

Reef Fish Extension Fellowship Update

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Outreach and
Communications Advisory
Panel Meeting

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Sea Grant

SOUTH CAROLINA · GEORGIA
FLORIDA · NORTH CAROLINA



Reef Fish Extension Fellowship

Goal

To advance stakeholder understanding of reef fish issues and management, particularly as it relates to species in the South Atlantic Snapper-Grouper Complex.

Focus

Increasing awareness of Best Fishing Practices—particularly those which reduce barotrauma-related release mortality—while building relationships with stakeholders.

CONTINUED ACTIVITIES



1

TACKLE SHOP VISITS

- Both previously visited and unvisited
- Coordinated with other outreach events such as seminars, charter trips, and Council meetings



2

SEMINARS AND EVENTS

- Presentations and tabling on BFPs at:
 - Fishing Tournaments
 - Industry Events and Meetings
 - Fishing Clubs



3

MEDIA TOURS

- Bring external media figures (science writers, influencers, etc.) onboard offshore fishing trips
- Highlight BFPs and Citizen Science in action

NEW ACTIVITIES



4

MEDIA AND PRESS OUTREACH

- **Goal: Reach stakeholders *and* the general public through features in local, regional and national media outlets**
 - Not exclusive to media tours
 - Special interest vs. general interest outlets
- **Benefits:**
 - Reach stakeholders through trusted sources
 - Produces a variety of content that can be utilized beyond fellowship



ADDRESS LIMITATIONS OF IN-PERSON OUTREACH

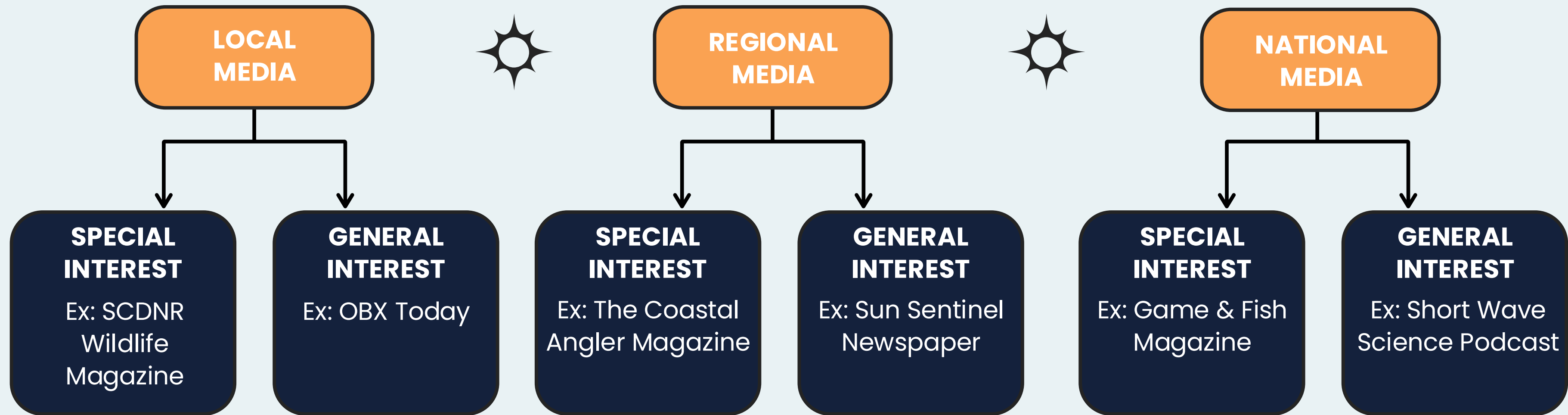


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AUDIENCE ANALYSIS

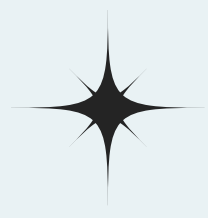
- **Goal: Improve effectiveness of present and future outreach campaigns by gaining a better understanding of communication preferences in target audiences**
- **Benefits:**
 - Improves impact of outreach campaigns when resources are limited
 - Helps in meeting stakeholders where they are
 - Informs media and press outreach

✦ MEDIA AND PRESS OUTREACH ✦

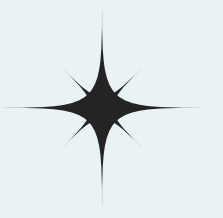


Example Pitches/Topics:

- **“Under Pressure, or lack thereof: Understanding Barotrauma”**—Educational piece on barotrauma (what barotrauma is, how it affects fish, why it's a critical issue for anglers to understand, how its treated).
- **“The Recovery Dilemma”**—Fish populations rise through rebuilding plans, but bycatch keeps fisheries overfished. A look into how BFPs could help in keeping rebuilding plans on track.



AUDIENCE ANALYSIS



Example Questions:

Communication Preferences:

- Where do you get your fishing information and news from?
- Where would you *prefer* to get your fishing information and news from?
- Do you prefer detailed, in-depth content or brief, summary-style updates?
- What type of content do you find most engaging or helpful for learning about fishing practices?

Communication Barriers:

- Have you ever experienced difficulty understanding information about fishing practices? If so, what was the main issue?
- What barriers do you face in accessing or acting on information about best fishing practices?

Incentive: Chance to win descending device

Recruitment:

- Social media, online forums, and newsletters
- Promotional material in tackle shops, fishing clubs, community boards, etc.
- Personal and professional networks
- The media (this could be incorporated into media outreach)

DISCUSSION

- **Audience Analysis:**

- Are there any questions you think would be valuable to include in the audience analysis?
- Beyond offering incentives, such as the chance to win a descending device, do you think there are other ways to encourage participation?

- **Media Outreach:**

- What communication channels have you found most effective in reaching fishing communities? Any newspapers, broadcast channels, podcasts, blogs, magazines, etc. that you think would be worth contacting?
- Are there specific messages or themes that resonate well with anglers in your experience?

- **Other:**

- Do you think there's value in tabling at outdoor expos such as SCDNR's Palmetto Sportman's Classic and Georgia Outdoor News' Sportsman Show?
 - Cost of tabling (typically around \$650)
 - Thoughts on partnering with tackle shop?