

OVERVIEW

Information and Education Committee Meeting

Jekyll Island Club Hotel
Jekyll Island, GA
March 3, 2010

The Information and Education Committee will receive an update on recent outreach activities and receive a listing of recommendations from the I&E Advisory Panel following their March 1-2, 2010 meeting as part of the March Council meeting.

A. Update on Recent Outreach Efforts

The Committee 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 Committee will also receive an update on outreach efforts associated with a series of deepwater coral research cruises in 2009 (**Attachments 4 and 5**).

The Committee will review I&E AP recommendations regarding similar outreach efforts in the future and provide recommendations.

B. Update on Ongoing Outreach Activities

The Committee will receive an update on issues impacting the Council's Web site (www.safmc.net) and plans for an overall upgrade of the site, 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), has been selected to assist with the Web upgrade and the identification of other outreach needs through a multi-stage process. The Committee will receive an update on this effort (**Attachment 6** will be provided at the meeting). The Committee will also review recent media coverage of Council management issues (**Attachment 7**).

The Committee will review recommendations from the I&E AP, and provide recommendations.

C. NOAA 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. 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 8** will be mailed in the second briefing book materials).

D. 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. 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. (Note: Hard copies of the previous brochure will be provided at the Committee meeting for reference.)

In addition, the Council is considering the use of social media such as Facebook (www.facebook.com) Twitter (www.twitter.com), and other available Web-based methods for outreach.

The AP will review I&E AP recommendations, discuss and provide recommendations.