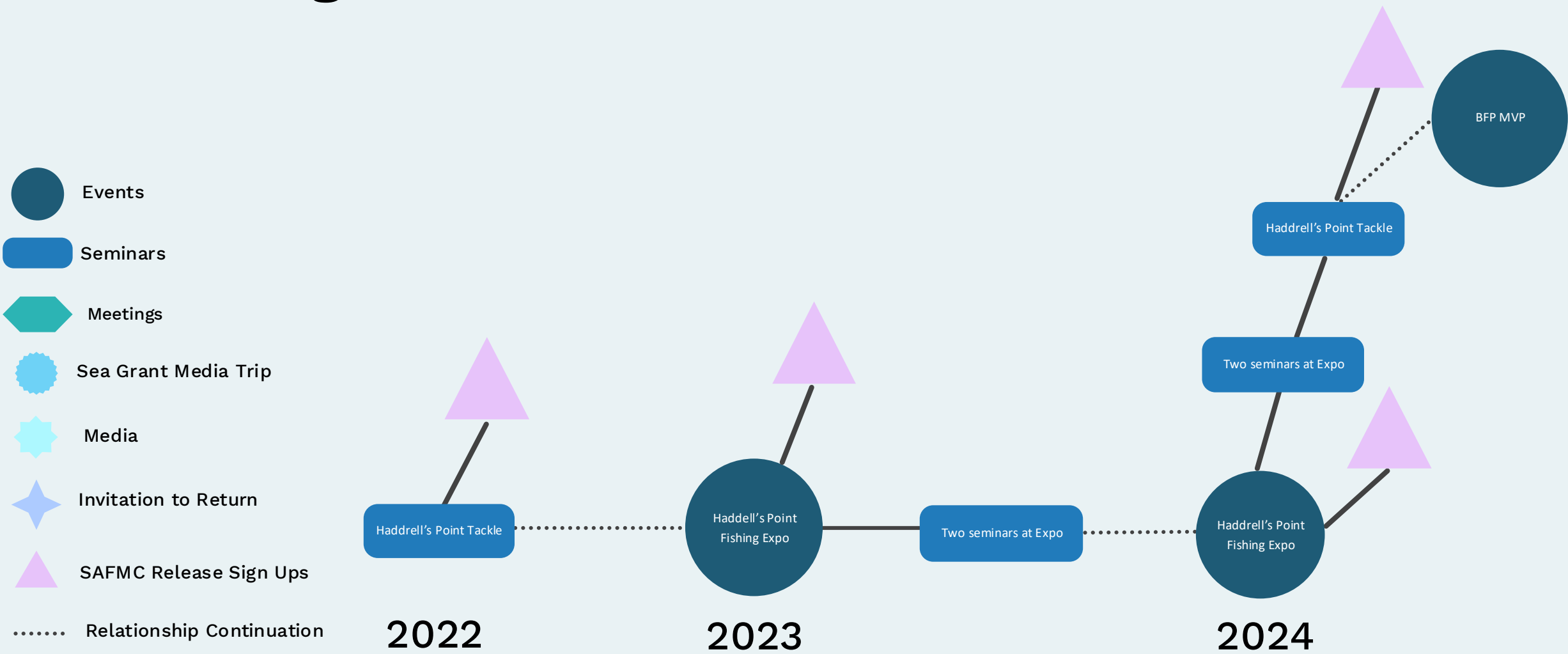




Cumulative Submissions Over Time

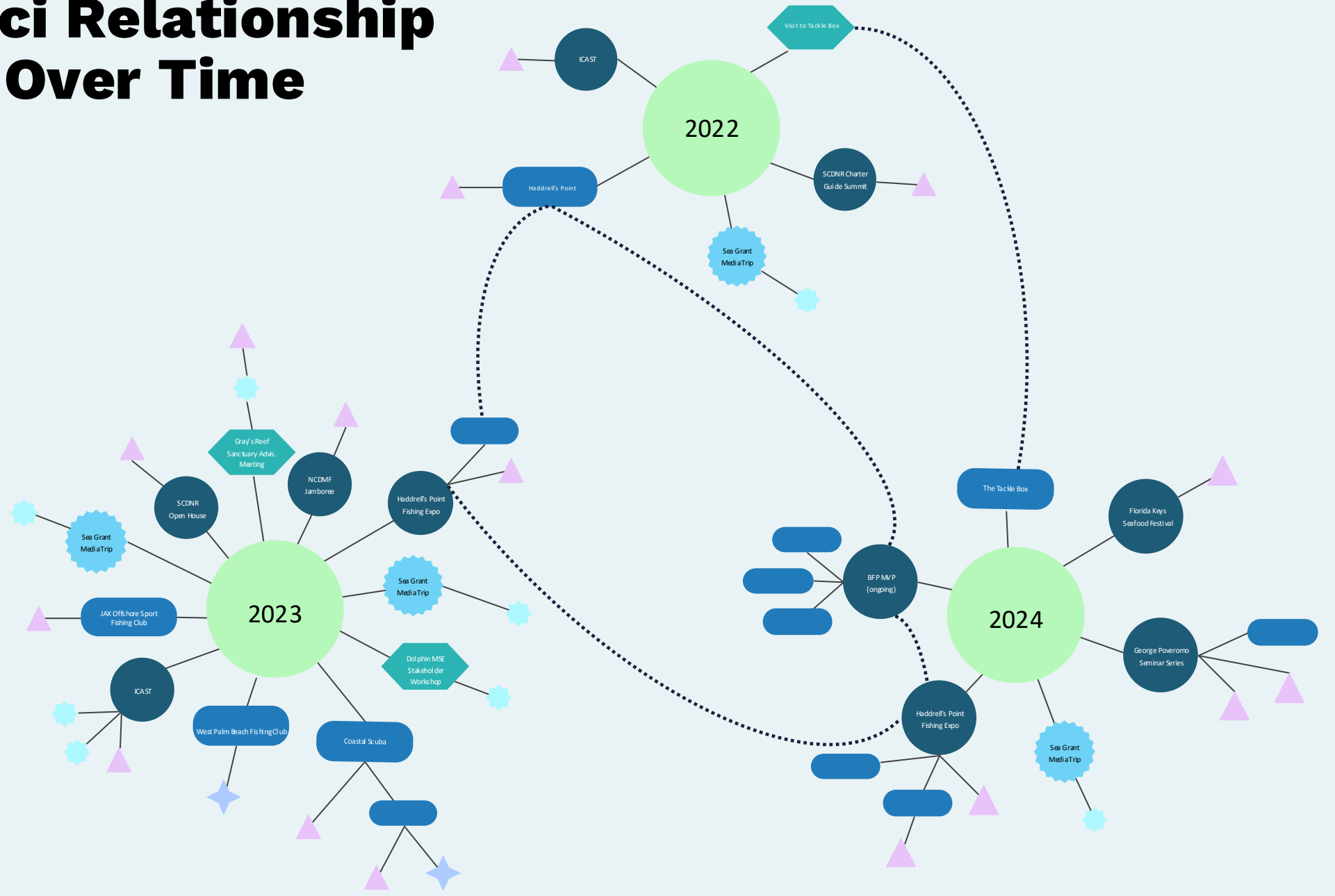


BFP and CitSci Relationship Building Over Time



BFP and CitSci Relationship Building Over Time

- Events
- Seminars
- Meetings
- Sea Grant Media Trip
- Media
- Invitation to Return
- SAFMC Release Sign Ups
- Relationship Continuation



THANK YOU to *all* Council staff, Council members, AP members, and others who have helped make these outreach programs a success.

Questions?

