

**Public Outreach Workgroup (POW)
Angling Ethics Worksheet**

Student Name:

Class:

Date:

Welcome to the Public Outreach Workgroup (POW). You've got the challenging job of not only coming up with some thoughtful ethical angling guidelines, but then you have to somehow reach and educate your target audience... all kinds of anglers.

Though you're experts at connecting with the public using various kinds of outreach, you're unsure what issues can be solved by reshaping the ethical attitudes of anglers.

The good news is that you have the power of local radio, TV and social media to help carry your messages to the masses. Now all you need is a resounding list of ethical guidelines for people to follow. You represent a small community that prospers along one of the prime estuaries feeding the ocean from the Everglades. Fishing is a popular recreational activity that both benefits and sometimes negatively impacts your community and the fragile ecosystem there.

So using the combination of the public feedback you get with your marketing savvy, come up with:

1. A realistic list of at least 5 angling ethics – combine online research with your estuary environment.
2. A distribution plan for your messaging to reach your target audience (clearly identify your target and ways to reach them)
3. Your messaging should connect angling ethics to things that motivate people into action like climate change, sustainability, and biological diversity.
4. Your presentation should include an example of your media or outreach using video, audio, or digital presentation.

In class Sessions 3 and 4, all of the groups will present their ethical angler plans then have a class debate on solutions to developing an overall set of angling ethics that best serves the combined interests of the various groups and the ecosystem.

Because of your savvy in shaping public attitudes, other groups may ask you to adopt some of their ethical guidelines. Look for ways to find power by joining the voices of others and multiply your impact on your target audience.

Now go create an awesome set of ethical angling guidelines to present.