

**State of New Jersey
Department of Environmental Protection**

Public Education for Reducing the Mortality of Summer Flounder Discards

Purpose: To reduce the mortality of summer flounder discards by making fluke anglers aware of the best practices for reducing the risk of mortality for discards.

Audience: Recreational fishing organizations, Party and Charter boat captains and crew; salt water anglers; surf fluke anglers; bait and tackle shops

Public Education and Outreach Efforts:

- Promote/leverage NOAA FishSmart and takemefishing.org materials
- Widely distribute link to FishSmart video that illustrates the best way to return an undersized fish to the water (<https://www.youtube.com/watch?v=ee8TYfKH18s>)
 - Urge Party and Charter boat captains to promote the video to their customers, both when confirming reservations made online and on board the boat
 - Email the link to the 138,000 anglers on New Jersey’s Salt Water registry
 - Promote the video through social media
 - Promote the video through PSAs on Jersey shore area radio, cable television, and newspapers
- Widely distribute, both print and electronically, the FishSmart brochure that shows the best way to return an undersized fish to the water
<http://www.fishsmart.org/sites/default/files/FSResources/FishSmart%20brochure2.pdf>
 - Distribute to all recreational fishing organizations
 - Distribute to bait and tackle shops
 - Distribute to party and charter boat captains
 - Post on social media
 - Publish in local shore papers
 - Post on all relevant websites (DEP, fishing groups, etc.)
 - Publish article on catch and release methods in our Marine Digest
- Widely distribute link to takemefishing.org website on “How to Release Fish,” which includes both written instructions as well as a video <https://www.takemefishing.org/how-to-fish/how-to-catch-fish/how-to-release-a-fish/>
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 - Post on social media
 - Publish in local shore papers
 - Post on all relevant websites (DEP, fishing groups, etc.)

- Create 30-second radio PSAs for distribution to shore-based radio stations and cable television outlets
- Create and post signage for posting near popular surf fishing locations that illustrate best practices for returning undersized fish to the water; have brochures available at those sites
- Purchase hooks that are less likely to cause mortality to discards; distribute hooks to charter and party boat captains and through bait and tackle shops to individual customers