

# OVERVIEW

## Information and Education

### Advisory Panel Meeting

Jekyll Island, GA

March 1-2, 2010

#### 1. Update on Outreach Efforts

The AP will receive an update on recent outreach activities including a cooperative effort with SC Sea Grant Fisheries Extension Program to produce the *Regulations for Deepwater MPAs of the South Atlantic (Attachment 1)*. In addition, the AP will receive an overview of the 2009 joint outreach initiative from the eight regional fishery management councils funded through NOAA Fisheries Service that include two publications: *U.S. Regional Fisheries Management Councils – Opportunities and Challenges (Attachment 2)* and sponsorship of an edition of the National Marine Educator's Association journal, *Current (Attachment 3)*, plus participation in Capitol Hill Oceans Week 2009 and the development of a regional fishery management council Web site: <http://www.fisherycouncils.org/>.

The AP will also receive an update on outreach efforts associated with a series of deepwater coral research cruises in 2009 (**Attachments 4 and 5**) and view a new portable display designed to highlight management measures for the Oculina Bank Experimental Closed Area off the east coast of Florida. The display will be assembled at the meeting along with a kiosk utilizing a DVD/Video monitor to play the deepwater coral research video "Revealing the Deep".

The AP is asked to review the outreach materials and provide comments and recommendations to staff for 1) possible additional cooperative projects with agencies such as Sea Grant, 2) suggestions for future joint outreach efforts between the regional fishery management councils, 3) working with media in a joint project with several agencies (as in the deepwater coral research effort), and 4) suggestions on how to better utilize the Oculina Bank portable display.

#### 2. Update on Management Issues

The reauthorized Magnuson-Stevens Act (signed in 2007) includes mandates that have fishery managers across the country struggling to meet requirements to end overfishing and rebuild fish stocks while trying to minimize negative economic impacts to both commercial and recreational fishermen and associated businesses. The AP will receive an overview of management issues currently being addressed by the Council, including a closure of the red snapper fishery and proposed area closures for all snapper grouper species. Media coverage of these issues has been extensive (**Attachment 6**) and a series of 8 public hearings held by the Council in November 2009 were attended by over 700 people just in Cape Canaveral and Jacksonville, FL.

The AP will receive an overview of the management issues currently being addressed by the Council and will be asked to provide recommendations for working with media and providing information to the public in a format that is readily understandable.

### **3. NOAA Environmental Literacy Grant Proposal**

Council staff recently began networking to develop partnerships and provide a letter of intent for an outreach and education grant proposal through NOAA's Environmental Literacy Grant Program: [http://www.oesd.noaa.gov/funding\\_opps.html](http://www.oesd.noaa.gov/funding_opps.html). Council staff will provide an update on the proposal process and ask the AP members for recommendations regarding the letter of intent and proposal. (**Attachment 7** will be mailed in the second briefing book materials).

### **4. Web Site Overview and Issues**

Plans are being made to upgrade the Council's Web site ([www.safmc.net](http://www.safmc.net)) including new graphics, fonts, and modifications to make the site more user friendly and provide easier access to documents, meeting materials, etc. A contractor, Slant Media ([www.slantmedia.net](http://www.slantmedia.net)), has been selected to assist with the Web upgrade and the identification of other outreach needs through a multi-stage process. The AP will receive an update on this effort (**Attachment 8** will be provided at the meeting) and provide recommendations.

### **5. Review of Other Outreach Materials and Discussion of New Media/Social Outlets**

In addition to the Web site upgrade, Slant Media will be reviewing all of the current outreach materials used by the Council including news releases, tabletop exhibits, newsletters, meeting post card announcements, and fishing regulations brochures and providing recommendations to help in "branding" or providing a consistent look for materials produced by the Council. AP members are asked to review these materials and provide recommendations. While the review process is underway with Slant Media, Council staff plans to move forward with a redesign and reprint of the SAFMC *Fishing Regulations for South Atlantic Waters* in April of 2010. AP members will be asked to provide recommendations for the Publication reprint. (Note: Hard copies of the previous brochure will be provided at the beginning of the AP meeting.)

In addition, the Council is considering the use of social media such as Facebook ([www.facebook.com](http://www.facebook.com)) Twitter ([www.twitter.com](http://www.twitter.com)), and other available Web-based methods for outreach. The AP will discuss the use of these media and provide recommendations to staff.