



SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Melvin Bell, Chair | Stephen J. Poland, Vice Chair
John Carmichael, Executive Director

AGENDA

Outreach and Communications Advisory Panel

April 19, 2021

Webinar

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.

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.

Monday, April 19, 2021 – 1:00 P.M. to 5:00 P.M. ([Webinar Registration](#))

Approval of Agenda – Scott Baker

1. Introductions

2. Citizen Science Program Update (*Attachment 1*)
 - a. Presentation – Julia Byrd
 - b. Discussion and Recommendations - AP

3. Commercial Fish Rules App Demo
 - a. Demo – Cameron Rhodes
 - b. Discussion and Recommendations - AP

4. Newsletter Discussion (*Attachment 2*)
 - a. Presentation – Kim Iverson
 - b. Discussion and Recommendations - AP

5. AP Member Update – (*Attachment 3*)
 - a. Overview – Cameron Rhodes
 - b. Discussion - AP

Other Business – Scott Baker

Adjourn – Scott Baker

AP Members

Scott Baker, Jr., Chair
Shelly Krueger, Vice Chair
Tina Berger
Lt. James Bruce
Melissa Crouch
Steve Dougherty
Bryan Fluech
Graham Gaines
BeBe Dalton Harrison
Tyler Jones
Katie Latanich
Diana Martino
Sean Meehan
Emily Muehlstein
George Patane
Mark Phelps
Mary Sabo
Cinthia Sandoval
Patricia Smith
Robert Todd
Erin Weeks

Staff: Cameron Rhodes

Attachments

Attachment 1: Citizen Science Program Update

Attachment 2: Newsletter Discussion

Attachment 3: AP Member Updates

OVERVIEW

Outreach & Communications Advisory Panel Meeting

1. Introductions

Description: Since there are quite a few new people on the Advisory Panel, AP Members will be asked to introduce themselves at the start of the meeting.

Requestion AP Action: State your name, where you are from, how you participate in fisheries, your favorite fish, and what you hope to get from AP Meetings.

2. Citizen Science Program Update– (Attachment 1)

Description: Julia Byrd will present an update on the Council’s Citizen Science Program and pilot projects, highlighting activities that have occurred since the fall 2020 Outreach and Communications Advisory Panel Meeting. The presentation will also provide updates on the SciFish App, followed by a brief demo. The Advisory Panel will be asked to provide feedback and guidance relative to the following discussion questions:

- Are there resources you could share relevant to branding architecture we could apply to the SAFMC Release Pilot Project in relation to the SciFish App?
- Once the SAFMC Release Project in the SciFish app is available, would you be willing to share with your networks? If so, what materials would you need in order to share?
 - News release
 - Social Media posts
 - Articles
 - Media Packet
 - Images
 - Blog Posts

Requested AP Action: Provide input on Citizen Science Program activities and recommendations on outreach materials and strategies as the SAFMC Release project moves under the SciFish mobile app.

3. Commercial Fish Rules Demo

Description: Cameron Rhodes will provide a demo of the new Commercial Fish Rules App, a mobile application which includes commercial fishing regulations for federal Gulf and South Atlantic commercial permit holders.

Requested AP Action: Provide input and recommendations on how to announce the new app once it is available for download.

4. Newsletter Discussion (Attachment 2)

Description: Kim Iverson will provide an update on the status of the Council’s newsletter and recent changes to the format and frequency of its distribution. AP Members will be asked to consider the following discussion questions:

- What are your initial thoughts about the transition away from the quarterly newsletter format?
- South Atlantic Bite and Snippets

- Is this format useful?
- Are the introductory text and graphics sufficient?
- What type of information would you like to see included?
- The SA Bite is currently scheduled to be distributed on the 2nd and 4th Wednesday of each month. Is this frequency and schedule ideal? What changes would you make?
- Feature Articles
 - Is this approach effective in providing information on current management topics and issues?
 - Was the first article too long? Suggestions for formatting and images?
 - Would these articles fit better in a blog format?
 - What would make these articles more interesting to fishermen?
 - If the articles are continued, what topics should be covered?
 - What can we do to make this information more beneficial to you and improve the likelihood that it is shared?

Requested AP Action: Provide input and recommendations relative to the newsletter changes.

5. AP Member Updates (*Attachment 3*)

Description: Advisory Panel members will provide updates on ongoing projects, campaigns or other issues relevant to fisheries management. Some Advisory Panel Members submitted material to be included in the Briefing Book and there will be time to discuss those resources and summaries.

Requested AP Action: Provide information about relevant updates and offer feedback to other Advisory Panel Members.

Other Business