



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

4055 Faber Place Drive, Suite 201, North Charleston SC 29405
Call: (843) 571-4366 | Toll-Free: (866) SAFMC-10 | Fax: (843) 769-4520 | Connect: www.safmc.net

Trish Murphey, Chair | Jessica McCawley, Vice Chair
John Carmichael, Executive Director

AGENDA

Outreach and Communications Advisory Panel Meeting

Hilton Garden Inn
5265 International Blvd.
North Charleston, SC 29418

May 5-6, 2026

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 recognize individuals to provide comment in-person or on the webinar.

Tuesday, May 5, 2026 – 9:00 A.M.– 5:00 P.M.

Welcome and Introductions – Scott Baker

Approval of Agenda – Scott Baker

Public Comment

1. AP Members Share – Scott Baker (9:15 am – 10:15 am) (*Attachments 1a – 1f*)
 - a. North Carolina Sea Grant – Scott Baker
 - b. Florida Sea Grant – Shelly Krueger
 - c. Caribbean Fishery Management Council – Diana Martino
 - d. Gulf Fishery Management Council – Emily Muehlstein
 - e. McIntosh County Schools – Robert Todd
 - f. Georgia Sea Grant – Bryan Fluech
 - g. Wild Ocean Seafood – Jeanna Merrifield

2. Habitat and Ecosystem FAQ (10:15 am – 10:30 am)
 - a. Overview – Kathleen Howington

--- Break ---

3. Digital Communications: Newsletter, Website, and Social Media (10:45 am – 11:00 am) (*Attachment 3*)
 - a. Presentation – Nick Smillie
 - b. AP Discussion – Scott Baker
4. Draft SAFMC Outreach and Communication Goals, Objectives, and Strategies (11:00 am – 12:00 pm) (*Attachment 4a - 4b*)
 - a. Presentation – Ashley Oliver, Nick Smillie
 - b. AP Discussion – Scott Baker

--- Lunch ---

5. Engaging Marine Resource Education Program (MREP) Graduates and Council Workshop Participants in the Council Process (1:30 pm – 2:15 pm) (*Attachment 5*)
 - a. Presentation – Christina Curtis
 - b. AP Discussion – Scott Baker
6. Lines of Communication: Conversations with the Council (2:15 pm – 2:45 pm) (*Attachment 6*)
 - a. Presentation – Christina Curtis, Nick Smillie
 - b. AP Discussion – Scott Baker

--- Break ---

7. Increasing Public Comment Attendance, Engagement, and Accessibility (3:00 pm – 4:00 pm) (*Attachment 7*)
 - a. Presentation – Nick Smillie, Ashley Oliver
 - b. AP Discussion – Scott Baker
8. State Outreach Efforts on the Potential South Atlantic Red Snapper Exempted Fishing Permits (4:00 pm – 4:45 pm) (*Attachments 8a - 8d*)
 - a. Florida Fish and Wildlife Conservation Commission – Nicole Nichols
 - b. Georgia Department of Natural Resources – Tyler Jones
 - c. South Carolina Department of Natural Resources – Matt Perkinson
 - d. North Carolina Division of Marine Fisheries – Patricia Smith
9. Magnuson-Stevens Act 50th Anniversary Commemoration Efforts (4:45 pm – 5:00 pm) (*Attachment 9*)
 - a. Overview – Nick Smillie

Wednesday, May 6, 2026 – 9:00 A.M. – 12:00 P.M.

10. Sea Grant Reef Fish Fellowship (9:00 pm – 10:30 pm) (*Attachments 10a - 10c*)
 - a. Current Reef Fish Fellowship Summary – Ryan McMullen

- b. Overall Reef Fish Fellowship Impact and Improvements – Christina Curtis, Scott Baker
- c. Sea Grant South Atlantic Release Rodeo – Ryan McMullen, Meg Withers
- d. AP Discussion – Scott Baker

--- Break ---

11. SAFMC Citizen Science Program (10:45 am – 11:45 am) (*Attachments 11a - 11b*)

- a. Citizen Science Program Update & SAFMC Release Participant Recognition Program – Julia Byrd & Meg Withers
- b. Citizen Science Program Indicators – Julia Byrd
- c. AP Discussion – Scott Baker

12. Elect new Chair and Vice Chair for the Outreach and Communications Advisory Panel

13. Other Business

Public Comment

Adjourn

Outreach and Communications AP Members:

Scott Baker, Chair	Sean Meehan
Shelly Krueger, Vice Chair	Emily Muehlstein
Tina Berger	Nicole Nichols
LT Anthony Liuzzi	George Patane
Bryan Fluech	Matt Perkinson
BeBe Dalton Harrison	Mark Phelps
Tyler Jones	Mary Sabo
Diana Martino	Patricia Smith
Michael Hall	Robert Todd
Jeanna Merrifield	

Attachments

- Attachment 1a.** North Carolina Sea Grant update
- Attachment 1b.** Florida Sea Grant update
- Attachment 1c.** Caribbean Fishery Management Council update
- Attachment 1d.** Gulf Fishery Management Council update
- Attachment 1e.** McIntosh County Schools update
- Attachment 1f.** Georgia Sea Grant update

Attachment 3. Digital Communications presentation

Attachment 4a. Outreach and Communication Goals, Objectives and Strategies presentation

Attachment 4b. Outreach and Communication Goals, Objectives and Strategies document

Attachment 5. Engaging Marine Resource Education Program (MREP) Graduates and Council Workshop Participants in the Council Process presentation

Attachment 6. Lines of Communication: Conversations with the Council presentation

Attachment 7. Increasing Public Comment Attendance, Engagement, and Accessibility presentation

Attachment 8a. Florida Fish and Wildlife Conservation Commission Red Snapper Exempted Permit Outreach Efforts presentation

Attachment 8b. Georgia Department of Natural Resources Red Snapper Exempted Permit Outreach Efforts presentation

Attachment 8c. South Carolina Department of Natural Resources Red Snapper Exempted Permit Outreach Efforts presentation

Attachment 8d. North Carolina Division of Marine Fisheries Red Snapper Exempted Permit Outreach Efforts presentation

Attachment 9. Magnuson-Stevens Act 50th Anniversary Commemoration Efforts document

Attachment 10a. Current Sea Grant Reef Fish Fellowship Summary presentation

Attachment 10b. Overall Sea Grant Reef Fish Fellowship Impact and Improvements presentation

Attachment 10c. Sea Grant South Atlantic Release Rodeo presentation

Attachment 11a. Citizen Science Program Update & SAFMC Release Participant Recognition Program presentation

Attachment 11b. Citizen Science Program Indicators presentation

Staff Lead: Ashley Oliver (ashley.oliver@safmc.net)

OVERVIEW

Outreach and Communications Advisory Panel

The advisory panel will make introductions and approve the May 2026 meeting agenda.

1. AP Members Share (*Attachments 1a – 1f*)

AP Members will have the opportunity to share outreach and communication efforts related to federal fisheries.

AP action: None.

2. Habitat and Ecosystem FAQ

Council staff will provide an update on the Habitat and Ecosystem FAQ.

AP Action: None.

3. Digital Communications: Newsletter, Website, and Social Media (*Attachment 3*)

Council staff will provide analytics for SAFMC digital communications efforts.

AP Action: None.

4. Draft SAFMC Outreach and Communications Goals, Objectives, and Strategies (*Attachment 4a - 4b*)

Council staff will present draft outreach and communications goals, objectives, and strategies.

AP Action:

- Provide feedback to ensure goals and purpose statements are appropriate, understandable, and realistic.
- Identify additional goals, objectives, or strategies for consideration.
- Provide input on additional methods to evaluate progress and performance.

5. Engaging Marine Resource Education Program (MREP) Alumni and Council Workshop Participants in the Council Process (*Attachment 5*)

At the recent MREP Southeastern Steering Committee meeting, it was determined that Council staff will be responsible for MREP alumni engagement. In addition to MREP, the Council has several focused engagement efforts that have resulted in listservs of fishermen interested in the Council process (Snapper Grouper Visioning, Mackerel Port Meetings, and Lines of Communication). Council staff will provide a brief overview of MREP and Council focused efforts, share how participants are currently being engaged, and provide ideas on other engagement options for discussion.

AP Action: Provide suggestions on how to better engage MREP alumni and Council workshop participants in the Council process.

6. Lines of Communication: Conversations with the Council (*Attachment 6*)

The Council developed a new set of meetings, Lines of Communication: Conversations with the Council (Lines), to build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations. The first round of Lines meetings were held in November 2025 (Georgia) and March 2026 (North Carolina). Council staff will provide an update and lessons learned.

AP Action: Discuss additional communication pathways to increase attendance and methods for summarizing and distributing results.

7. Increasing Public Comment Attendance, Engagement, and Accessibility (*Attachment 7*)

Council staff will present an overview of current public comment practices, engagement challenges, and potential strategies to improve attendance, participation, and comment effectiveness.

AP Action:

- Provide recommendations on demonstrating the impact of public comments on Council discussion and decision-making.
- Identify underutilized channels to reach new audiences.
- Recommend strategies for reengaging participants that were previously engaged.
- Review and recommend tools and resources to support commenters in providing effective input.
- Advise evaluation methods for outreach efforts on improving attendance, accessibility, and effectiveness of public comment.

8. State Outreach Efforts on the Potential South Atlantic Red Snapper Exempted Fishing Permits (*Attachments 8a - 8d*)

Representatives from each South Atlantic state will provide an update on outreach efforts for the potential South Atlantic Red Snapper Exempted Fishing Permits.

AP Action: None.

9. Magnuson-Stevens Act 50th Anniversary Commemoration Efforts (*Attachment 9*)

Council staff will provide an update on regional efforts to recognize the 50th anniversary of the Magnuson-Stevens Act.

AP Action: None.

10. Sea Grant Reef Fish Fellowship (*Attachments 10a - 10c*)

- a. The current Sea Grant Reef Fish Fellow will present a summary of their time in this role.

AP Action: Provide input on the most valuable types of information to highlight in the final fellowship review and Communication Preferences of South Atlantic Anglers (CPSAA) report.

- b. Council and Sea Grant staff will present an overview of the Fellowship, focusing on the positive effects the Fellowship has had on Council and Sea Grant goals. Additionally, staff will highlight lessons learned during the Fellowship and future opportunities.

AP Action: Provide input on how to continue the momentum of the Sea Grant and Council partnership.

- c. Council and Sea Grant staff will introduce the Sea Grant South Atlantic Release Rodeo that was implemented in 2025 with plans to continue in 2026. AP members will be asked to provide input on outreach strategies and products for the Sea Grant Release Rodeo or similar challenges should they be held in the future, with focus on the following discussion questions:

- What additional outreach avenues should be pursued for the Sea Grant South Atlantic Release Rodeo, either now or for any similar challenges that could be held in the future?
- Are there outreach products that would be useful to partners who are sharing information about the challenge?

AP Action: Provide feedback on outreach strategies to increase participation in this three-month challenge.

11. SAFMC Citizen Science Program (*Attachments 11a - 11b*)

- a. Council staff will provide an update on Citizen Science Program activities, including progress on the SMILE, FISHstory, and SAFMC Release projects. AP members will be asked to provide feedback on the SAFMC Release project's Participant Recognition Program focusing on the following discussion questions.

- What would be effective outreach avenues for the PRP?
- What PRP outreach products should we develop?

AP Action:

- Provide feedback on PRP communication methods and products.
- Discuss outreach strategies to support the PRP recruiting and engaging more Release participants.

- b. The Citizen Science Program recently developed indicators under each of the Program's goals to help evaluate progress, identify opportunities for improvement, and measure the Program's ongoing impact. Council staff will provide an overview of the indicators

developed and AP members will be asked to provide feedback on the following discussion questions.

- What are the most practical formats for sharing the indicators so they're easy to digest (e.g., dashboard, summary report)? What level of detail is useful vs. overwhelming?
- Are there certain indicators that seem most useful to share with our primary audiences (fishermen, scientists, and managers)? How can we present indicators in ways that connect to these audiences?
- Are the metrics described to measure online reach (Indicator # 14) informative? Are there other metrics we should consider using to measure online reach?

AP Action:

- Provide feedback on methods for sharing and distributing Citizen Science Program indicator information.
- Provide input on proposed methods to measure the online reach indicator.

12. Elect Chair and Vice Chair

13. Other Business