

**Gulf of Mexico Fisheries Management Council  
Outreach and Education Technical Committee**

**Meeting Agenda**

**Monday, November 15, 2021**

**9:00 AM – 5:00 PM EST**

(1-hour lunch break from 11:30 – 12:30)

<https://register.gotowebinar.com/register/7171369297262742540>

- I. Welcome/ New Member Introduction – Staff
- II. Adoption of Agenda – Capt. Hubbard, Chair
- III. Approval of October 15, 2020 Meeting Summary - Capt. Hubbard, Chair
- IV. Scope of Work – Staff
- V. 2021 Communications Improvement Plan Review
  - a. Committee Recommendations
- VI. 2021 Communications Analytics
  - a. Presentation – Staff
  - b. Committee Recommendations
- VII. Communications Guidelines/SOPPs Review
  - a. Social Media
    - i. Committee Recommendations
  - b. Public Comment
    - i. Committee Recommendations
  - c. Press Release
    - i. Committee Recommendations
- VIII. Something’s Fishy Rename
  - a. Committee Recommendations
- IX. Return ‘Em Right Update
  - a. Presentation – Nick Haddad
  - b. Recommendations on the future of “Fishing for Our Future”
- X. Prioritization of Future Communications Topics
  - a. Wild caught/Farm raised
  - b. MRIP-FES
  - c. ACL Closures
  - d. Gulf Council’s role vs. NOAA’s role in fishery management
  - e. Committee Recommendations

- XI. 2022 Communications Improvement Plan Ideas
- XII. Other Business
  - a. MRIP-FES Infographic
  - b. Council voting
- XIII. Public Testimony