

Proposed Outreach Plan Policy on the Use of Venting Tools and Descending Devices

The Gulf of Mexico Fishery Management Council (Council) would like to enhance awareness of its “Policy on the Use of Venting Tools and Descending Devices (Policy)” and promote the use of barotrauma mitigation devices. Since numerous agencies throughout the Gulf of Mexico (Gulf) region have been working independently to promote and research the wide-spread, proper use of both venting tools and descending devices, the Council’s outreach plan aims to avoid redundancy in efforts.

The Council’s outreach efforts will focus on two major goals: 1. Promote widespread awareness of the Council’s Policy by informing partner agencies and media of the policy’s existence. 2. Promote the wide-spread use of venting tools and descending devices by serving as a unified voice that speaks across all fishing sectors and targets the entire Gulf region.

The following is a brief description of how these two major goals will be accomplished:

1. Promote widespread awareness of the Council’s policy by informing partner agencies and media of the policy’s existence.
 - Publish the Policy on the Council’s website
 - Push out a press release via listserve and on the Council’s website
 - Compose an article to share via blog and in the newsletter
 - Share across social media platforms
 - Broadcast information to partners for cross promotion via direct communication
 - i. O&E Technical Committee Members
 - ii. Sea Grant agents
 - iii. Advocacy groups
 - iv. Key media personnel
2. Promote the wide-spread use of venting tools and descending devices by serving as a unified voice that speaks across all fishing sectors and targets the entire Gulf region.
 - Create a “best fishing practices” webpage
 - i. Focus on Gulf-wide messaging and messaging for all sectors
 - ii. Curates partners’ outreach materials from throughout the region