

Tab O, No. 4

Outreach and Education Technical Committee

June 1 – 2, 2016

Tampa, FL

The meeting began at 12:30 pm Wednesday, with introductions and the adoption of the agenda.

Shelly Krueger was elected Chair and Rich Abrams was elected Vice Chair.

The minutes of the previous meeting were approved as written, and staff gave a Technical Committee orientation for new members.

Staff then gave an overview of current Council outreach, education and communication initiatives, followed by a summary of the follow-up stakeholder communication survey conducted in late 2015.

There was a lengthy discussion about the Communication challenges and how Council staff and Technical Committee members can work together to address these challenges. (See matrix on page 3).

Some of the highlights include:

- Partnering with fishermen in the community to build stronger relationships to mitigate adversarial interactions;
- Working with our partners on the Outreach and Education Technical Committee to disseminate targeted publications;
- Using translation services for written materials when appropriate and real-time interpreters during live meetings;
- Develop info-graphics and videos regarding the Council process and use O&E partners to help with dissemination;
- Develop protocols to recognize participation in public hearings and scoping meetings and provide follow-up information on Council actions.
- Develop network of tackle shops for information dissemination
- Hold a series of workshops to explain how data are collected and used (mini MREP)

Staff provided an overview of the Gulf Council Data Portal and the technical committee discussed potential outreach methods for informing people about deep-water corals and the tools available on the portal. Suggestions included presenting at professional conferences, and reaching out to online fishing magazines, marine sanctuaries, divers, and others.

Finally, the Technical Committee discussed the potential for a shared photo library, and the Committee agreed to pursue options for photo sharing. Administrative rights, assigning proper photo credit, and user access/restrictions (such as non-commercial use) were also discussed. The group agreed the photo library should be a closed group. Council staff will develop protocols and share with the Technical Committee.

Thursday's meeting was a Communications training session that included three modules:

- Culturally Sensitive and Targeted Outreach
- Messages that Connect
- Combat Communication for Conservationists

Having no other business, the Committee adjourned at 3:00 pm.

#	COUNCIL COMMUNICATIONS CHALLENGES	COUNCIL/STAFF ACTION	PANEL MEMBER ACTION
1	Adversarial interactions with stakeholders	Third party (non-voting members) facilitation Relationship building / build trust – partner with fishermen in community – go out on boats/fishing trips. Engage stakeholder in their arena. Citizen science	<ul style="list-style-type: none"> ▪ Sea Grant ▪ State agencies ▪ GSMFC meetings ▪ Cooperative research
2	Distribution of targeted publications	Email distribution list asking for what topics they want	<ul style="list-style-type: none"> ▪ Challenge to get info through state ▪ States include a link to Council information
3	Paper vs. electronic distribution	Calling or business cards with links and other important information listed on the cards (pilot)	<p>Help with distribution of materials:</p> <ul style="list-style-type: none"> ▪ State agencies (including Law Enforcement) ▪ Sea Grant
4	Multi-cultural approach to communications	<ul style="list-style-type: none"> ▪ Translate written materials when appropriate ▪ Real time translation at live meetings (Caribbean Council-English and Spanish) – look at national campaign for ideas ▪ Identify key community leaders 	<ul style="list-style-type: none"> ▪ Sea Grant
5	<p>Understanding the Council process</p> <p>Meeting attendance – educated comments</p>	<ul style="list-style-type: none"> ▪ Infographics ▪ Short and simple video(s) – show before meetings or during closed session or offer a workshop during a closed session (captive audience) 	<ul style="list-style-type: none"> ▪ FL- regulations booklet and share Council videos on state YouTube channel ▪ Other States to share Council information and/or videos

6	<p>Contacting private anglers</p> <p>Build relationships with forum administrators</p> <p>Cultivate a network of tackle shops</p>	<ul style="list-style-type: none"> ▪ Posting information on fishing forums ▪ Target specific groups on Facebook ▪ Deliver Outreach materials 	<p>Saltwater registry list</p> <ul style="list-style-type: none"> ▪ NOAA ▪ States <p>Lists of Tack shops</p> <ul style="list-style-type: none"> ▪ States ▪ Sea Grant
7	<p>Meeting attendance</p> <p>Quality of comments – educated comments – do they understand the issue</p>	<ul style="list-style-type: none"> ▪ Understanding the Council process primer – how comments can be effective at each stage of the process ▪ Separate meeting notices by state and include the goal of the meeting 	<ul style="list-style-type: none"> ▪ State distribution via YouTube ▪ FL – “Fishing in the Know “ ▪ Other states distribute via state publications and web site links.
8	<p>Apathy – Council not listening to public comment</p>	<ul style="list-style-type: none"> ▪ Address post Council – provide rationale for Council decision(s) ▪ Send thank you for attending scoping/public hearings ▪ Send follow-up after Council action ▪ Add addresses to Constant Contact for future notifications 	
9	<p>Address discontinuity – Red Snapper in particular (most people seeing more RS than they’ve ever seen and don’t understand why more are not available to harvest) Perception that data is ‘bad’</p>	<ul style="list-style-type: none"> ▪ Update/repackage older Blog post - “More Fish, Less Fishing” ▪ Conduct educational workshops – ask MREP to partner (recreational mini MREP) 	