

FINAL
SUMMARY REPORT
SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL
Outreach and Communications Committee
December 8, 2022

Outreach and Communications Advisory Panel summary meeting report

The Outreach and Communications Advisory Panel (AP) met October 4-5, 2022 in Charleston, SC to discuss topics pertaining to the Council's outreach and communications efforts, including best fishing practices and other relevant topics. Scott Baker, AP Chair, presented a summary of the AP meeting and the AP's recommendations.

Best fishing practices outreach campaign

The Committee received a presentation from staff regarding a draft Best Fishing Practices (BFP) Outreach Campaign. During its September 2022 meeting, the Council requested an outreach campaign be included as an appendix to Snapper Grouper Regulatory Amendment 35 to help improve release survivorship in the snapper grouper fishery. Staff provided an overview of the comprehensive campaign that includes goals and objectives, an overview of current outreach and education efforts (including the South Atlantic Reef Fish Extension Communication Fellow and the SAFMC Release Citizen Science project), evaluation, and proposed expansion of the Council's BFP outreach and education efforts.

Expansion of BFP outreach and education is designed to increase the overall use of BFP, including the use of descending devices, in the snapper grouper fishery by increasing stakeholder awareness of the need to improve survival of released fish and the BFP regulations currently in place. The expansion includes the addition of a BFP Outreach Specialist to compliment current efforts. Specific duties were outlined for the new BFP Outreach Specialist. Continuation of support for the Citizen Science Project Coordinator is also included.

The Committee supported including the Appendix in Snapper Grouper Regulatory Amendment 35. The Committee also authorized the immediate implementation of the actionable items within the Appendix.