

Supporting Derelict Trap Removal and Outreach

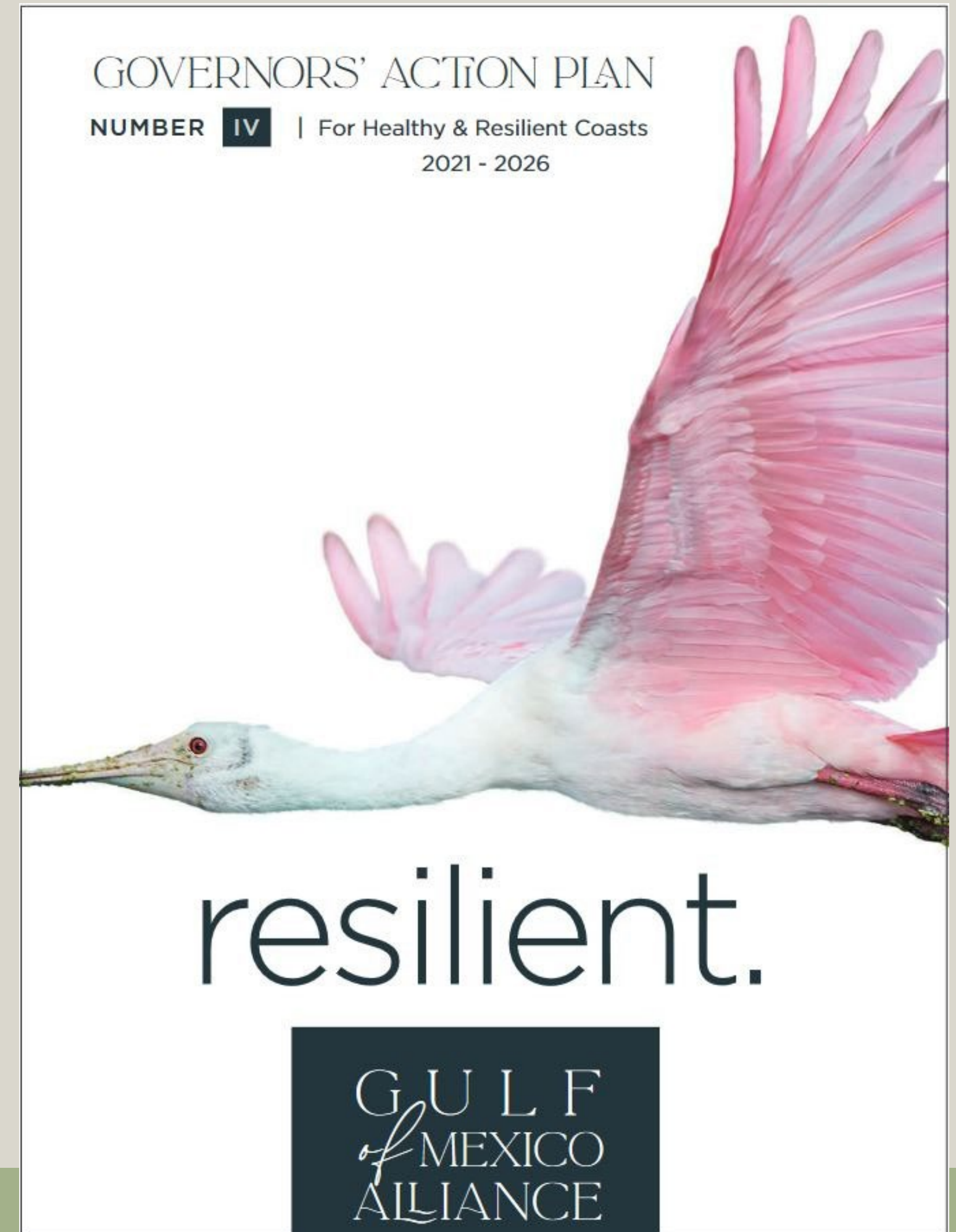
Gulf of America Alliance

Ali Robertson
Program Director

2025 October 28th



THE GULF OF AMERICA ALLIANCE
IS THE REGIONAL OCEAN
PARTNERSHIP FOR THE GULF. WE
FOCUS ON ENHANCING THE
ENVIRONMENTAL AND ECONOMIC
HEALTH OF THE REGION THROUGH
INCREASED COLLABORATION



PROJECT #1: WILDLIFE AND FISHERIES TEAM



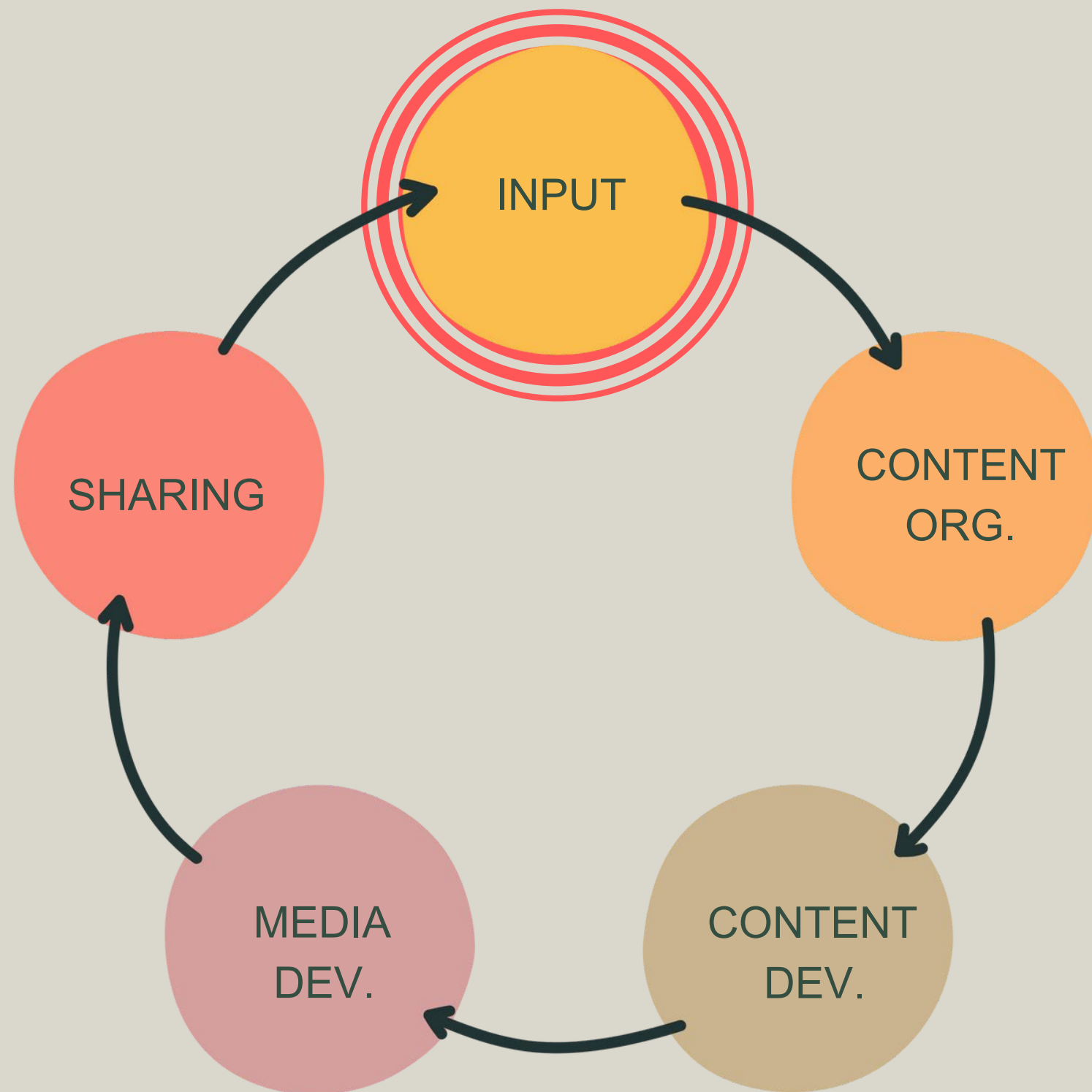
Supporting State -Led Derelict
Trap Detection and Removal

PROJECT #2 : MARINE DEBRIS CROSS TEAM INITIATIVE



Outreach Videos for Crab Trap Loss
Prevention in the Gulf of Mexico

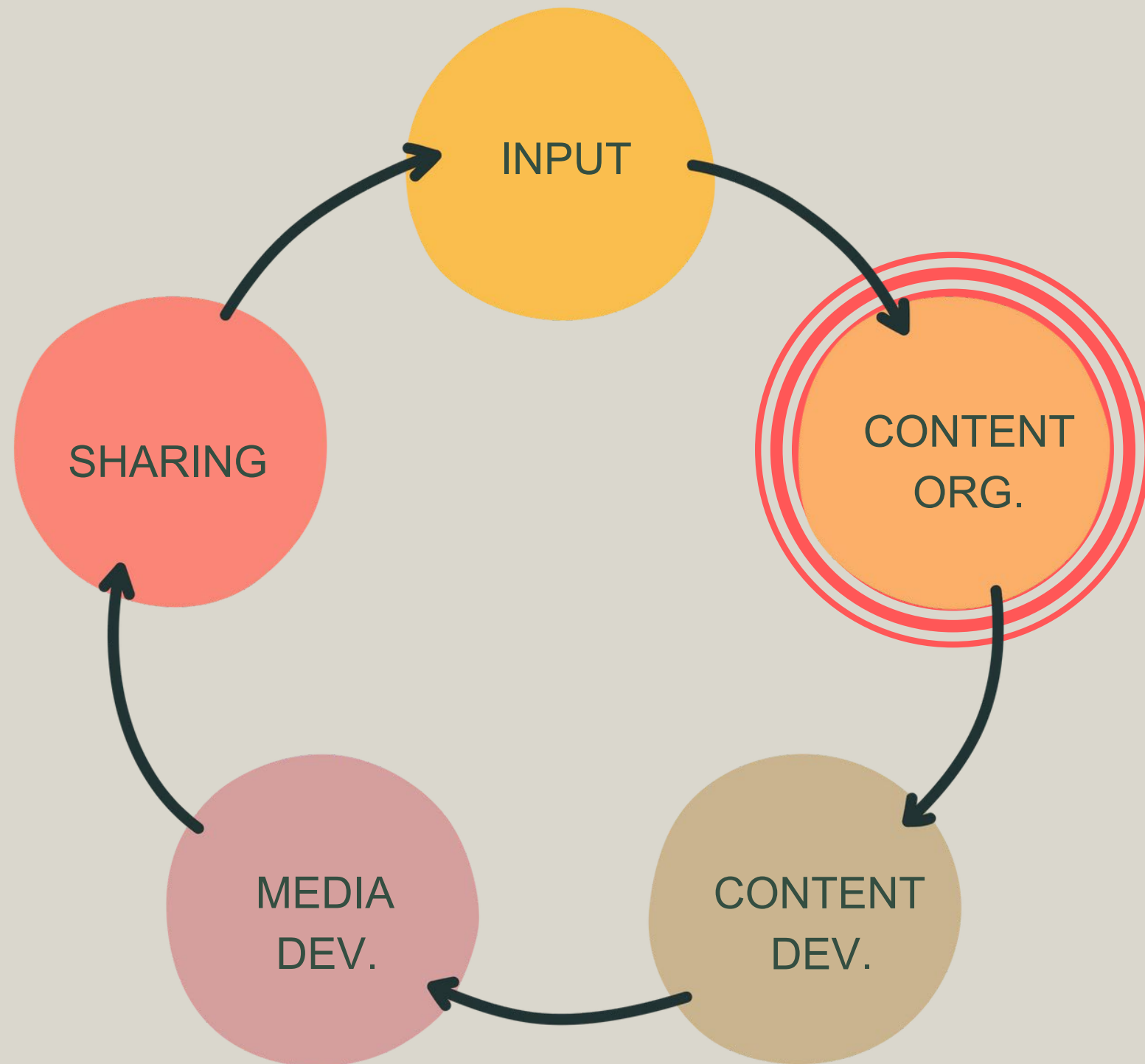
OUTREACH VIDEOS FOR CRAB TRAP LOSS PREVENTION



Stakeholder Input

- GSMFC Crab Subcommittee
- State Resource Agency Reps
- Commercial Fishery Reps
- Communications Referrals

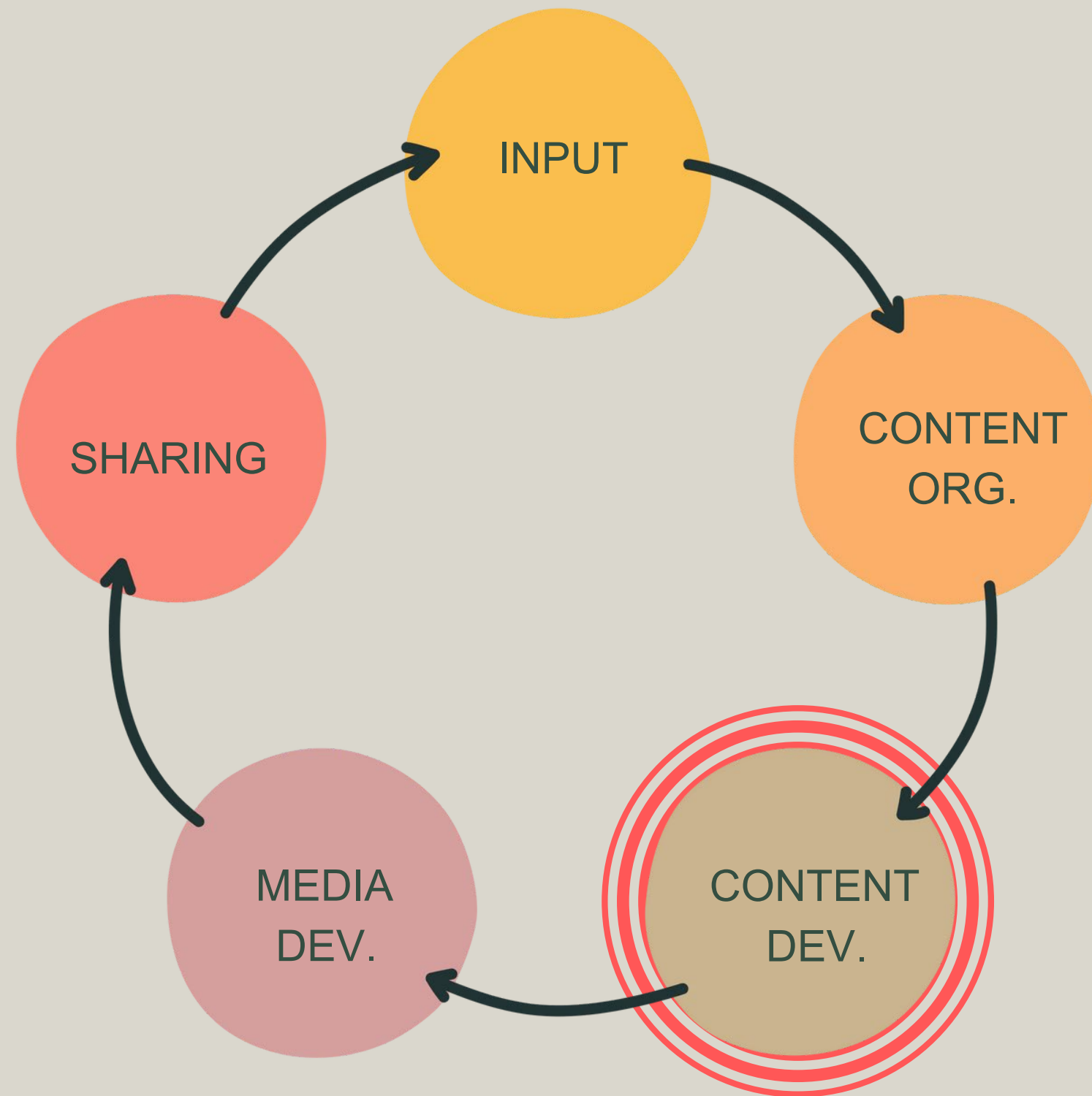
OUTREACH VIDEOS FOR CRAB TRAP LOSS PREVENTION



Content Organization

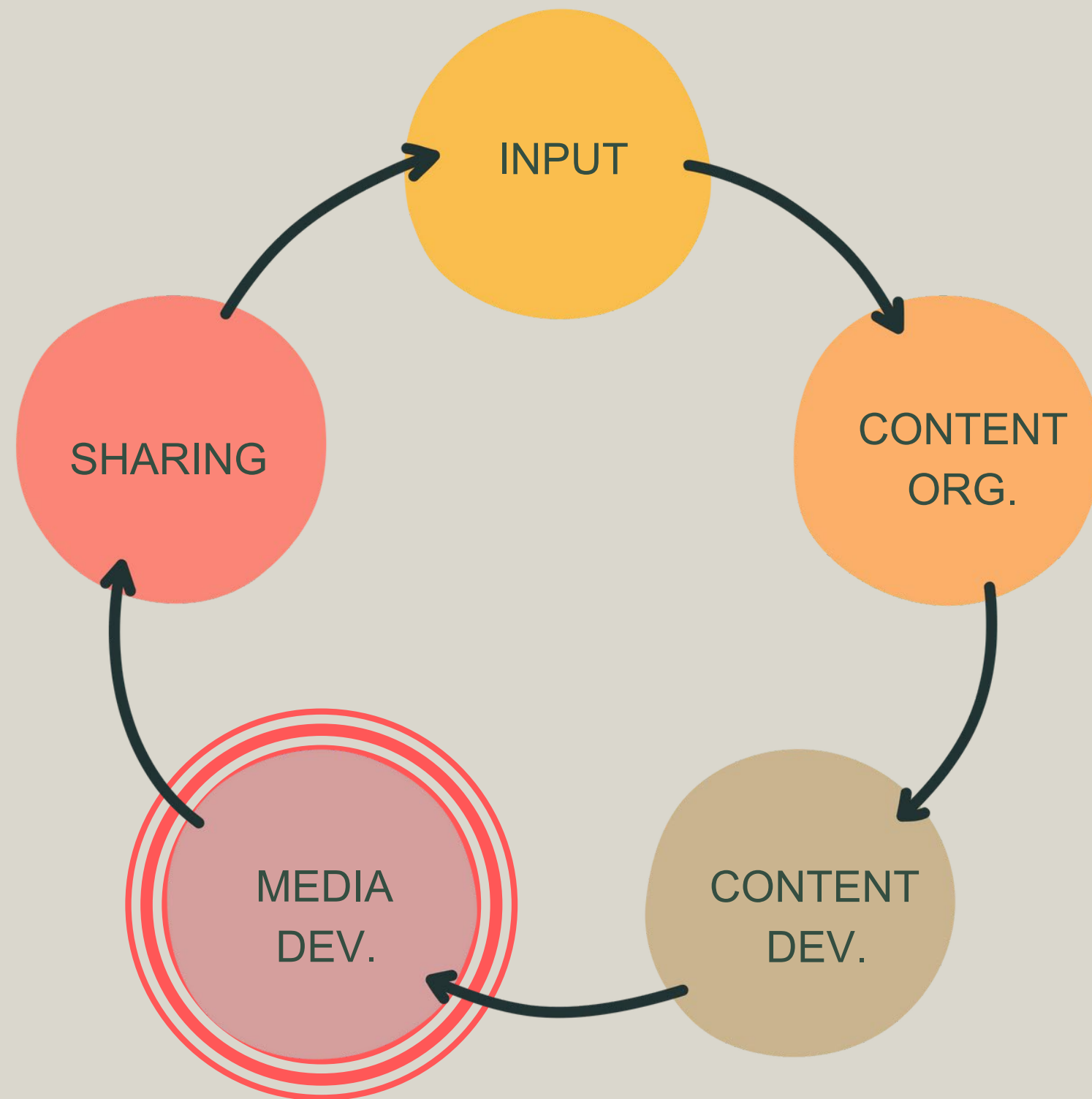
- Interviewee ID
- Interview questionnaire
- Event planning

OUTREACH VIDEOS FOR CRAB TRAP LOSS PREVENTION



Content Development

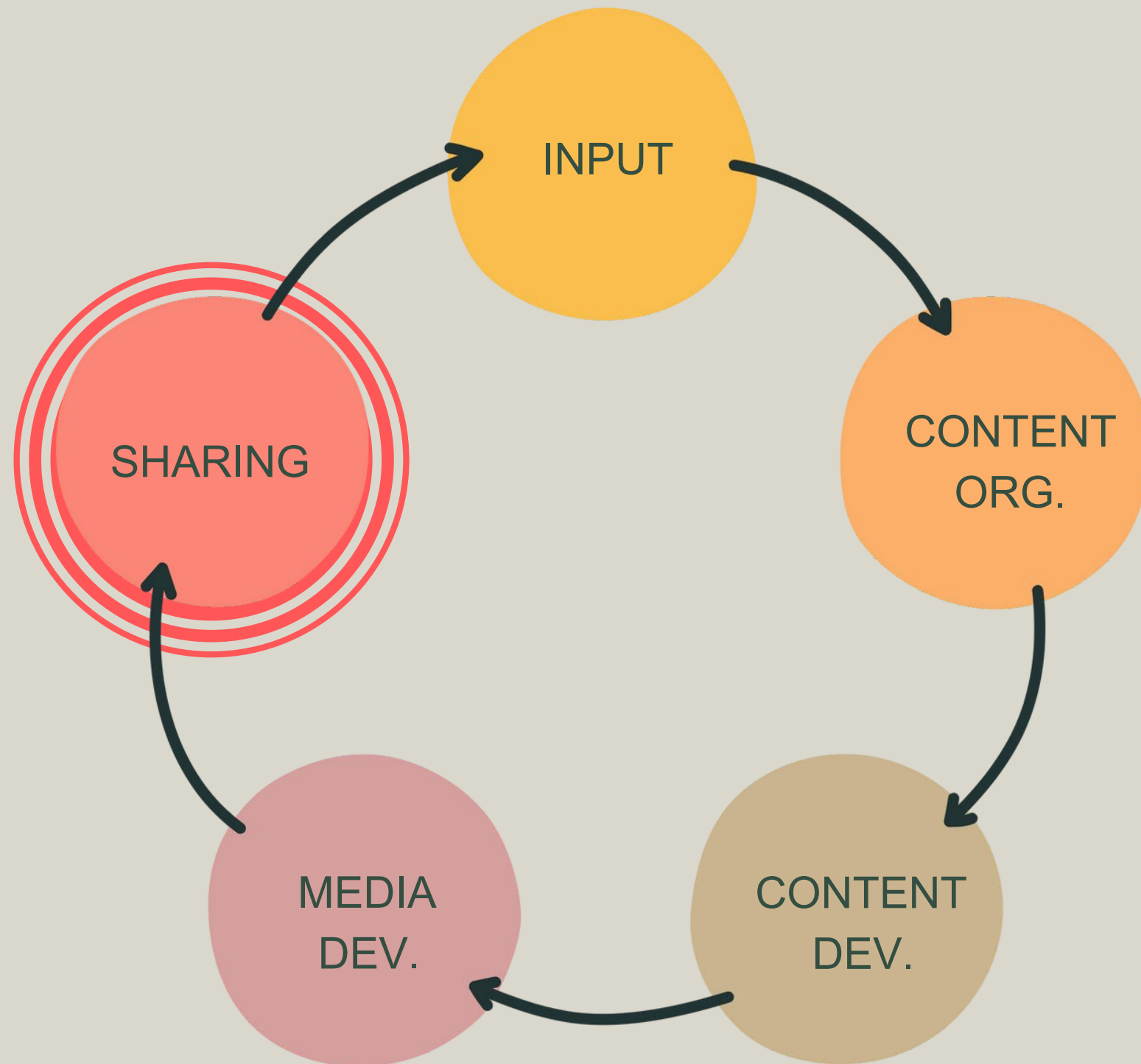
- Conduct interviews
- Event filming, drone and ground
- Collect b-roll
- Voice over script



Media Development

- Full video development
- “Cut downs” by topic
- “Cut downs” for platform
- Review of all media

OUTREACH VIDEOS FOR CRAB TRAP LOSS PREVENTION



Media Sharing

- Vimeo storage and access
- GOAA communication channels
- Outreach tracking

<https://vimeo.com/channels/gulfcraptrapoutreach>

<https://vimeo.com/1094177508?fl=pl&fe=sh>

SOCIAL MEDIA TOOLKIT

Trap Interaction PSA 15s and 30s

Audience: Boaters

Key Message: "Crab traps are more than gear, they're someone's livelihood. If you come across a trap while boating, steer clear of lines, dislodge carefully if needed, and report any lost gear to the proper authorities. Let's work together to protect our waters and support the crabbing community!"

Marine Cleanup PSA 15s and 30s

Audience: Anyone in the Coastal Community

Key Message: "Lost traps don't just clutter our waters, they threaten wildlife, damage habitats, and hurt coastal livelihoods. By joining local cleanup efforts, we can protect our coasts, support sustainable fisheries, and support future marine life. Every trap recovered makes a difference!"

Best Practices PSA 15s and 30s

Audience: Crabbers

Key Message: "Crabbing is more than tradition, it's a livelihood. Help protect the coast and your gear by following best practices: check traps regularly, repair damaged lines, and keep your equipment visible. Fewer lost traps means a stronger crabbing future for everyone."



OUTREACH HIGHLIGHTS

Social Media:   

68,950
total followers

Trap Removal

4,249
total views

Trap Prevention

2,399
total views

Newsletter

6,023
subscribers

66%
open rate

40.4%
open rate
95 link clicks

Vimeo:

48
views

775
impressions



STATE CRAB TRAP REMOVAL PROGRAMS

TPWD - Holly Grand, Alicia Walker

LDWF- Peyton Caigle, Julia Lightner

MDMR - Jason Saucier, Nick Moreno

ADCNR - Jason Herrman/James Swarthout

FWCC - Dan Ellinor/Jennifer McGee

GULF STATES MARINE FISHERIES COMMISSION

Steve Vanderkooy

Dave Donaldson

Angela Rabideau

PROJECT MANAGED BY:

GOAA's Marine Debris Cross Team Initiative

PROJECT FUNDED BY:

NOAA Bipartisan Infrastructure Funding

THANK YOU!



Scan the QR code
to watch the videos

<https://vimeo.com/channels/gulfcraptrapoutreach>

2025 October 28th

