



# SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

4055 FABER PLACE DRIVE

N. CHARLESTON, SOUTH CAROLINA 29405

TEL 843/571-4366 or Toll Free 866-SAFMC-10 FAX 843/769-4520

E-mail: safmc@safmc.net

Web site: www.safmc.net

Duane Harris, Chairman  
David M. Cupka, Vice-Chairman

Robert K. Mahood, Executive Director  
Gregg T. Waugh, Deputy Executive Director

## **AGENDA**

### **Information and Education AP Meeting**

**Jekyll Island Club Hotel**  
**Jekyll Island, Georgia**  
**March 1-2, 2010**

#### **Monday, March 1, 2010 – 10:30 a.m. - 5:00 p.m.**

##### **10:30 a.m. – 10:45 a.m.**

1. Welcome and Meeting Overview
2. Approval of Agenda and August 2007 Meeting Minutes / Chris Woodward

##### **10:45 a.m. – 12:00 noon**

3. Update on Recent Council Outreach Efforts/ Kim Iverson
  - A. Sea Grant cooperative project – Deepwater MPA Regulations Brochure (**Attachment 1**)
  - B. Oculina Bank Outreach – Table top display and deepwater coral materials
  - C. Regional Management Council National Outreach Projects 2009 (**Attachments 2-3**)
  - D. Deepwater coral research cruise outreach/media coverage – Summer 2009 (**Attachments 4-5**)
  - E. Discussion and Development of Recommendations for future projects (**ACTION**)

##### **1:30 pm – 5:00 pm**

4. Overview of Current Management Issues/ Kim Iverson
  - A. Background on reauthorized Magnuson-Stevens Act and management issues
  - B. Overview of November 2009 public hearings for proposed snapper grouper management alternatives, including media coverage (**Attachment 6**)
  - C. Discussion and Recommendations for outreach and media efforts
5. NOAA Environmental Literacy Grant Proposal (**Attachment 7**)/ Myra Brouwer
  - A. Review current proposal and provide recommendations

6. Web Site Challenges and Opportunities / Kim Iverson and Anna Martin
  - A. Overview of current SAFMC Web site and issues
  - B. Presentation on Slant Media Proposal (**Attachment 8**)
  - C. Discussion and Development of Recommendations

**Tuesday, March 2, 2010 – 8:30 a.m. – 3:00 p.m.**

**8:30 am – 12:00 noon**

- C. Continue Discussion and Development of Recommendations for Web Site and Slant Media Proposal (**ACTION**)
7. Additional Outreach Tools/ Kim Iverson
  - A. Overview of current outreach materials
  - B. Discussion of the use of social networks, news feeds, blogs, and other media outlets
  - C. Develop Recommendations (**ACTION**)

**1:30 pm – 3:00 pm**

8. Review of Recommendations for I&E Committee/ Chris Woodward
9. Other Business/ Chris Woodward
10. Adjourn/ Chris Woodward

**Attachments:**

- |               |   |
|---------------|---|
| Attachment 1. | Deepwater MPA Regulations Brochure  |
| Attachment 2. | Publication: <i>U.S. Regional Fishery Management Councils- Opportunities and Challenges</i> |
| Attachment 3. | NMEA Journal: <i>Currents</i>   |
| Attachment 4. | 2009 Deepwater Coral Research Cruise Outreach Plan  |
| Attachment 5. | Deepwater Coral Research Media Coverage Highlights  |
| Attachment 6. | Sample Media Coverage of Red Snapper Issues and Public Hearings Nov. 2009                   |
| Attachment 7. | NOAA Environmental Literacy Grant Proposal (2 <sup>nd</sup> briefing book)                  |
| Attachment 8. | Slant Media “Discovery Package” for SAFMC (2 <sup>nd</sup> briefing book)                   |

**Advisory Panel Members:**

Chris Woodward, Chair  
Cathy Sakas, Vice-Chair

Maureen Donald  
Suzi Durant  
Nancy Fish  
Pamela Fletcher  
Elizabeth vonKolnitz  
Lt. Michael Gris  
Kim Amendola

Staff contact: Kim Iverson