



CAB Outreach and Messaging Strategy

Our main struggles

- Communicating what ABSI is and does relative to FWC and management
- Most people really (or only) want to know when and how the Bay is going to be open for oyster harvest
- Engaging stakeholders and the public on the specific aspects of the Plan, research, restoration, and long-term management

The Community Advisory Board

- Comprised of several different stakeholders:
 - Watermen/Oystermen
 - Seafood dealers
 - Members of FSU's Apalachicola Bay System Initiative
 - State Agencies (FWC, FDACS, NFWF, etc.)
 - Non-profit organizations
 - Local Government (Franklin County Commission, Apalachicola City Commission)
 - Local Citizens
- All members of the CAB need to help communicate
 - 1) The difference between
 - ABSI (science and research)
 - FWC (management and policy)
 - 2) Current status and data of the oysters and the Bay ecosystem
 - 3) How to get involved/where current ABSI info can be found

Communication Strategy Questions

1. What has been done?
 - a. What are the information gaps?
2. Where would we like to go?
3. How do we get there?
4. What are the best tactics?
5. Are we there yet? How do we measure progress?

What has been done?

Print Media

- Op-Eds (*The Wakulla News*, *The Wakulla Sun*, *The Apalachicola Times*, *SGI Newsletter*) and Rack Cards in local businesses and libraries

Online Media

- Social media posts/texts (on the FSUCML social pages), ABSI newsletters (from the FSUCML), ABSI Website

In-Person Outreach

- ABSI PI (Dr. Sandra Brooke) has presented to the Franklin County Commission (4x), Apalachicola City Commission (2x), Eastpoint Civic Club (1x), SGI Civic Club (1x).
- Oystermens workshops (4x) at ANERR to gain feedback on restoration and management strategies
- Community Workshop was held at Eastpoint Fire House in Fall of 2022, and ABSI has held booths at the Florida Seafood Festival (3x), Carrabelle River Walk, FSUCML Open House, FSU Day at the Capitol (2x), Oceans Day at the Capitol (2x), Sopchoppy Oyster and Mullet Fest, and Sopchoppy Worm Gruntin' Festival

Virtual Outreach

- ABSI PI has presented in ANERR's SciCafé series (3x) and WFSU Perspectives radio show

What are the Information Gaps?

- People don't know about ABSI
- People don't know about the management plan being formulated by the CAB to then provide to FWC
- People don't think the Bay needs to be studied further
- There's oysters out there now - why do we even need to conduct studies when the Bay is coming back?
- Can you, the members of the CAB, think of any other gaps?

Where would we like to go?

What would we like to happen?

- What is realistic? What is an achievable goal?
 - To successfully communicate goals of ABSI versus the goals of FWC
 - Showcase that both parties work together on the CAB
 - To convey the current status of the Bay ecosystem and oyster populations
 - To explain when restoration will start and what will be done
 - To successfully reach the community - our internet-social media isn't reaching people and in-person events are not well attended...what do we do?
- Where is there room to create small wins?
 - Debunk myths and misconceptions spread throughout community (in-person and on Facebook).
 - Shift negative community perspective of FSU and ABSI
 - Develop community understanding for the “slow” approach and deliberate planning effort to restore oysters reefs and create an oyster population that can support a **sustainable** fishery

How do we get there?

- What are the shared values of the stakeholders?
 - What do we all have in common?
- What has worked in the past?
- What hasn't worked in the past?
- Who is our TARGET audience?
- What are the new strategies/means of messaging?

What are the best tactics?

- Who are the “spokespeople” of the community? Who are the leaders that are good at disseminating information?
- How are messages best communicated?
- What type of language is most efficient and beneficial to communicate?

Are we there yet?

How do we measure progress?

No, we aren't there...YET!

- Progress is measured by:
 - Oystermen/watermen getting involved in planning and restoration experiments
 - Local attendance of CAB meetings/ABSI events increases
 - The current status of the Bay and timeline for restoration is clear and established
 - Negative feedback and public discourse is reduced and neutralized

Any additional points or comments?