

Council Outreach Strategy

Effectiveness vs. Negativity





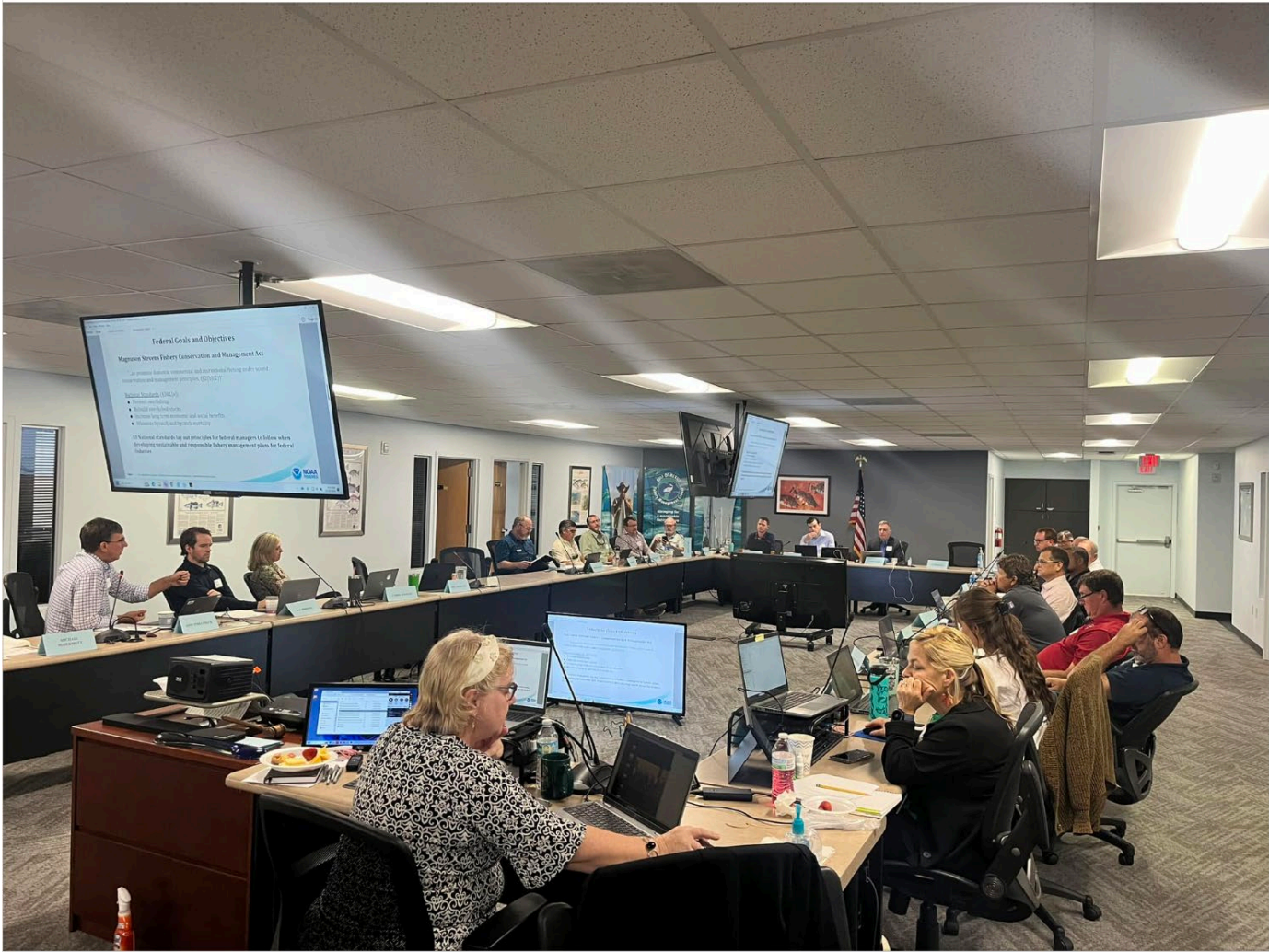
Spoiler Alert...

People don't always love and trust us.

So, what do we do about it?

- We're government, regulatory body.
- Our constituency is so diverse that we'll never please everyone every time, ever.
- We have resource limitations and constraints on conduct.

Tune in now. A panel of recreational anglers is working to evaluate past management and create a vision for moving forward to increase recreational angler satisfaction with federal management. More information on this Recreational Initiative and links to listen live are here: <https://gulfcouncil.org/recreational-initiative/>



Boost this post to reach up to 851 more people if you spend \$14.

Boost post

Gulf States Marine Fisheries Commission and 24 others

45 comments 4 shares

A Baseline on Social Media

How do people react to standard, seemingly helpful or at least, innocuous posts about Council business?



Tyler Kiraly

Looks like you got some hardcore anglers in the room that see first hand the stock.

...

22h Like Reply



Tyler Kiraly

Rob Murphy and **guy harvey**

21h Like Reply 2



Rob Murphy

Tyler Kiraly so much Colombia

22h Like Reply



Eric Schmidt

another clown show, there are never enough meetings and never enough money. 30 years in and the same issues are unresolved. Staff has a guaranteed job forever while those that actually work on the water struggle to pay bills.

1d Like Reply

2



Bryan Anderson

Standing by for the new regulations

...



22h Like Reply Edited 2



Curt Houchins

Do y'all just post stuff just to get kicked in the balls? Asking for a friend.

19h Like Reply


Post Insights




Total Insights

See more details about your post.




Post Impressions 

2,083

Post reach 

2,083

Engagement 

433

How do people react to us asking for their input?



Gulf of Mexico Fishery Management Council

Published by Emily Muehlstein Lumsden



September 5 · 🌐

The Council wants to know more about what's happening with cobia, king mackerel, and Spanish mackerel. Submit your feedback through our online tool or join one of the virtual feedback sessions. Here's more info:

<https://gulfcouncil.org/.../the-council-seeks.../>



Post Impressions ⓘ

42,639

Post reach ⓘ

41,292

Engagement ⓘ

6,103



Alex Robertson

Gulf of Mexico Fishery Management Council worst thing we can do is provide you with any feedback, you have a pattern of using it to our detriment

8w Like Reply Hide

12



Travis Dickens

Stop giving the enemy information!

8w Like Reply Hide

7



Adam Major

Just another ploy to claim they are taking fisherman input into account when they shut us down. They have to justify their budget somehow

8w Like Reply Hide

6



Gary Sellers

Gulf of Mexico Fishery Management Council why? Hasn't made any difference in your rulings. Your stance is , close close and send paperwork to govs and states exclaiming how well you are managing fish stocks. They know zero difference, so they buy your bulls##\$#.

7w Like Reply Hide

It's not all bad....

Michael Salley
Shut it down for five years minimum let him come back. We have lost his fishery.
8w Like Reply Hide 6

Gulf of Mexico Fishery Management Council replied · 2 Replies

Jeff Jones
Shut Cobia down for the entire gulf for 3/5 years. Let these fish come back.
Kings should be 1 or 2 per person max. No one needs that much crappy meat. I see guys come back with like 10, 12, 15 fish and I bet 90% of that meat goes to waste.
Spanish, 🇺🇸
8w Like Reply Hide 13

Gulf of Mexico Fishery Management Council replied · 5 Replies

Mike Aucoin
Cobia are thick off the coast of Louisiana. I see schools of hundreds at a time. Numbers are way down in Florida. Not here
8w Like Reply Hide 5

Gulf of Mexico Fishery Management Council replied · 2 Replies

Devan Debarr
Cobia could be shut down for a couple of years. Spanish and Kings...seeing plenty...Dolphin continue to be a MAJOR problem everywhere...piers, boats...even off the beach for Pompano.
8w Like Reply Hide 5

Gulf of Mexico Fishery Management Council replied · 4 Replies

Christopher G. Zlata
Being a true native 63 years old, knowing this fishery probably better than most Cobia should've been shut down a long time ago at least in the panhandle here
8w Like Reply Hide 10

Gulf of Mexico Fishery Management Council replied · 3 Replies

Dawn Schnaiter
Lots of them everywhere!
8w Like Reply Hide 4

Gulf of Mexico Fishery Management Council replied · 2 Replies

Brandon Lindsey
We haven't had king fish off of the west coast of Florida since the piney point spill in 2020. The whole run of fish was off of Tampa bay when they dumped it. We don't have over fishing problem we have a water quality problem.
8w Like Reply Hide 4

50 Responses to the online feedback tool so far.



Sharing information on behalf of other agencies

- We are the keeper of the regulations:
 - Fish Rules
 - Website
 - Listserv
 - Social Media
- We have an established communication networks and frequently share information as a courtesy
 - We use different vehicles for different types of issues.
 - We share Information and comment opportunities on issues that are outside of our control.

Bad News on Social 5300 Views, 35 likes, 89 comments, 16 shares



Fady HK

So why you are smiling when you are saying such news?!

18w Like Reply Hide 6



Emily Muehlstein Lumsden

Fady HK I'm a spearfisherman with my own boat and gag is my primary target. I'm not pleased by the season announcement but, it's my job to explain why these decisions are made. I'm smiling because I'm always smiling... even when things aren't great

18w Like Reply Hide



Brooksville Bass Busters

Fady HK cuz she's a fish hugger

18w Like Reply Hide



Joe Bui

How can you report this news with a smile?

18w Like Reply Hide 8



Adam Major

Joe Bui because their pockets are being padded

18w Like Reply Hide 2



Trina Terry

Lies! Just a way to kill the fishing industry in Florida! Why even get a license!

18w Like Reply Hide 5



Markus Miller

Corrupt officials at it again. How much in kickbacks they getting this yr?

18w Like Reply Hide 4



Cody Senn

I'm at a loss for words. You can't make this up no one would believe it.



Fred Smith

I'm NEVER cooperating with phone, mail in or dockside data collection by the FWC or NOAA again.

18w Like Reply Hide 15



Alex Robertson

Fred Smith best advice.

Criminal management at this point

Good News on Social....

6100 views, 37 likes, 24 comments, 9 shares



Dan Green
Thanks for clarifying Emily!

29w Like Reply Hide 3



Matt Hampton Manning
😂😂😂😂 This corrupt useless bureaucracy is here to screw you some more unless you're one of us commercial fishing families and here's how we're going to do it; insert new ridiculous crap here

28w Like Reply Hide



Fishin Pepper
Will aj be closed to commercial fishing during this time?

29w Like Reply Hide 3



Gabe Tidmore
Y'all could mismanage a koi pond

28w Like Reply Hide 2



Jay Bourgeois



28w Like Reply Hide



Encore Flooring Zack Istre
More guessing on numbers. Need mandatory reporting all sectors. Get rid of guessing

27w Like Reply Hide



Rusty Parker
Sooooo commercial is closed completely for the year then ??

28w Like Reply Hide



Season announcement via Listserv

NOAA Fisheries Announces the 2024 Gag Recreational Season in Federal Waters of the Gulf of Mexico

The following is provided to our readers as a courtesy:

ISSUE DATE: June 25, 2024

FB24-045

CONTACT: Dan Luers, Daniel.Luers@noaa.gov, 727-824-5305

NOAA Fisheries Announces 2024 Gag Rec Season in Fed Waters of the Gulf

Sent

Email

• Sent Jun 25, 2024 at 5:31pm EDT

5,054 sends • 1,985 (50%) opens • 32 (1%) clicks • 1,115 (22%) bounces • 2 (1%) unsubscribes

Thank you for your generosity

Thanks for nothing.

This is insane, why not close for two years like you did for Snook, or red fish. We know this works, this pitty patty day here is stupid. You should never close snapper, grouper, or any other kind of fish in state waters. Recreational fishermen don't destroy the levels only commercial. Stick to the limits and enforce the laws. Everyone will benefit from this all you want is to let the commercial fishery to over fish every species out there.

Hi Capt.,

As you probably already know, the Gulf Council doesn't manage HMS species. However, it's come to our attention that NOAA's Division of HMS has recently published a proposed rule that would create a reporting program for HMS and non-HMS species. The proposal includes requirements to:

- Submit a daily logbook for each trip for all HMS and non-HMS species
- Submit economic information for each individual trip and an additional annual economic survey, if selected.

It is our understanding that these proposed reporting requirements for vessels with HMS permits would also apply to the reef fish and CMP species we manage, as well as bait.

This presentation provides details on the proposed changes: <https://www.fisheries.noaa.gov/s3/2024-09/eReporting-Proposed-Rule-AP-Presentation-final.pdf>

They have three public feedback meetings scheduled and/or you can submit written comment by January 6, 2025. More details on when and how to comment are here:

<https://www.fisheries.noaa.gov/action/proposed-rule-electronic-reporting-requirements-atlantic-highly-migratory-species>

Again, we are sharing this opportunity as a courtesy. As many of you know the Gulf Council is also considering modifications to the **for-hire** reporting requirements and the most recent document can be found [here](#). If your vessel has an HMS permit and federal Reef Fish or Mackerel permits, it is our understanding that these regulations may supersede reporting requirements developed by the Gulf Council for Council managed species if the Council chooses less stringent reporting requirements. We don't manage HMS but, we know you're invested in shaping reporting requirements for the **for-hire** fleet in the Gulf.

Your Chum,

Emily Muehlstein

<*)>>< ~~~ ><(((*)>

Public Information Officer

Gulf of Mexico Fishery Management Council

www.gulfcouncil.org

(813)348-1630 ext 2380

Comment Opportunity via Personal Email

Please remove [REDACTED] from your list for emailing.

He passed August 14, 2024

Thank you [REDACTED]

Hi [REDACTED],

I'm devastated to hear of [REDACTED] passing. I hope you have the support you need as you transition to a new normal without him.

Thinking of you and your family.

Your Chum,
Emily Muehlstein
<*)>>< ~~~ ><(((*)>
Public Information Officer
Gulf of Mexico Fishery Management Council
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(813)348-1630 ext.2380

When is this starting?

They're just taking comments now. Unfortunately, I have no idea what the timeline is for HMS.

Hey, also, I'm sorry to hear about your mom. I know you've taken a few in the gut lately and I suspect that losing her is really difficult. I hope you're finding joy and strength in her memory, and I know you have a strong network of folks that love and care about you. Just wanted to let you know I was thinking about you.

Emily



What is the Best Path Forward?

- Is it possible to fix the problem?
- Do we stay the course?
- Do we give up?
- Do we greatly alter our approach?
- How can we do better?