

COASTAL RECREATIONAL FISHING LICENSE

FINAL REPORT

Recipient: Friends of the Museum (NC Maritime Museum)

Grant Awards #: 4480 & 5652

Grant Title: Recreational Fishing: A Public Exhibit

Grant Award Period: July 1, 2012 – September 30, 2014

Project Costs: \$51,265.12

Expense	Contract 4480		Contract 5652		Totals	
	DENR	NCMM	DENR	NCMM	DENR	NCMM
Personnel - guest exhibit curator	7560		3240		10800	
personnel - education coordinator	3238		2000		5238	
Travel			1229		1229	
Postage/marketing			2566.3		2566.3	
Printing/photocopying	560		1000		1560	
Computer equipment-exhibit technology	11561.93		3033.17		14595.1	
Scientific equipment/educational programming	2700	300	2300.41	100	5000.41	400
Telephone		30		20		50
Staff salary-exhibits dept		30000		15000		45000
Staff salary-education dept		3600		2000		5600
Others-exhibit construction	2998.55		5155.76		8154.31	
Office furniture		200		100		300
Office space		1300		700		2000
Office supplies		150		50		200
Overhead - 8%			1598.39		1598.39	
Total	28618.48	35580	22123.03	17970	50741.51	53550

Description of Work:

Objectives:

1. Research, document and interpret North Carolina's recreational fishing heritage for a diverse audience.
2. Upgrade existing museum exhibits to present a comprehensive overview of recreational angling.
3. Promote awareness of North Carolina's many fisheries, habitats and fishing opportunities, and cultivate interest in recreational angling.

4. Enhance public understanding of the fishery management process and promote stakeholder participation, and reinforce the importance of purchasing the CRFL and adhering to size and creel limits.
5. Promote ethical angling within the angling community and set a positive example for young and new anglers.
6. Emphasize catch-and-release best practices, including techniques for minimizing catch and release mortality.
7. Provoke discussion of responsible sportsmanship
8. Encourage anglers to practice and promote environmental stewardship in their decisions and actions.

Accomplishments:

1. The exhibit opened on time and under budget on June 14, 2014. Educational and outreach programming continued thereafter until October 2014.



2. The guest curator, a student intern, and the museum's collections and research staff conducted research, identified objects and images within the museum's collection appropriate for demonstrating the state's recreational fishing heritage, collected additional images and objects to round out the exhibit presentation from donations from individuals and additional purchases.
3. This research allowed the museum's design team to create a preliminary design, which the guest curator used as a basis for extensive consultations with community stakeholders, especially professional recreational fishing guides and charter fishing

boat operators, to test its validity.



Recreational Fishing Exhibit

Design Rough

Location: Lobby - North Carolina Maritime Museum, Beaufort



4. These consultations led to the decision to recast the exhibit by incorporating a computer-operated fishing game (with a real rod and chair) as a central element. Initially, the designers intended to incorporate the game into the exhibit in its original location at the entrance to the museum. As the details required became clear, it was decided to make a radical change by exchanging the exhibit's position with that of an existing Coastal Environments display. This both enhanced the flow of the visitor experience and also substantially enlarged the physical space available for the Recreational Fishing exhibit.



5. A second great advantage of the relocation was the enhanced wall space opened up for displaying fish mounts and related fishing gear. The “desk” area in the exhibit itself served to support slide shows of various fishing activities along the coast, both historically and in the present, and a flip book that provided detailed information about the fish depicted in the mounts, together with material on their habitats, recreational fishing opportunities, any environmental concerns, seasonality, and best angling practices.



- The background area of the exhibit combines three-dimensional objects, images, and a video loop to present an overview of the history and current state of angling in coastal North Carolina. It also includes material related to ethical angling practices, encourages “catch-and-release” fishing, and contains distribution centers for the *Coastal Recreational Fishing Digest* and *North Carolina Coastal Recreational Angler’s Guide*.



- The interactive fishing game uses actual rod, reel, and line connected to computer controlled hardware that simulates the experience of angling for a variety of fish species, while the “angler” watches a video of the process on a large monitor. Beyond the obvious opportunity this offers for stimulating interactive involvement in the exhibit, it also powerfully reinforces the message that recreational angling in North Carolina requires a license. Individuals who want to play the game first request a “license” (very obviously different from the real Coastal Recreational Fishing License) from museum staff. When they receive the museum’s “license,” they also are given the *North Carolina Coastal Recreational Angler’s Guide*, thus directly teaching them about CRFL and ethical angling.



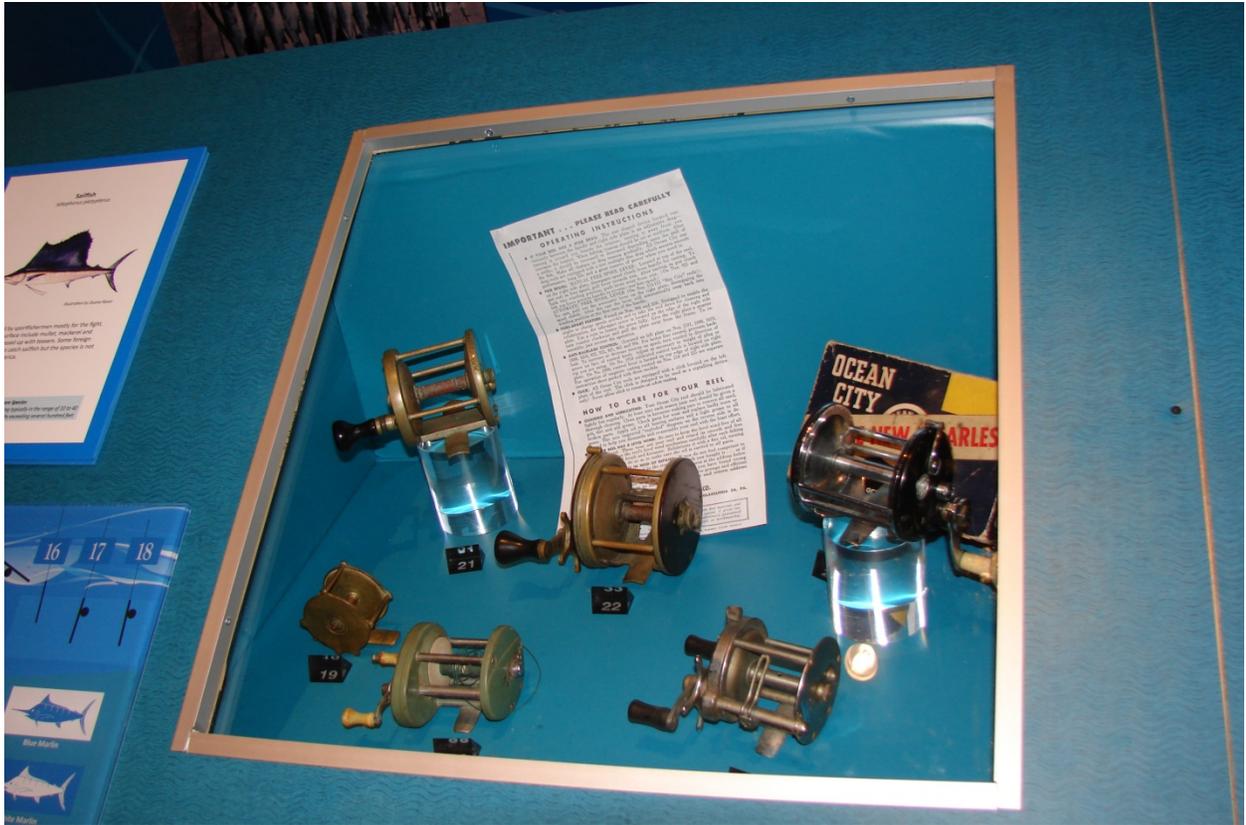
8. The exhibit incorporates LED lighting throughout to reduce energy consumption and heat emission.
9. We decided to make the opening of the exhibit both a celebration and an educational opportunity. Each weekday at lunchtime from June 10 to June 14, professional fishing guides came to the museum and made presentations about various aspects of angling in coastal North Carolina, both from the beach and from small boats. Well over 150 people chose to attend these presentations. In addition, the opening was promoted in conjunction with a Department of Cultural Resources "2nd Saturday" day of programming and with the participation of the organizers of the Big Rock sport fishing tournament. Consequently, museum visitation during this period was 4,317 people.
10. The funding for guest educators allowed the education department conducted an array of classes in its "Summer Science" program in 2013 and 2014 that promoted best practices for young anglers: "Fish and Fishing," "Coastal Adventures," "Seashore Life," and "Coastal Conservation Fellows." The young participants specifically examine how everyday activities can affect water quality, watershed health, and the ecological functions of important fishing habitats, and learn steps they can take while fishing and in everyday activities to reduce their impact on the environment. More than 130 young people participated in these programs.
11. In addition, guest educators conducted "Marine Life Cruises" both years in conjunction with Duke Marine Lab to educate participants about the various fish they will encounter locally. These attracted 52 participants.
12. They also added a "Waterside After School" program each year for a total of 26 young people that encouraged using techniques to minimize mortality in catch-and-release.

13. In 2014 funding for guest educators led to the development of two new programs related to recreational fishing: Kayak Fishing and Surf Fishing. Both were successful, and the experience will enable the education department to continue to offer these programs into the future, thus appreciably expanding the range options for museum visitors.
14. Education staff presented several papers describing the exhibit and the educational opportunities it presents at professional conferences in the region: the Mid-Atlantic Museum Educators Association annual conference at Gloucester Point, VA, November 2-3, 2013; the South Carolina Marine Educators annual conference at Beaufort, SC, October 3-4, 2014; and the Southeastern Association of Fish and Wildlife Agencies annual conference at Destin, FL, October 19-22, 2014.

Appendix – Additional Exhibit Images







Common Inshore and Near-shore Species
These species inhabit areas that can range in salinity from coastal rivers and sounds to the near shore waters of the ocean

Common Inshore and Near-shore Species
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LURES

- 1 Package of "Glo Rite" Spinners, ca. 1960.
- 2 "Jig Crawler" Lure, ca. 1955.
- 3 Package of "Sidewinder" Lures, ca. 1955.
- 4 Cotton Cordell Company Lure, ca. 1960.
- 5 Packages of Doll "Silverside" Jigs, ca. 1970.
- 6 Sea Striker International "Got-Cha" Jigfish, used for bluefish, Spanish mackerel, and others, 2013.
- 7 Blue Water Candy Lures 7/0 Ballyhoo Rig (100 pound test), 2014.
- 8 Heddon Lure Company "Super Spook" Lure, used for bass, striped, pike and muskie, 2013.
- 9 H & H Lure Company "TKO Shrimp" Lure, 2013.
- 10 Strike King Lure Company "Red Fish Magic Spinnerbait" Lure, 2013.
- 11 Sea Striker International "Bucktail Rig," best for trout, bluefish, flounder and Spanish mackerel, 2013.
- 12 L & S Bait Company "MirrO Lure TT811" Lure, 2013.

Bumper Stickers: "EAT... SLEEP... GO FISHING!", "Carter Catch," and "Friends don't let friends eat imported seafood," ca. 2010.

Fishing Rods

- 13 Star Rod 10-foot 2-part Aerial Surf Rod with Shimano Company Sorocoro reel, ca. 1950.
- 14 Montague 2-part Rod, ca. 1935 with Pflueger Packron Reel, ca. 1950.
- 15 Sears Fishing Rod with Garcia Mitchell # 302 Salt Water Reel, ca. 1955.
- 16 Pink Fiberglass Rod, made by Willie Lopez, 1988, Courtesy of Vicky Thayer.
- 17 T.J. Conroy Rod with German silver mountings and wicker bands, ca. 1885 with Meisselbach Company "Good Luck" Wooden Reel, ca. 1900.
- 18 Penn Company "Pursuit" Graphite Surf Rod and Spinning Reel, 2013.

REELS

- 19 Small Traditional Freshwater Brass Reel, ca. 1890.
- 20 Shakespeare Company Model FG Reel, ca. 1900.
- 21 Montague Company "Gulf Surfcasting" Reel, ca. 1925.
- 22 Brass and Bakelite Reel, ca. 1930.
- 23 Pflueger "Rocket" Reel #1355, ca. 1955.
- 24 Ocean City Reel and Box, ca. 1955.

FLAGS

Flags are displayed when a boat has caught a bill fish. They are displayed upside down if the fish was caught and released.

	
Sailfish	Blue Marlin
	
Swordfish	White Marlin



ENERGY GUIDE
Estimated Energy Cost
\$8.08

Standing on the beach with your toes in the water can make for a really great way to the possibility of some really large fish water and the waves breaking around you required to cast bait far out into the ocean no need for a boat, surf fishing is possible worldwide.

Pier fishing is shore fishing from a structure that extends perpendicular from shore out into the water. They have structures that attract and hold fish. Fishing piers along the North Carolina coast range from the Devil Hills, to the Bogue Inlet Pier in Emerald Isle, to the Sunset Beach Pier near Cape Fear. It is an excellent opportunity for family fishing and to introduce children to angling.



