

**FINAL**  
**SUMMARY REPORT**  
**OUTREACH & COMMUNICATIONS COMMITTEE**  
**SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL**  
**Beaufort, North Carolina**  
**December 9, 2021**

The Committee approved minutes from the June 2020 meeting and the agenda.

**Outreach and Communications Advisory Panel Report**

Staff provided an overview presentation of the Outreach and Communications Advisory Panel (AP) Meeting Report compiled following the webinar meetings held November 18 & 19, 2021. The report covers AP recommendations and guidance on a variety of Council projects, programs, and products related to outreach and communication efforts. The following agenda items were discussed during the AP Meeting: Social Media Discussion, Preliminary Website Demo, Reef Fish Extension Fellowship, Building Relationships with Tackle Shops, Addressing Red Snapper Management Challenges through Outreach & Communication, Citizen Science Program Update, Habitat Program Outreach and Communication, and AP Member Updates.

The Committee had discussion on the Council's social media presence, citing concerns about engagement, negative comments, and staff time. Additional discussions on social media guidelines will continue at a future Committee Meeting.

**Sea Grant Fellowship Presentation**

Staff provided an update on the Sea Grant Reef Fish Extension Fellowship, a 4-year project with two 2-year terms to assist regional Sea Grant partners and the Council with snapper grouper outreach and communication efforts. This fellowship is part of a larger project led by Dr. Marcus Drymon at Mississippi-Alabama Sea Grant to develop and implement extension and outreach programming related to data and information on Reef Fish in the Gulf of Mexico and the South Atlantic. The Committee received an update on the fellow's job duties, including plans for tackle shop tours, media tours, reef fish research symposiums, and participation in regional meetings when possible. Ashley Oliver was recently selected to take on the role and is scheduled to begin work in mid-January of 2022.

**Website Demo**

Staff provided background information on why the Council chose to redesign safmc.net and highlighted subsequent website navigation exercises that Council Members, AP Members, and members of the public participated in earlier this year. Afterward, Stephen Locker of Happy Prime, the web contractor developing the Council's new website, provided a preliminary demo of the site's design.

Committee Members commented on various design elements on the site that might warrant modifications, including the current font selected and the use of color to highlight the public comment section of the menu. In addition, there was discussion on whether a brand package would be provided for the Council's use to match the new site. Stephen Locker indicated that the colors and fonts used will be available to Council staff but will not be provided in a more formal branding package. The Committee also had some discussion on whether improvement to the public comment forms on the site would be included in the website redesign project. Staff explained that revisions to the format would likely come up for discussion following the site's initial launch if the Council chooses to move forward with such an effort. Lastly, Committee Members urged staff to make amendment documents available at their current links through redirects once the new site is live.