



## NOAA FISHERIES

The **Marine Recreational Information Program**, or **MRIP**, is the state-regional-federal partnership responsible for developing, improving, and implementing surveys that measure how many trips saltwater anglers take, and how many fish they catch. This vital information—combined with other data, such as commercial catch and biological research—enables scientists and managers to assess and maintain sustainable U.S. fish stocks.

**Without samplers, this program does not work.** YOU collect the information fueling the science required to effectively manage fisheries. When the opportunity presents itself, you can help set the tone for angler trust and engagement. Please use this handout as a guide for helping recreational anglers better understand MRIP.



# Sampler Guide to Answering Questions about MRIP

## Succinctly answer the “what” and “who” questions

### What are you doing?

*I'm surveying fishermen for MRIP to help make sure we have an accurate accounting of recreational fishing activity.*

### What is MRIP?

*MRIP is a program that collects information about recreational fishing activity for NOAA ... the agency responsible for making sure fishing is sustainable.*

### Who do you work for?

*I work for (state agency), but we're all part of a larger, national effort called MRIP, the program for accurately counting recreational catch.*

## Refer anglers to handouts for “why” or “how” questions

Your job will remain focused on data collection, not outreach. There are other people who can give complete, in-depth answers to questions like:

- **Why do you do surveys instead of talk to everyone?**
- **How, specifically, is this information used?**
- **Why haven't I ever been sampled before?**

You can answer:

*That's a great question and it's important that you get a straight answer. But I'm not the best person to do that. I'd love to give you this card that has a bit more information that helps explain all this, and a website, [www.countmyfish.noaa.gov](http://www.countmyfish.noaa.gov), where you can get lots more information and hear directly from the people who run the program.*