



Gulf of Mexico Fishery Management Council Communications:

Engaging the Recreational Community



Gulf Council Communications Goal

Increase **awareness** of and improve **attitudes** towards the Gulf Council, and improve **participation** in the process.



Desired Outcomes

- Better understanding of Fisheries management
- Improved participation
- Improved relationships
- Compliance



Recreational Communication Strategies

- Social media
- Field visits
- Online engagement
- Recreational angler participation sessions



Social Media

- Facebook
- Fishing Forums
- Blog



Gulf of Mexico Fishery Management Council

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Field Visits

- Fishing club/organization meetings
- Trade shows
- Dock walking



Online Engagement



- Amendment guides
- YouTube videos
- Comment forms
- Webinars
- Regulations app

RAP Sessions: Motivation

Lack of in-person participation from private recreational anglers.



RAP Sessions: Marketing

- Used our Outreach and Education Advisory Panel to network locally.
- Used venues frequented by recreational anglers and had panel members cross promote.
- Partnered with state agencies to disseminate information.



RAP Sessions: Format

- Established culture for the event
 - Not a public hearing
- Asked participants to identify issues with federal fisheries management
 - Reviewed the list
 - Filed each issue appropriately
 - Asked for potential solutions



RAP Sessions: Outcomes

- Outreach
 - Raised awareness
 - Built relationships
 - Established dialogue
- Policy Changes.....

