

Communication

Goal, Objectives, and Strategies

GOAL: Employ interactive outreach strategies that encourage continuous stakeholder participation, supporting two-way engagement between managers and stakeholders while building a greater understanding of science and management.		
Objective 1. Develop communication approaches that provide streamlined and timely information to increase awareness and engage stakeholders.	Strategy 1.1	Expand the use of innovative technology to improve stakeholder participation and to communicate the Council process.
		Action 1.1.a Expand the format for public hearings through the use of web-based hearings facilitated by staff.
		Action 1.1.b Utilize remote listening stations for public hearings and educational meetings to increase participation from remote groups of stakeholders.
		Action 1.1.c Change the format of in-person public hearings to match the format of the visioning port meetings (interactive, less formal, less staff).
		Action 1.1.d Invest in interactive webinar software for use in collecting public comment and educational meetings.
		Action 1.1.e Consider the use of video conferencing instead of webinars (two-way, face-to-face interaction).
		Action 1.1.f Conduct all scoping via webinars and provide a comment box for stakeholders after viewing the recorded scoping presentation.
		Action 1.1.g Continue Q&A webinars with Council staff to discuss upcoming amendments for public hearings and scoping.
		Action 1.1.h Consider hosting webinars just for snapper grouper permit holders on various topics.
		Action 1.1.i Expand the use of webinars to convey information about stock assessments, data collection, and other fishery science concepts.
		Action 1.1.j On the Constant Contact sign-up form, add a check-off box for indication of the sector they represent.
		Strategy 1.2
		Action 1.2.a Consider use of staff-moderated chat boards for each sector on the Council website.
		Action 1.2.b Incorporate a real-time calendar that

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		displays current fishery closures for each sector.
	Action 1.2.c	Create a separate page for educational resources/materials produced by the Council on various topics.
	Action 1.2.d	Establish a Q&A comment box on the site that allows users to provide comments on a specific topic.
	Action 1.2.e	Add a suggestion box to the website for constructive comments on Council activities and process.
	Action 1.2.f	Track website analytics on presentation downloads and other documents to evaluate effectiveness and access of materials on the website.
	Action 1.2.g	Set boundaries based on the fishery (i.e., species or categories).
	Strategy 1.3	Consider use of alternative outreach approaches to further engage stakeholders in the management process.
	Action 1.3.a	Consider using Public Service Announcements via VHF radio and/or local radio stations for meeting/issue announcements and regulation changes.
	Action 1.3.b	Consider an advertising campaign highlighting Council activities and success stories.
	Action 1.3.c	Send posters/flyers to fish houses to announce meetings/issue announcements and regulation changes.
	Action 1.3.d	Develop targeted outreach programs aimed at the recreational sector about the Council and stock assessment process and data collection programs.
	Action 1.3.e	Consider creation of an incentive rewards program for stakeholders that remain active in the management process.
	Action 1.3.f	Consider using recorded telephone messages to reach active stakeholders about Council activities.
	Action 1.3.g	Determine how to use web-based surveys to solicit input on specific management topics.
	Action 1.3.h	Support expansion of the Marine Resource Education Program SouthEast (MREP-SE) to other areas of the region.
Action 1.3.i	Collaborate with local port agents to serve as community liaisons to convey management information to stakeholders.	
Action 1.3.j	Participate in area festivals on a regular basis.	
Action 1.3.k	Consider using paid angler focus groups to solicit input on specific management issues.	

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		<p>Action 1.3.l Support more informal port meetings for educational purposes on relevant fishery issues/topics.</p> <p>Action 1.3.m Conduct annual informal outreach sessions in each state to discuss current and upcoming management issues.</p> <p>Action 1.3.n Diversify the locations of in-person meetings and allow for one-on-one interaction with Council members.</p> <p>Action 1.3.o Expand the Council’s social media efforts to include use of YouTube and a blog.</p>
<p>Objective 2. Ensure that Council communication encourages and supports engagement with a diverse audience of stakeholders.</p>	<p>Strategy 2.1</p>	<p>Use targeted communication strategies to maintain and increase stakeholder engagement with the Council.</p>
		<p>Action 2.1.a. Consider use of direct mailings or other communication strategies to snapper grouper permit holders for significant management/regulatory actions.</p>
		<p>Action 2.1.b. Develop a list of key industry stakeholders in the snapper grouper fishery and basic community profiles for the region.</p>
		<p>Action 2.1.c. Develop and maintain a database of fishing clubs and other recreational fishing groups for use in communication and outreach programs.</p>
		<p>Action 2.1.d. Develop and maintain a database of bait/tackle shops and other recreational fishing businesses for use in communication and outreach programs.</p>
		<p>Action 2.1.e. Develop and maintain a database of seafood dealers/retailers and other commercial fishing businesses for use in communication and outreach programs.</p>
		<p>Action 2.1.f. Develop 1-page fishery management resources (print and electronic) for distribution to targeted audiences/sectors.</p>
		<p>Action 2.1.g Consider use of appropriate outreach materials that meet the needs of a wide generational range of stakeholders.</p>
<p>Objective 3. Improve awareness and understanding of fishery science and research and how these inform management.</p>	<p>Strategy 3.1</p>	<p>Support collaboration with academic and research institutions, non-governmental organizations and agency partners on development of fishery-related outreach programs and materials.</p>
		<p>Action 3.1.a Develop angler education programs about fisheries science, stock assessments and data collection.</p>
		<p>Action 3.1.b Develop recreational angler education programs about how to properly handle and discard fish.</p>
		<p>Action 3.1.c Develop recreational angler education programs about barotrauma and use of descending devices.</p>
		<p>Action 3.1.d Consider developing youth outreach</p>

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		materials (electronic) and educational field trips related to fisheries and fisheries management.
Objective 4. Improve awareness and understanding of how social and economic issues are linked to fisheries management measures.	Strategy 4.1	Work with agency partners to provide stakeholders with information on seafood and fishing business marketing strategies that may increase profits.
		Action 4.1.a Add information to the website about seafood marketing strategies for commercial fishing businesses (i.e., traditional model, direct marketing, etc.)
		Action 4.1.b Work with MREP partners to add a seafood and fishing business marketing module to the annual MREP-SE Management Workshop.
		Action 4.1.c Provide informational resources to fishermen about marketing of alternative/ underutilized species.