

Gulf of Mexico Fishery Management Council 2025 Communications Improvement Plan

This annual communications improvement plan is developed by Council communications staff with input from the Outreach and Education Technical Committee and Council. This plan details communications goals for 2025 that will supplement ambient Council communications duties. Staff will track progress on this plan throughout the year and report outcomes to the Outreach and Education Technical Committee and Council.

Management Area Outreach

- Publish a new mapping tool to display management areas
 - Create a tutorial on the tool
- Contact American Sportfishing Association and other relevant organizations / companies to get closed areas included on commonly available charts and mapping tools
 - Consider leveraging fisherman ambassadors that have relationships with the different tools and ask them to push changes

Marketing

- Consider feasibility of developing a marketing budget to:
 - Develop short videos about the value and logistics of the Council process
 - Boost select social media posts
 - Create geotargeted social media adds
 - Utilize port ambassadors and/or influencers
- Complete contract with Fish Rules and utilize push notifications to users.
- Design and order a new outreach display

Public Comment

- Pilot an anonymous voice mail box for collecting public comment
- Audit and improve the way written comment is reported out and/or how Council is directed to the public comment record

Recreational Initiative

- Develop one-page meeting summaries for public dissemination
- Develop sharable media packages and ask O&E Technical Committee Members to amplify messaging about:
 - Public comment opportunities
 - Outcomes
- Directly engage non-selected applicants and the informal for-hire email list to share information on public comment opportunities and outcomes
- Contact Salt Strong and Florida Friendly Anglers and ask them to amplify messaging about public comment opportunities and outcomes
- Develop editorial content on the outcomes of the effort for fisheries magazines

Domestic Seafood and Shrimp Education Campaign

- Develop a stand-alone outreach webpage on domestic seafood and shrimp
 - Link to current information developed by external sources highlighting state specific laws and information on domestic seafood
 - Develop articles outlining issue and highlighting local fishermen
 - An article discussing the economically value of the fishery and explain why it is on the verge of collapse
 - Interview Gary Graham for an article about the shrimp fishery and its sustainability efforts.
 - Display statistics on:
 - Volume of landings
 - Economics

Website

- Finalize contracted project to modernize the aesthetic and them of the Council website
- Improve the integration of the FishRules API into the regulations pages by ensuring that different management areas are accounted for appropriately

Constituent Contact

- Ask historical graduates of the Marine Resource Education Program (MREP) to join the Council mailing list
- Ask applicants to the Recreational Initiative Working Group to join the Council mailing list

Outreach Products

- Expand the History of Management Tool and Develop Storyboards for each species
- Re-write *Navigating the Council Process*
- Audit and improve public hearing guides

Fisherman Feedback

- Write and publish a paper outlining the merits and process of the tool

Fishery Ecosystem Plan

- Further develop the ecosystem management webpage
 - Create tools to gather and rank Fishery Ecosystem Issues
 - For each Fishery Ecosystem Issue develop:
 - A stand-alone webpage
 - A contact list of stakeholders interested in the specific topic
 - A tool to gather information and measure stakeholder sentiment
 - Consider the viability of hosting a Red Tide Symposium
 - Draft an outline and distribution plan for an annual Red Tide Report
 - Develop and deploy an evaluation tool to measure how effective FEI communication was

For-Hire Reporting Outreach

- Explore the ethical and financial feasibility of developing a Port ambassador program to outreach a new for-hire reporting program
- During implementation, hold in-person meetings to outreach new reporting requirements
- During implementation, develop videos explaining why for-hire reporting is important to the industry