

Annual Report – Is Rockfish Keeping You Up? Try Getting Down with Recompression!

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Project #: R/OPCCFRW-6MG

Date: 8-14-13

Time period: 8/1/12 – 8/14/13

Originally proposed project goals and objectives:

Produce a 5 minute educational, yet entertaining video targeting recreational fishermen that would describe: 1) “best fishing practices” that were developed at the 2011 FishSmart Barotrauma workshop, 2) what barotrauma is and how it affects rockfish, 3) what can be done for rockfish exhibiting signs of barotrauma, 4) how to use different release devices to recompress and release rockfish, and 5) factors to consider when recompressing rockfish. Ray Troll, a well-known fish artist from Alaska, and Milton Love, a professor at UC Santa Barbara who has spent his career studying rockfish and writing entertaining books about fish, have agreed to collaborate on this video. Ray Troll has agreed to write and record a song about rockfish and barotrauma that we would use as a soundtrack towards the end of the video. Our goal would be to post the video on the websites of recreational fishing clubs, state fish and game websites, NOAA, and YouTube in order to gain the widest possible viewership by recreational anglers. Once the video is completed, we will present the video and a “show and tell” of recompression devices at fishing events along the west coast.

We also proposed to have Ray Troll create some artwork depicting a rockfish/ barotrauma/ recompression theme that we would use to help promote the video.

Actual accomplishments:

As proposed, we wrote, filmed and produced an educational yet entertaining video that met each of the five objectives listed above. The video even includes an incredibly catchy rap song by Ray Troll about rockfish recompression. The video was published on YouTube 02/10/2013. Links to the video have been posted on numerous websites (see attached list*), several media stories have been written about the video, and the video has been shown at several venues including the Fred Hall Fishing shows. As of 08/14/2013 the video has been viewed 14,392 times on YouTube. The top five websites that have brought in the most views include bdoutdoors.com (aka bloody decks anglers forum), Facebook, Channel Islands sportfishing’s website, the Oregon Department of Fish and Wildlife marine region website, and ifish.com. Finally, as originally proposed, Ray Troll completed a great piece of artwork depicting a rockfish/ barotrauma/recompression theme.

*The attached excel spreadsheet lists websites, stories and presentations on our video. This is only a partial list; I have not been able to keep up with all the venues this video has been posted and presented.

Problems encountered:

A couple problems were encountered during the course of this project. The first was that we could not fit all of our content into 5 minutes, and thus the video is actually 9 minutes and 36 seconds in length. The second problem encountered was that Ray Troll’s song was much better than we anticipated. We had originally intended the song to serve as background music during the credits, but decided it

warranted its own music video at the conclusion of the video instead of just using it as background music. The already lengthier video, as well as adding in the unplanned music video, added much more work for our film editor than we had originally budgeted for. We resolved this problem by re-budgeting our grant to use un-needed travel funds to pay our film editor for his extra time.

The final problem is we did not anticipate using Ray Troll's artwork for t-shirts to promote the video and did not include funds for this in our original budget. At the time we were writing the proposal, we thought the artwork could be used in the video, but as the video took shape, we realized the artwork did not fit in the video. We did include \$1500 in our budget for the second fiscal year (2013-2014) to use for travel to promote the video; we have not needed these funds for travel because all of the video collaborators have been fairly well-spaced across California to not need the funds. If possible we would like to try and re-budget the unused travel funds to pay for t-shirts using Ray Troll's artwork. We would like to hold an online contest for anglers to "win" the Ray Troll t-shirts by sending in a short video of themselves using a recompression device. We would then post the videos on our [rockfish recompression Facebook page](#) and our [YouTube channel](#). If any t-shirts are leftover, we would like to donate them to CFR-West to distribute.

Please do not hesitate to contact me with any further questions (541-961-7969; alenapribyl@yahoo.com).