APPENDIX 1

South Atlantic Fishery Management Council

Council and Advisory Body Meeting Communication Protocol Topics

1. Pre-meeting

A. Publicizing - What is provided (press release, announcements, etc.)? How is it provided (email, snail mail, etc.)? Who are the recipients (e.g., distribution lists)?

1. Meeting post card announcement highlighting date, location and issues (snail mail and posted on website)

2. Meeting announcement via email (Constant Contact) – two announcements, one earlier with general agenda information and a follow up reminder with links to briefing book materials.

B. Communication with Council/Committee members –

1. Preliminary agenda and meeting information (travel details, social, etc.) provided to Council members approximately one month before the meeting.

C. Document distribution

1. Briefing book materials distributed via internet access portal 2 weeks prior.

2. 2nd briefing book materials (kept to a minimum) distributed 1week prior.

D. Coordination with other local/federal agencies and NGOs

1. Selected NMFS personnel are included in briefing book distributions and some NGO personnel as requested. Briefing book materials are posted on the Council's website the day after they are distributed to Council members.

2. During the Meeting

A. What technology/copy room/office is available and for whom?

1. WiFi is supplied via the hotel. A copier is available at the meeting for Council members and others as requested (use is limited).

B. Broadcasting (audio/video, webinar, etc.) including voting issues and other policy issues.

1. Meetings are live-streamed via Citrix. Registration is required. Video shows the projected materials as they are seen by Council members.

C. Public interaction during meeting - How is public allowed to comment (e.g., via teleconference)? Are there specific timeframe(s) for public comment?

1. There is a designated time for in-person public comment (usually at 5:30 PM during the middle of the meeting week) at each meeting.

2. If there are large numbers of persons (>50) signed up to speak, each person is limited to 3 minutes. Otherwise, the Chair determines the amount of time each person is allotted.

D. Distribution of materials during meeting and what is the medium (paper handouts, website uploads, etc.)?

1. Paper copies the agenda and overview are available for each committee meeting. Hard copies of some documents are provided, but this is being minimized.

2. All briefing book materials are available from the website and any new documents/presentations are added to the website during the meeting.

E. How press is handled during meeting - Request for Interviews; Guidelines on cameras and microphones.

1. Press coverage varies depending on topic. I handle requests for interviews and generally find a Council member willing to provide the interview. We don't have specific guidelines on cameras and microphones – the meeting is open and cameras are allowed.

3. Post meeting

A. Getting meeting decisions out to the public (newsletters, website, social media, etc.)

1. Draft committee reports are posted on the website as they become available during the meeting week. Final committee reports reflecting motions approved during full council are posted on the website the final day of the meeting.

2. A news release highlighting meeting issues and decisions is distributed after each Council meeting.

3. Postings on Facebook during the meeting week to remind public of upcoming issues and committee discussions. Brief summary posted at the end of the meeting week.

4. Quarterly newsletter

B. Press releases – who drafts, how distributed, when?

1. PIO drafts news release highlighting final actions. Distributed via Constant Contact and hard copy – generally the Monday following the Council meeting but recently targeting distribution for the last day of the Council meeting.

C. Meeting materials – What is stored and where (e.g., documents, actions, minutes, audio/video); Public access; Searchable

1. All briefing book materials and added presentations/materials are posted to the website.

2. Administrative records (audio files, minutes, etc.) are stored on an Office Share. These files are available upon request.

4. Areas to improve

A. Areas your Council is looking for solutions: information distribution, broadcasting meetings, teleconferencing?

1. Our current system seems to work well. It would be helpful to have a stronger social media presence – e.g., utilize our Twitter account more fully. We are emphasizing our YouTube channel more for accessing public hearing presentations, etc.

2. We are moving toward utilizing more webinar-based opportunities, including informal Q&A with Council staff prior to public hearings and scoping meetings and incorporating webinars as part of the public hearing and scoping meeting process.

B. Finish this sentence: I wish our Council had the ability to ____reach a broader media audience for feature stories, blogs, etc. I wish we could better utilize video to give subject matter depth, personalize issues, and provide better rationale behind the Council's decisions and the mandates of the Magnuson-Stevens Act (e.g., video providing background on fishing methods/activities, scientific research and data collection including effective graphics/illustrations, and personal interviews).