

## **Gulf of Mexico Fishery Management Council 2026 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 2026 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**

- Beta test and publish a new mapping tool to display management areas and boundaries
  - Create a tutorial on the tool
  - Communicate the availability of the tool
- Develop and share appropriate files of closed areas and relevant boundaries for personal use on marine mapping units
- Encourage NOAA Fisheries to develop a system for providing appropriate marine regulatory areas and boundaries to companies producing marine charts and mapping units.

### **Marketing**

- Expand use of Fish Rules push notifications to drive users to Fisherman Feedback Opportunities
- Design and order a new outreach display
- Pilot boosting social media content

### **Public Comment**

- Develop a system for analyzing and reporting-out anonymous voicemail public comment
- Consistently message availability of the anonymous voicemail public comment system
- Consistently use social media, FishRules push notifications, and press releases to encourage public comment.

## **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

## **Outreach Products**

- Expand the History of Management Tool and Develop Storyboards for each species
- Re-write *Navigating the Council Process*

## **Recreational Initiative Outreach**

- Comprehensive MREP style communications about science and Management
  - Develop short informational videos
  - Develop learning module
- Communicate conservation implications of different fishing actives based on species characteristics
  - Infographics/Fact Sheets
  - Straightforward social media messaging
  - Videos
  - Enhancing rational in news releases, public hearing materials, etc.
  - Blog articles
  - Species profiles

## **Social Media**

- Enhance positive content
  - Fishing tips (shared by Council and AP members)
  - Recipes (shared by Staff/Council/AP members)
- Enhance informational content
  - Define tricky terms and concepts

- Enhance use of reels and shorts
- Improve sharing of content across all platforms

### **Fisherman Feedback**

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

### **50<sup>th</sup> Anniversary**

- By the Numbers Infographic
- Historical Photo Contest
- Collect and share examples of how stakeholders have influenced fisheries management through the Council system

### **In-Person Outreach**

- Dock-Walk Tour of the Gulf
  - Gather Oral Histories and Photos
  - Present during fishing club meetings