



Nick Smillie

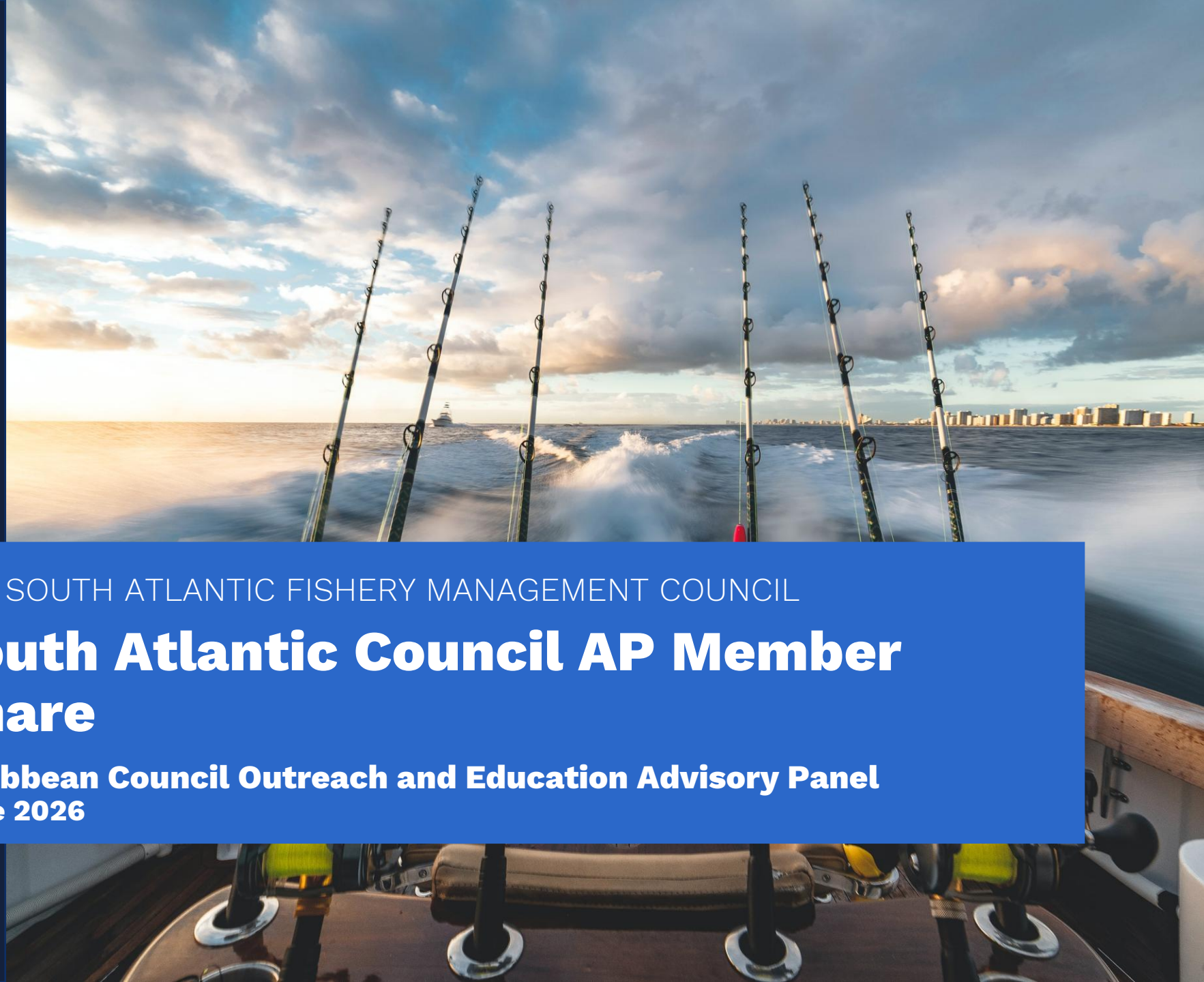
Digital Media and
Communications
Specialist

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THE SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

South Atlantic Council AP Member Share

**Caribbean Council Outreach and Education Advisory Panel
June 2026**



Our Outreach and Communications Team

- Nick Smillie- Digital Media and Communications Specialist
- Ashley Oliver- Outreach Coordinator
- Julia Byrd- Citizen Science Program Manager
- Meg Withers- Citizen Science Project Coordinator
- Christina Curtis- MREP and Lines of Communication Meetings





Outreach and Communication Avenues

Digital

- Website
- Email Distribution
 - [SA Bite](#), [Newsletters](#), [Feature Articles](#)
- Social Media
 - [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#)
- FishRules and FishBrain

In-Person

- Tackle Shop Outreach
- In-Person Seminars
- ICAST
- Misc. Events
 - FL Keys Seafood Festival, GA Coast Fest, Haddrell's Fishing Expo, SCDNR Open House, etc.
- Lines of Communication

Lines of Communication



Build relationships with fishery stakeholders by engaging them in an informal setting that allows for two-way conversations with Council Members.

Meetings

- Twice a year in two different states
 - First two: GA and NC
- Structure
 - Introduction
 - Sticky Wall Session
 - Breakout Group
 - Tabling Session
 - Conclusion and Evaluation



Outreach and Outcomes

- Outreach
 - Website, Print and Digital Materials, Community Outreach
- Outcomes
 - Identify topics that need to be addressed by the Council.
 - Set overall workload priorities.
 - Guide active management actions.

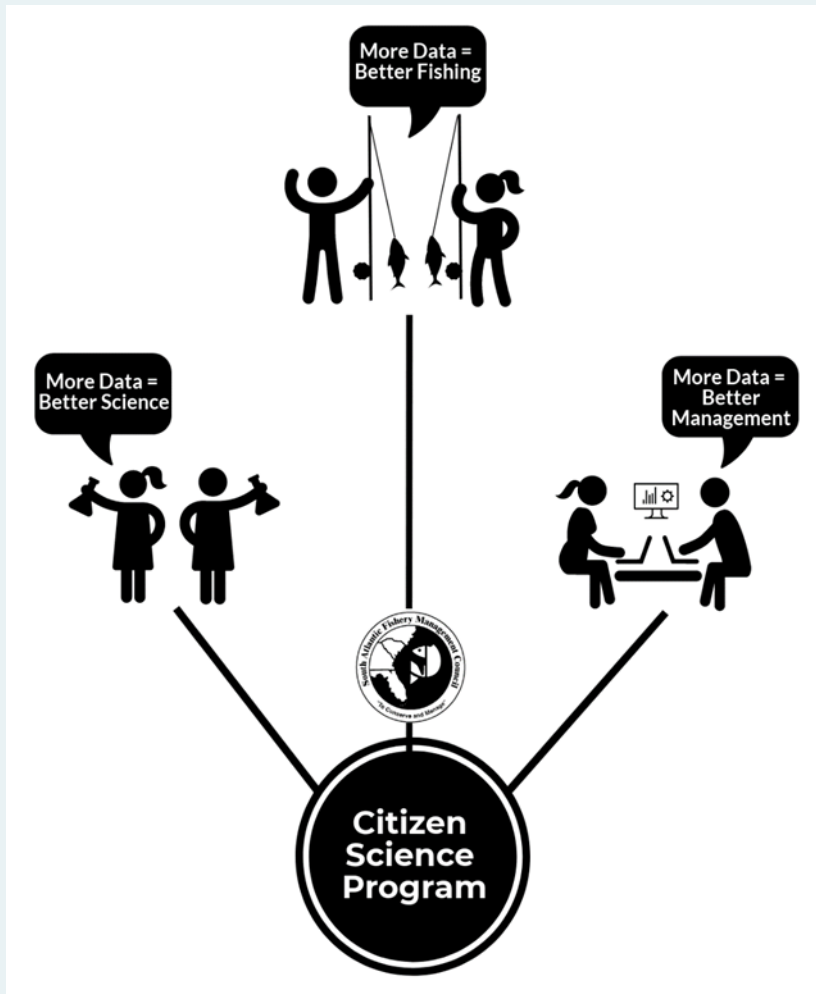
Citizen Science Program

Why citizen science?

- Long standing data needs
- Fishermen want to help
- Citizen science provides the opportunity

Program development

- 2016 workshop & blueprint
- Stakeholder Action Teams
- Program approach & SOPPS



Citizen Science Projects



SAFMC Release

Partners with fishermen to collect info on released shallow water grouper and red snapper via SciFish mobile app



FISHstory

Uses historic dock photos to document for-hire species and length compositions prior to when catch monitoring programs began in the 1970s



SMILE

Partners with recreational divers with the Reef Environmental Education Foundation to collect fish length data using innovative camera technology

Other Fun Projects

- Science Seminar Series
- What It Means to Me
- 50th Anniversary Products
- Check out our YouTube!

SAFMC SEMINAR SERIES:

A Review of 15 Years of Red Snapper Research

A person wearing a white shirt is seen from the side, looking out at a vast blue ocean under a clear blue sky. The text 'WHAT IT MEANS TO ME' is overlaid in large, bold, white capital letters.

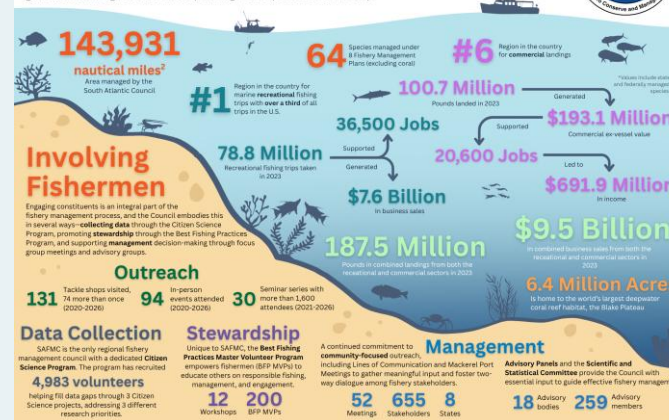
WHAT IT MEANS TO ME

"Full Time Fisherman"
with Capt. Chris Kimrey



South Atlantic Fisheries

Fisheries in the South Atlantic region are vital to the region's economy and culture—sustaining jobs, supporting coastal communities, and connecting people to the ocean through recreation and fresh seafood. The **South Atlantic Fishery Management Council** works to safeguard these resources for future generations through science-based planning and responsible stewardship.



South Atlantic Fishery Management Council
Economic Metrics by State and Fishery Management Plan

All statistics on this page are from the year 2023 unless stated otherwise.

