

Agenda
Outreach & Education Committee

Gulf of Mexico Fishery Management Council
Virtual

Monday, January 24, 2022
10:30 AM – 12:00 PM CST

- I. Adoption of Agenda **(Tab O, No. 1)** – Dr. Stunz
- II. Approval of January 2021 Minutes **(Tab O, No. 2)** – Dr. Stunz
- III. Action Guide and Next Steps **(Tab O, No. 3)** – Ms. Muehlstein
- IV. Presentation: 2021 Communication Analytics and Updated 2021 Communications Improvement Plan **(Tab O, No. 4)** – Ms. Muehlstein
 - a. Background: Updated 2021 Communications Improvement Plan **(Tab O, No. 4a)**
- V. Draft Social Media Guidelines **(Tab O, No. 5)** – Ms. Muehlstein
 - a. Presentation on the Council's use of Social Media **(Tab O, No. 5a)** – Ms. Muehlstein
- VI. Draft Public Comment Guidelines **(Tab O, No. 6)** – Ms. Muehlstein
- VII. Draft Press Release Guidelines **(Tab O, No. 7)** – Ms. Muehlstein
- VIII. 2022 Communications Improvement Plan **(Tab O, No. 8)** – Ms. Muehlstein
- IX. Remaining Items from the Outreach and Education Technical Committee **(Tab O, No. 9)** – Captain Hubbard
- X. Presentation: Summary of Discard and Barotrauma Reduction Efforts Across the Region **(Tab O, No. 10)** – Ms. Muehlstein
- XI. Other Business – Dr. Stunz

Members

Stunz, Chair	Broussard
Gill, V. Chair	Dyskow
Bannon/Anson	Nadeau/Motoi
Boggs	Spraggins/Burris

Staff: Emily Muehlstein/Carly Somerset