

NOAA Better BRD Communications Plan

Version 1.0 - September 2021

BETTER BYCATCH REDUCTION DEVICES

Existing BRDS

New BRDS

1.0 COMMUNICATIONS TEAM

Members:

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2.0 RESOURCE LIBRARY

Resources (videos, photos, graphics, background material, etc.) will be shared between the three entities (NOAA, Louisiana Sea Grant, and Texas Sea Grant) through shared folder access in Google Drive.

[Photo/Video - Google Drive](#)

3.0 SITUATIONAL ANALYSIS

The shrimp trawl fishery targets brown, white, and pink shrimp. However, as trawl fishing involves the use of nets, shrimp trawling can result in unintentional catch of other species. This finfish bycatch can include juvenile red snapper, croaker, porgy, pinfish, and Gulf menhaden.

Finfish bycatch in the shrimp trawl fisheries is a concern as many of these species are commercially, recreationally, and ecologically important. To reduce finfish bycatch, this project proposes to identify and implement a program to promote the use of better bycatch reduction devices (BRDs). BRDs are devices inserted into shrimp trawls which allow non-target species to escape while retaining shrimp.

The project supports two of the Trustees' goals for restoring fish species injured by the Deepwater Horizon oil spill: 1) reduce direct sources of mortality; and 2) provide methodologies and incentives to fishing communities that reduce impacts to fishery resources.

The project area includes the northern Gulf of Mexico off the coasts of Texas, Louisiana, Mississippi, and Alabama. Outreach activities would be conducted at shrimping fleet locations along the Gulf coast. The initial activity of the project is to conduct a BRD survey within the Gulf shrimp fishery to identify industry based BRD innovations currently in use. The project will engage with U.S. and international entities that are actively involved in shrimp trawl bycatch reduction development to identify BRDs for testing. Proof-of-concept tests will then be conducted on prototypes to identify BRD technology for full certification testing. To promote the use of these BRDs and help fishermen install and use them correctly, outreach workshops, training, and incentives will be made available. Experts

on gear modification with longstanding working relationships with fishermen will be engaged to help develop these incentives to maximize project participation. Engagement with the Gulf shrimp fishery and its supporting industries will continue throughout the project duration to get ongoing feedback on all new BRD technology tested. Year one activities will be focused on surveying and information gathering to identify new BRD innovations. Activities for years two through four would consist of conducting proof-of-concept and certification testing. Outreach and incentive-based engagement would be conducted throughout the seven-year project.

4.0 OVERALL PROGRAM GOALS AND OBJECTIVES

The primary goal of this project is finfish restoration through bycatch reduction in the Gulf shrimp fishery.

The objectives of this project are to identify and develop bycatch-reducing technology to reduce commercial shrimp trawl fishing pressure on finfish populations and to develop cost-effective solutions and effective incentives to maximize use of improved technology.

The five objectives identified in the Monitoring and Adaptive Management Plan (MAM plan, p. A-19 to A-22) are:

Objective #1: Identify new advances in BRD system technology via regional surveys and domestic and international outreach

Objective #2: Evaluate bycatch reduction capabilities of new BRDs and certify BRDs that would provide a restoration benefit via bycatch reduction

Objective #3: Increase use of new BRD systems in the U.S. Gulf of Mexico shrimp fishery via outreach and incentives

Objective #4: Evaluate bycatch reduction of the new BRDs in the commercial shrimp fishery

Objective #5: Increase bycatch reduction by ensuring BRDs are used according to operational recommendations.

5.0 MARKETING AND COMMUNICATION GOALS

Create and maintain a comprehensive communications system that engages and informs the shrimp industry and interested stakeholders in the project purpose, goals, activities, benefits, and successes. Project communications should support all five program objectives.

6.0 AUDIENCES & MESSAGING:

6.1 PRIMARY AUDIENCES

6.1.1 FEDERAL GULF SHRIMP INDUSTRY (IND)

The federal Gulf shrimp industry includes all current federal Gulf shrimp permit holders, captains and crews, shrimp industry associations, and broader support industry (such as marine supply shops, net makers, docks, processors, distributors, and other supply chain participants.)

Overlaps with other identified target audiences: SWG, active project participants, industry support businesses

KEY MESSAGING:

A. What is this project?

- Goals: restoration project - other benefits
- Limitations: limited by goals of restoration
- Overall program: voluntary, non-regulatory
- How this project fits in the bigger picture of the shrimp industry landscape

B. Why should the industry engage in this project? Benefits to participation?

- Chance for a better device: improved shrimp retention, etc. (graphics showing more shrimp with new device)
- “Be part of the process” - fishermen-focused. Fishermen involved in the development, not just handed new devices from researchers or management. “We are trying to get data about additional gears that you are already using or are interested in trying and will pay you for it.”
- Positive spin: public perception “shrimpers achieving restoration/conservation”
- “Adding tools to the toolbox”: new BRD options give industry more choices to meet existing regulations
- Opportunity for industry to receive direct benefits (such as free gear, monetary incentives, others)
- Better resources and training on existing BRDs used by the industry

C. Existing BRDs:

- Use existing products and materials
- Regulations and proper use
- Better resources and training

D. New BRDs:

- Catalog of new BRD ideas, any testing and results
- Results of project: new BRDs tested - pros/cons
- New BRDs certified, guides on use

E. Other

- Educate on regulatory pathways and differences (ESA vs. MSA)

SUPPORTING INFO:

A. Restoration center info/documents:

- DWH process/restoration overall
 - including full list of funded projects and total funding breakdown
 - list/summary of [other projects that benefit the shrimp industry](#)
- Natural Resource Damage Assessment (NRDA) - Programmatic Damage Assessment and Restoration Plan (PDARP), Programmatic Environmental Impact Statement (PEIS)
- Project info/overview for this specific project (Open Ocean RP2/EA, project factsheet)
- Other DWH and Restoration Center projects that may benefit the shrimp fishery

B. NOAA Fisheries info/documents:

- Existing BRD materials - installations, regulations
- Effectiveness, research results
- Landings, history, etc.

C. Sea Grant existing documents:

- Shrimp industry stats/history/training documents (TXSG economics publications, LFF publications on shrimp, etc.)
- Oil spill publications
- Ecosystem/restoration publications

D. Project results:

- Data from NOAA and pilot testing

CONSIDERATIONS:

A. Trust concerns from industry

- Fear of new regulations
 - Response: continue to inform on project objectives/goals. Provide information on regulatory pathways and how to engage in the regulatory process if someone proposed future regulation.
- Concern of differences in NOAA research results vs. industry real-world conditions
 - Response: data transparency, collaboration, and cooperative testing with industry

B. Other projects impacting the shrimp industry right now

- Understanding the context of this project in relation to all the other projects/regulations impacting the shrimp industry at the same time - “environmental scan”
 - RESPONSE: Outreach team be aware of other projects/activities that may overlap/impact shrimp industry views on this project. Have talking points or reference material to direct fishermen to other sources for details on the following activities/projects:
 - 1) DWH Restoration Related Projects
 - LA Diversion projects - DWH Restoration funded (multiple funding sources)
 - Small Bar TED project
 - Increased observer coverage from DWH NRDA funds for turtle interactions (TX, MS, LA)

- DWH Sea Turtle Early Restoration Enhanced Gear Monitoring Team outreach efforts
- 2) Fisheries Regulation Changes (federal)
 - TED regulations:
 - 40-foot and longer skimmer vessel TED rule implementation (effective Aug 1, 2021)
 - under 40-foot skimmer vessel TED proposed rule
 - cELB data collection system changes
- 3) Fisheries Regulation Changes (state)
 - LA: menhaden and shrimp legislative things happening
- 4) Other Research/Extension Projects Engaging Shrimp Industry
 - Bycatch characterization study (SK grant)
 - Shark depredation (Sea Grant workshop and surveys)
 - Sustainability Certifications/FIPs
 - Net recycling program (TX)
- 5) Other Gulf Developments with Potential Shrimp Fishery Impact
 - Aquaculture Opportunity Areas - Gulf zone
 - Offshore wind development
 - Artificial reef developments
 - Marine Sanctuary Expansions (Flower Garden Banks, Florida Keys)

C. Other considerations

- Avoid overall settlement values (\$9 billion) in communications with industry so fishermen don't feel like they're getting only a small portion of the big pot which often derails the conversation fishermen focus on "the money they aren't getting"
 - Response:
 - focus on the benefits to shrimpers through funding going directly to industry for new gear research, testing cooperation, new gear provided, etc.
 - have overall DWH funding breakdown chart and information resources to direct fishermen to other resources for details on DWH plans/expenditures
- Fleet owners vs. captains and crew and owner/operator vessels - knowing when you need to address owners vs. those on the water
 - Response:
 - gather information on vessel/fleet operations (part of fleet survey)
 - factor this into the economic analysis and planning for incentives
- Need for translations: Spanish and Vietnamese (Other?)
 - Response:
 - survey fleet - additional languages needed in some areas?
 - know which ports need which translations

CHANNELS:

A. Shrimp industry associations:

- Southern Shrimp Alliance (SSA)
- Texas Shrimp Association (TSA)
- Port Arthur Area Shrimpers Association (PAASA)

- Louisiana Shrimp Association (LSA)
 - Mississippi Commercial Fishermen United (MSCFU)
 - Southeastern Fisheries Association (SFA)
 - American Shrimp Processors Association (ASPA)
- B. Docks/dealers/processors
 - C. Sea Grant events
 - D. Social Media - TXSG, LASG, NOAA
 - E. Targeted emails
 - F. Dockside engagement
 - G. Stakeholder working groups
 - H. Community groups (CCC, churches, seafarer centers)

ACTIVITIES:

- Presentations, videos, fact sheets, website, focused stories/ releases, NOAA BRD guidance, presentations and exhibits/booths, white board videos, training materials, short stories, social media content, project reports

TIMELINE:

- Starting June 2021 - End of Project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
<p>Current BRD outreach materials:</p> <ul style="list-style-type: none"> - BRD overview (all currently available BRDs certified for the Gulf, and regulations) - Installation and use guides for each certified BRD - start with Composite/square mesh and Fisheye <p>Project Overview - industry messaging</p> <p>Develop cards/information fliers to provide if vessels need contact if they are non compliant with BRD installation</p> <p><i>ALL TRANSLATED INTO VIETNAMESE AND SPANISH</i></p> <p>Informal/Internal documents (talking points for project team):</p> <ul style="list-style-type: none"> - List of all projects coming at the industry: Bycatch, TED, ELB reporting, Aquaculture Zones - List of potential BRD ideas/options - Outreach staff BRD knowledge checklist 	<p>Recruitment Materials:</p> <ul style="list-style-type: none"> - How/why to participate in the project (all phases, overview) - Pilot testing stage involvement - Incentivized use phase involvement <p>New BRD guides</p> <p>Training Events/Dockside Outreach Announcements</p>	<p>Project successes</p> <ul style="list-style-type: none"> - Restoration successes - Benefits/stats on new device options - Industry adoption and benefits <p>New BRD guides as new devices are tested</p>

6.1.2 INDUSTRY STAKEHOLDER WORKING GROUP (SWG)

The SWG is a selected group of industry members with strong knowledge of the shrimp industry and gear willing to advise on the project. See [Stakeholder List](#) for current SWG membership.

Overlaps with other target audiences: Federal Gulf Shrimp Industry and Active Participants

MESSAGING:

A. All materials/messaging included for federal Gulf shrimp industry

- See 6.1.1 messaging above

B. What is the SWG Role?

- Industry input and expertise to weigh-in on new BRD ideas and designs
- Advise on industry needs and opportunities that can be addressed in the project
- Advise on key messaging, hurdles, opportunities, and nuances of the fishery
- Feedback loop- opportunity to share results of research and testing back to industry
- Outreach and partner with other industry members about the project

C. New BRD Ideas/Designs

- What has been or is being considered
- Existing research and results from trials
- Other factors for consideration: costs, ease of use, availability
- New BRD guides for installation and use

D. Project Research/Testing Status and Results

E. Outreach Plans/Activities

SUPPORTING INFO:

A. Restoration Center Info/Documents

- DWH process/restoration overall
- NRDA damage assessment report
- This project info/overview
- Other DWH projects that may benefit the shrimp fisheries

B. NOAA Fisheries Info/Documents

- Existing BRD materials: installations, regulations
- Effectiveness, research results
- Landings, history, etc.

C. Sea Grant Existing Documents

- Shrimp industry statistics, history, training documents (TXSG economics publications, LFF publications on shrimp, etc.)
- Oil spill publications
- Ecosystem/Restoration publications

D. Project Results

- Data from NOAA and pilot testing

CONSIDERATIONS:

- A. SWG members may be perceived by other industries as “helping to create more regulation.”
- RESPONSE: promote the benefits of industry engagement in research to improve the process and avoid negative industry impacts and provides opportunity for industry to see how their gear ideas perform when scientifically tested
- B. Need translated materials?

CHANNELS:

- A. Targeted emails
- B. Meeting presentations and materials (agendas, meeting minutes, etc.)

ACTIVITIES:

- Presentations, videos, fact sheets, website, focused stories/ releases

TIMELINE:

- Summer 2021 – incentivized use phase (at least through Year 3) (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
<p>All same documents as for Federal Gulf Shrimp Industry (see section 6.1.1)</p> <p>SWG Invite - intro to SWG and group roles and responsibilities</p> <p>SWG Meeting 1 materials: - Agenda, presentations, meeting minutes</p> <p>Training Events/Dockside Outreach Announcements</p>	<p>Recruitment Materials: - How/why to participate in the project (all phases, overview) - Pilot testing stage involvement - Incentivized use phase involvement</p> <p>New BRD guides</p>	<p>Project successes - Restoration successes - Benefits/stats on new device options - Industry adoption and benefits</p> <p>New BRD guides as new devices are tested</p>

6.1.3 ACTIVE PARTICIPANTS (AP)

Active Participants are members of the shrimp industry (vessel owners, captains, and crews) who volunteer to participate in the project by testing and/or using new BRDs.

Overlaps with other target audiences: Federal Gulf Shrimp Industry and SWG

MESSAGING:

A. All same materials/messaging for the Federal Gulf Shrimp Industry

- See section 6.1.1 above

B. Pilot Testing Phase

- Requirements of participation
- FAQs (process, contacts, reporting, etc.)
- Training and guides for BRDs being tested

C. BRD Certification Phase

- Requirements of participation
- FAQs (process, contacts, reporting, etc.)
- Training and guides for BRDs being tested

D. Incentivized Use Phase

- Requirements of participation
- FAQs (process, contacts, reporting, etc.)
- Training and guides for BRDs being tested

E. Project Results

- List of all BRDs considered for the project
- Bycatch reduction, shrimp loss, selection/rejection reasons

SUPPORTING INFO:

A. NOAA Restoration Center Documents

B. NOAA Fisheries Documents

- Results of initial NOAA BRD testing
- How to utilize new BRD types

C. Documents developed with the contracting company (TBD) for vessel participation

- Applications
- Rules for participation
- Documented completion of activities

CONSIDERATIONS:

A. Industry trust in research results - transparency of data, where possible.

- RESPONSE: ensure regular updates to industry, as appropriate, on research activities and results from the project

CHANNELS:

A. Print and electronic materials

B. Meetings/presentations

C. Dockside engagement

D. Stakeholder Working Group (SWG)

ACTIVITIES:

- Presentations at meetings, fact sheets, website, news releases, direct communications

TIMELINE:

- Mid 2022 – End of Project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A (start in mid 2022)	N/A (start in mid 2022)	Recruitment Materials Participation instructions and contracts Project Successes <ul style="list-style-type: none"> - For each phase of participation Public Reports

6.1.4 TRUSTEES & NOAA (TIG/NOAA)

Open Ocean Trustee Implementation Group (TIG), NOAA and NOAA Fisheries leadership, NOAA Office of Habitat Conservation and Restoration Center

MESSAGING:

A. Updates on project

- Need to discuss format and timeline

B. Impacts

- Restoration benefits and project successes

SUPPORTING INFO:

A. Channels the Office of Habitat Conservation, Restoration Center has direct access to

- @NOAAHabitat on Twitter
- Office of Habitat Conservation email subscriber list (monthly newsletter)
- NOAA Fisheries “News and Announcements” <https://www.fisheries.noaa.gov/news-and-announcements/news>
 - for feature stories, public events, videos, infographics)
- NOAA, NOAA Fisheries, Office of Habitat Conservation, Restoration Center internal communications channels

D. Channels the program manages (will need TIG approvals)

- Gulf Spill Restoration website
- Gulf Spill Restoration email subscriber list (emails whenever there are new web stories/content on the Gulf Spill website)
- Internal updates to TIG

E. NOAA Fisheries channels (can ask for support in amplifying project communications)

- @NOAAFisheries on Facebook, Instagram, and Twitter

CONSIDERATIONS:

A. Report format:

- How best to craft reports so that they are easily utilized for public reports by trustee groups

CHANNELS:

- A. Direct contact with emails or trustee events
- B. Reports

TIMELINE:

- Annual reports (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A	Annual Report #1	Annual Project Reports Project Successes Public Reports

6.2 SECONDARY AUDIENCES

6.2.1 RESOURCE MANAGERS & OTHER SEA GRANT PROGRAMS (RM-SG)

Gulf states’ agencies and associated task forces (LA Shrimp Task Force), Gulf Council (GMFMC) and associated committees and advisory panels (SSC, shrimp AP), Gulf States Marine Fisheries Commission (GSMFC), MS-AL Sea Grant, and FL Sea Grant

Messaging:

A. All same material/messaging as Federal Gulf Shrimp Industry

- See section 6.1.1 above

B. All same material/messaging as Interested Public

- See section 6.1.3 above

C. Interactions with state enforcement and management

- State agency enforcement may be seeing new devices - what to know/look out for
 - Industry vessels testing new devices - permits received by NOAA for project
 - Can BRDs being tested in the project be used in state waters?
- For states that have adopted federal BRD regulations - does this change state regulatory language?
- How can state agencies engage in the project?

D. Project Outreach Activities

- Make sure state agency and Sea Grants know what activities are happening for this project in their state/area

SUPPORTING INFO:

- A. State Regulation Guides

CONSIDERATIONS:

- A. Influence of other resource agencies on industry perceptions
- B. Need for state agency law enforcement awareness of project
- C. State regulations vs. federal regulations (different in many states for BRDs)
- D. Other state Sea Grant program activities and industry relationships

CHANNELS:

- A. Presentations at GSMFC, GMFMC, and Advisory Committee meetings
- B. State agency representation at meetings
- C. Project reports/updates provided to agencies

ACTIVITIES:

- NOAA BRD guidance, presentations, and exhibits/booths; white board videos; fact sheets and training materials; short stories; social media content; website, focused stories/ releases

TIMELINE:

Fall 2021 (post first SWG meeting) – End of Project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A	TBD	TBD

6.2.2 NET MAKERS AND SHOPS (NET)

Overlap with other target audiences: Federal Gulf Shrimp Industry

MESSAGING:

A. All same messaging as Federal Gulf Shrimp Industry

- See section 6.1.1 above

B. Other

- How can net makers engage/support the project
- What new BRDs will be coming online – can they make/stock them?

SUPPORTING INFO:

CONSIDERATIONS:

- A. Translations needed
- B. Some net makers work directly for docks (not separate shop), or net installation done directly by industry members. RESPONSE: need for multiple outreach/engagement methods and materials.

CHANNELS:

- A. Shop visits
- B. Phone/email communications
- C. Outreach and training events relevant to netmakers

ACTIVITIES:

- Presentations; fact sheets and training materials; videos

TIMELINE:

Fall 2021 – End of Project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A	TBD	TBD

6.2.3 SHRIMP INDUSTRY SUPPLY CHAIN (SISC)

Shrimp docks, dealers, processors, distributors, retail and, restaurants. While this project is not likely to affect supply of product, therefore, unlikely to negatively impact members up the supply chain, this group does have the potential to help influence and encourage the project. Several parts of the shrimp supply chain are engaged in programs or marketing related to reducing environmental impacts or promoting sustainability and if supported/promoted by the buyers, then harvesters are more likely to want to participate.

Overlap with other target audiences: Federal Gulf Shrimp Industry

MESSAGING:

- A. All same messaging as Federal Gulf Shrimp Industry
 - See section 6.1.1 above
- B. Why should the supply chain engage in this project? Benefits to participation?
 - Improve perception of shrimp industry (reduce bycatch= increase sustainability)
- C. Other
 - How can they engage/support?
 - How might this impact them (changes in supply, changes in marketing, etc.)?

SUPPORTING INFO: TBD

CONSIDERATIONS:

- A. Concern that the project could reduce shrimp production

CHANNELS:

- A. Direct contact/mailings
- B. Events – outreach and training events relevant to others associated with the shrimp industry

ACTIVITIES: TBD

TIMELINE:

Fall 2021 – end of project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A	TBD	TBD

6.2.4 Environmental Non-Profits (eNGOs), SUSTAINABILITY AUDIENCES (NGO)

Overlap with interested public but some more targeted communications needs

MESSAGING:

- A. All same messaging as Interested Public
 - See section 6.1.3 above
- B. Increase sustainability of the industry
- C. Inclusion as progress for existing FIPs
- D. Possible market incentives for participation

SUPPORTING INFO: TBD

CONSIDERATIONS:

- A. Concern that project information could be used by eNGOs to pressure industry or force regulations
 - **RESPONSE:** Team awareness of other campaigns (examples: Seafood Watch, Oceana) that have/are campaigning against the shrimp industry. Engage with existing, positive messaging, campaigns (FIPs, certification) that recognize and reward fisheries for these types of projects/efforts.

CHANNELS:

- A. Sustainability projects – shrimp FIPs, Gulf of Mexico Shrimp Supplier Roundtable
- B. Engaged sustainability organizations
 - Audubon Nature Institute G.U.L.F.
 - Sustainable Fisheries Partnership (SFP)

ACTIVITIES: TBD

TIMELINE:

- Fall 2021 (after first SWG meeting) – End of Project (see [Communications Products](#) and [Outreach Events](#) charts for additional details)

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A	TBD	TBD

6.2.5 INTERESTED PUBLIC (IP)

Interested public is a broad group that may include, but is not limited to, Gulf residents, other coastal resource users, and environmentalists. Primarily reputation management and highlighting of success stories.

Overlaps with other target audiences: Resource Agencies, eNGOs

MESSAGING:

- A. What is this project?
 - Goals: restoration project - other benefits
 - Overall program - how it will be done
 - Voluntary, collaboration with industry
 - How does this project fit in the bigger picture of restoration in the Gulf?
- B. What are BRDs?
 - What is bycatch?
 - How does the shrimp industry currently minimize bycatch?
 - What are we looking for with new research?
 - Ways to minimize finfish while maintaining catch
- C. Project Successes
 - Commercial shrimpers help with restoration (positive view of industry)
 - Restoration through reduced bycatch (without negatively impacting shrimpers)

SUPPORTING INFO:

- A. Restoration center information/documents
 - DWH process/restoration overall
 - NRDA damage assessment report
 - This project info/overview
- B. NOAA Fisheries information/documents
 - Existing BRDs, requirements, and effectiveness
 - Shrimp industry landings, history, etc.

CONSIDERATIONS:

- A. Wide and diverse audience
 - Many not familiar with shrimp industry or bycatch
 - RESPONSE: have general public level materials on the shrimp industry, what 'bycatch' is, history of bycatch in the shrimp industry, and industry successes on

reducing bycatch in recent years. Promote current bycatch information (to combat a lot of old/misinformation circulating about the shrimp industry)

- Need for variety of methods and channels for messaging
 - RESPONSE: consider breakdown to smaller audiences within the “interested public” category for more targeted messaging? (seafood consumers, recreational fishermen, other resource users - other fisheries, boaters, nature tourism, etc.)
- B. Other stakeholder agendas
 - Caution that other user groups or environmental groups may use project results to try to force new regulations on industry or pressure to use devices that may reduce bycatch but will negatively impact industry (expensive, too much shrimp loss, etc.)
 - RESPONSE: be aware of other environmental campaigns and messaging that may be occurring (Seafood Watch, recreational fisheries and environmental groups (eNGO) campaigns)
- C. Active lawsuits/campaigns against/involving the shrimp fleet
 - Could project information be used and associated with actions against the shrimp industry?
 - RESPONSE: team awareness of: eNGO lawsuits regarding TEDs (ongoing), previous recreational fishing group lawsuits (CCA) and past/current lobbying efforts against the shrimp fishery due to bycatch
- D. Need to highlight that shrimp industry has already done a lot to reduce bycatch
 - Opportunity to educate the public on work that has already been accomplished (often very old bycatch information is cited about the shrimp industry)
- E. Graphics instead of bycatch photos
 - Photo images of bycatch could be more reactionary and cause negative views of industry - using graphics may better illustrate the goals with less

****NOTE: Identify a project point person/people with clear, consistent messaging to respond to needed issues***

CHANNELS:

- A. Social Media: TXSG, LASG, NOAA
- B. Magazines
- C. Local/national news stories (news releases and partnerships to help get it picked up)
- D. Public reports

ACTIVITIES:

- Presentations, videos, fact sheets, website, focused stories/ releases

TIMELINE:

- Late Fall 2021 (post 1st SWG meeting) – End of Project

Near-Term Needs		Long-Term Needs
0-6 months	7-12 months	
N/A (start in Fall 2021)	<p>Project Overview</p> <ul style="list-style-type: none"> - Why restoration - Why this project - How it will be done <p>Project Launch/Early Successes</p> <ul style="list-style-type: none"> - Post-first SWG - What have we done so far? 	<p>Project Successes</p> <ul style="list-style-type: none"> - At least annual project updates/stories as big milestones occur <p>Public Reports</p>

7.0 PRE-TESTING/PILOTING

Communications Products: All communications materials will go through review and vetting by appropriate internal and external groups to ensure that messaging is clear and meeting purpose prior to final release.

- Project Working Group (Sea Grant extension agents, NOAA Fisheries and Restoration staff)
- Stakeholder Working Group
- Key Industry Stakeholders (pending audience- netmakers, supply chain)

Outreach Activities and Events: All staff conducting hands-on BRD outreach and data collection shall receive training on existing and new BRD devices and regulations prior to engaging in field activities. A BRD knowledge checklist document will be created to list all key information materials/training activities.

8.0 IMPLEMENTATION (WHAT, TIMELINE, WHO)

8.1 COMMUNICATION PRODUCTS

The Communications Products list is a living document that can be updated regularly as products are completed and new needs are identified. The Communications Product chart with information on pieces, leads, timelines, website updates, and other information can be found at the following link:

<https://docs.google.com/spreadsheets/d/1ShORny3nuplirCiWLcaM8IXDva6Ilk7h/edit?usp=sharing&oid=108208879771219283400&rtpof=true&sd=true>

8.2 COMMUNICATIONS & OUTREACH EVENTS

The Outreach Events list is a living document that can be updated regularly as products are completed, new needs are identified, and new events are planned. The Outreach Events chart with information on event, location, leads, timelines, and other information can be found at the following link:

https://docs.google.com/spreadsheets/d/1jHBuE--jlkK_vyBQJd1hrAlCyOP5hZOt/edit?usp=sharing&oid=108208879771219283400&rtpof=true&sd=true

9.0 EVALUATION & ADAPTATION

The Communications Plan is a living document that will continue to develop throughout the course of the program.

9.1 REVIEW CYCLE:

The Communications Plan will be reviewed and updated during quarterly meetings of the Communications Team and as necessary when additional needs are identified.

9.2 PARAMETERS

PARAMETER	TARGET	OBJ(s)	PROGRESS						
			2021-Q3	2021-Q4	2022-Q1	2022-Q2	2022-Q3	2022-Q4	2023-Q1
Number of members with diverse experience and skills engaged and actively participating on the Outreach Committee	10 members, to include communications staff, project managers, field team, and extension agents from each of the project partner organizations (TXSG, LASG, NOAA RC and NOAA Fisheries)	3,5							
A comprehensive stakeholder list, including representation for each of the target audiences identified in the Communications and Outreach Plan	In year 1, Sea Grant will develop a list of stakeholders that includes representation from state and federal resource managers, researchers, industry leaders, industry associations, netmakers, marine supply shops, environmental nonprofit organizations, and interested public. The list will be updated annually, at a minimum.	1,3,5							
Number of outreach activities planned (workshops, dockside training, presentations at industry and management meetings)	Sea Grant will host a sufficient number of outreach activities to achieve outreach to 20% of the fleet (current fleet personnel is ~5,000; so 1,000 individuals or 20% of vessels) over the course of the project and to meet targets determined in the Outreach and Communications Plan for each identified audience group. LASG and TXSG will each engage stakeholders at a minimum of 5 events per year (10 project events per year).	1,3,5							
Number of publications planned (website, factsheets, reports, videos, and training materials)	Sea Grant will produce a sufficient number of publications annually to meet the goals set for each audience in the Communications and Outreach Plan (at a minimum, in years 1-3, 2 videos, 1 website, translated materials on the 5 current BRDS, 3 fact sheets, and additional materials as determined by the communication plans).	1,2,3,4,5							
Number of Sea Grant staff trained by NOAA on existing and new BRDs and regulations.	All Sea Grant staff involved in stakeholder engagement for this project receive NOAA BRD training (minimum of 6).	3,5							
Number of outreach events and presentations at industry association or resource manager meetings	Sea Grant will host a sufficient number of outreach activities to achieve outreach to a minimum of 20% of the fleet (current fleet personnel is ~5,000; so 1,000 individuals) over the course of the project. LASG and TXSG will each engage stakeholders at a minimum of 5 events per year (10 project events per year).	3,5							
Number of industry members updated	Sea Grant will host a sufficient number of outreach activities to reach a minimum of 20% of the fleet (current fleet personnel is ~5,000; so 1,000 individuals) over the course of the project.	3,5							
Number of vessels inspected by the joint NOAA-LASG teams or TXSG teams (MAM Obj 5, parameter1)	To contribute to the project target of 20% of the fleet annually (1,279 active vessels x .20=256 vessels), LASG will assist NOAA with a minimum of 50 and TXSG will inspect a minimum of 75 vessels annually.	5							
% of vessels using BRD systems according to operational recommendations	To contribute to the project target of 20% of the fleet annually (1,279 active vessels x .20=256 vessels), LASG will assist NOAA with a minimum of 50 and TXSG will inspect a minimum of 75 vessels annually (~10%).	4,5							
Evaluations to measure if outreach activities are effective at increasing knowledge	Using 1) Pre/post surveys during industry meetings and workshops to gauge knowledge learned during the event and 2) Number of crew members are able to demonstrate proper BRD inspection and use after dockside training, the goal is a minimum of 50% of participants demonstrating increased knowledge.	3,5							