



# SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

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Melvin Bell, Chair | Carolyn N. Belcher, Ph.D., Vice Chair  
John Carmichael, Executive Director

## **AGENDA**

### **Outreach & Communications Advisory Panel Meeting**

Webinar

**Webinar Link:** <https://register.gotowebinar.com/register/1752464722434193679>

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 public comment on the webinar.

**Thursday, November 18, 2021 – 1:00 P.M. – 5:00 P.M. & Friday, November 19, 2021 – 8:30 A.M. – Noon (Times subject to change)**

Approval of Agenda – Scott Baker

1. Social Media Discussion (*Attachment 1*)
  - a. Presentation – Cameron Rhodes
  - b. Discussion and Recommendations – AP
2. Preliminary Website Review
  - a. Overview - Cameron Rhodes
  - b. Discussion – AP
3. Sea Grant Fellowship Update (*Attachment 2*)
  - a. Presentation - Cameron Rhodes
  - b. Discussion – AP
4. Building Relationships with Tackle Shops (*Attachment 3*)
  - a. Presentation – Cameron Rhodes
  - b. Discussion and Recommendations – AP
5. How to Address Red Snapper Issues with Outreach & Communication (*Attachment 4*)
  - a. Presentation – Cameron Rhodes
  - b. Discussion and Recommendations – AP
6. Citizen Science Program Update (*Attachment 5*)
  - a. Presentation – Julia Byrd
  - b. Discussion and Recommendations - AP

7. Habitat Program Outreach & Communication Component (*Attachment 6*)
  - a. Presentation – Myra Brouwer
  - b. Discussion and Recommendations – AP
  
8. Advisory Panel Member Updates (*Attachment 7*)
  - a. Overview – Cameron Rhodes
  - b. Discussion - AP

Other Business

Adjourn

**Advisory Panel Members**

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

**Attachments**

**Attachment 1:** Social Media Discussion Presentation  
**Attachment 2:** Sea Grant Fellowship Update  
**Attachment 3:** Building Relationships with Tackle Shops  
**Attachment 4:** How to Address Red Snapper Issues with Outreach and Communication  
**Attachment 5:** Citizen Science Program Update  
**Attachment 6:** Habitat Program Outreach and Communication Component  
**Attachment 7:** Advisory Panel Member Updates

**Staff:** Cameron Rhodes

# OVERVIEW

## Outreach & Communications Advisory Panel Meeting

The Committee will approve of minutes from June 2020 meeting and agenda.

### 1. **Social Media Discussion**– (*Attachment 1*)

**Description:** Staff will provide a presentation on the Council’s past and present approach to social media and open the floor for discussion on how the Council should consider proceeding with the agency’s social media presence. Staff will ask the Advisory Panel the following discussion questions:

- Should the Council develop a social media policy?
- If so, what should be included?
- What are the benefits of the Council being on social media?
- Why should the Council engage in social media?
- What can the Council expect to gain?
- What are the risks of commenting an engaging on social media?
- What are the risks of not participating in social media?
- What is expected of agencies like the Council when it comes to social media presence, including content and managing comments on posts?

**Requested AP Action:** Provide input and recommendations relevant to the above discussion questions or other items related to the Council’s social media presence.

### 2. **Website Demo**

**Description:** Staff and Stephen Locker, the project lead for web developers Happy Prime, will provide a brief demo of the Council’s new website design.

**Requested AP Action:** Provide any feedback on the new design.

### 3. **Sea Grant Fellowship Update**– (*Attachment 2*)

**Description:** Staff will provide a presentation on the Sea Grant Reef Fish Extension Fellowship, a new position that will coordinate numerous Council and Sea Grant outreach and communication efforts.

**Requested AP Action:** None

### 4. **Building Relationships with Tackle Shops** – (*Attachment 3*)

**Description:** Staff will present information on future outreach and communication efforts to more regularly engage with tackle shops in the region. The AP will be asked the following discussion questions:

- Do you rely on tackle shops for disseminating information? If so, what type of information? Do you rely on tackle shops for information yourself? If so, what information?
- What messaging should be used when communicating with tackle shops?
- Are there other best practices or considerations we should keep in mind for tackle shop visits and regular communication?
- Have you found success in using ambassadors when relaying information to tackle shops? If so, what are some best practices?

**Requested AP Action:** Provide input and recommendations relevant to the above discussion questions.

5. **How to Address Red Snapper Issues with Outreach & Communication– (Attachment 4)**

**Description:** Staff will provide a presentation summarizing the management and messaging challenges with Red Snapper and other fisheries under rebuilding. The AP will be asked the following discussion questions:

- How do we do a better job communicating the relationship between the science, what is being seen on the water, and management?
- What messaging should be used to address this?
- What materials would be useful for fishermen?
- What materials would be useful for partners?
- How should we distribute these materials?

**Requested AP Action:** Provide input and recommendations relevant to the above discussion questions.

6. **Citizen Science Program Update - (Attachment 5)**

**Description:** Staff will provide a presentation highlighting Program news and information, including updates on the FISHstory project and the expansion of the SAFMC Release Project. The AP will be asked the following discussion questions regarding outreach and communication strategies to recruit and retain users for the SAFMC Release Project:

- What communication methods have been most successful for you in reaching fishermen?
- Is there a messaging approach that would appeal to fishermen and increase participation in the project without one-on-one discussions?
- How do you maintain contact with fishermen over time?

**Requested AP Action:** Provide input and recommendations relevant to the above discussion questions.

7. **Habitat Program Outreach and Communication Component– (Attachment 6)**

**Description:** Staff will provide a brief overview of the Council’s Habitat Blueprint. The latter has been developed during 2021 to better define and evaluate the Council’s mandates relative to habitat and the processes in place to meet those mandates, review and refine the goals and objectives of the Council’s Habitat Program, and renew outreach and communication on the topic. The AP is asked to provide general input on improving access and information on habitat issues and related products and communicating the Council’s role.

**Requested AP Action:** Provide input and recommendations.

8. **AP Member Updates**

**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**