

Threat Campaign 2007

 **STOP AQUATIC HITCHHIKERS!**
✓ Inspect ✓ Clean ✓ Drain






Final Report



136.7 Million Impressions!


WANTED DEAD NOT ALIVE
Spiny Waterflea
For damaging fishing:
Flattening the food chain



WANTED DEAD NOT ALIVE
Rusty Crayfish
For damaging fishing:
Destroying plants;
Destruction of shelter
for young fish;
Decaying fish eggs



Reaching 1,010 people per \$1.00
Boaters, Anglers & Hunters

Table of Contents

Executive Summary.....	3
2007 Investment.....	5
Billboard Outreach.....	8
Billboard Summary.....	11
Television Outreach.....	12
State-Fish Art Expo.....	13
Airport Diorama Outreach.....	14
National NGO Survey.....	16
Public Speaking Outreach.....	18
Dangerous Travelers DVD.....	19
Summary.....	20

Wildlife Forever Project Leader: 2007 - Brett Richardson

Wildlife Forever Project Leader: 2008 - Pat Conzemius

U.S. Forest Service Eastern Region Project Officer: Nick Schmal

U.S. Forest Service National Invasives Species Program Coordinator: Mike Ielmini

U.S Fish & Wildlife Service Project Officer: Kari Duncan

U.S Fish & Wildlife Service, Region 3, Project Officer: Mike Hoff

Minnesota DNR Project Officer: Jay Rendall

Wisconsin DNR Project Officer: Ron Martin

Iowa DNR Project Officer: Kim Bogenschutz

Minnesota Sea Grant Project Officer: Doug Jensen

Wisconsin Sea Grant Project Officer: Phil Moy

Hubbard County COLA Project Officer: Tony Duquette

Sportsmen Club of Lake Vermillion Project Officer: Robert Wilson

North American Fisherman Television: Steve Pennaz

Amplifying the “*Threat Campaign*” in 2007

Executive Summary



Photo by N. Schmal

Wildlife Forever’s *Threat Campaign* is an innovative series of multi-media outreach messages targeted to the boating and angling community to stop the spread of aquatic invasive species.

Wildlife Forever has developed unique partnerships with the U.S. Forest Service, U.S. Fish and Wildlife Service, Minnesota DNR, Wisconsin DNR, Iowa DNR, Sea Grant (MN & WI), sportsmen groups, non-governmental organizations and media corporations to leverage resources and target the invasive species message.

The *Threat Campaign* includes television, print, billboards, airport dioramas and PSA’s. All messages are crafted to grab quick attention and to take advantage of current thought trends and concerns of the American public. Headlines include: “Stop Aquatic Hitchhikers!”, “America’s Most Wanted”, “Warning”, “Fugitives” and “Invaders”.

The campaign is now in its' second year expanding from the 2006 pilot program in Minnesota, into Wisconsin, Iowa and Arizona in 2007. Partners in this educational outreach effort pooled together \$147,958. With Wildlife Forever's contribution of \$86,726 and discounts obtained through unique partnerships of \$165,584, the *Threat Campaign's* market value exceeded \$400,000. Together the "Threat Campaign 2007" generated nearly 136.7 million impressions, reaching 1,010 people with every \$1 invested in outreach.

Wildlife Forever envisions successful future partnerships throughout the United States building on the success of the 2007 *Threat Campaign* roll-out. To collaborate on invasive species outreach in your state, contact Pat Conzemius, Grant & Education Coordinator, at (763) 253 – 0222 or pconzemius@wildlifeever.org.

STOP Hitchhiking ZEBRA MUSSELS!

- ✓ Drain bait and boat before leaving Mille Lacs
- ✓ Bring water to refill bait buckets

Partners and logos displayed below the sign:

- U.S. Forest Service
- Wildlife Forever
- U.S. Fish & Wildlife Service
- Minnesota Department of Natural Resources
- Sea Grant Minnesota
- Wisconsin Dept. of Natural Resources
- Sea Grant University of Wisconsin
- DNR
- University of Minnesota Extension
- Hubbard County COA
- North American Fishing Club
- Sportsmen Club of LAKE VERMILION

2007 Investment

- State Billboard (MN, WI, IA, AZ) Efforts:
 - **Minnesota**
 - Minnesota DNR \$15,000
 - University of MN (Sea Grant) \$16,500
 - Total \$31,500
 - **Wisconsin**
 - Wisconsin DNR \$11,181
 - University of WI \$ 2,000
 - Total \$13,181
 - **Iowa**
 - Iowa DNR \$16,622
- **Total State Funding \$61,303**



- Federal Partners
 - U.S. Forest Service \$36,040
 - U.S. Forest Service (WI-BMP) \$ 1,500
 - USFWS Region 3 \$10,000
 - USFWS (Arizona) \$22,045
- **Total Federal Partners \$69,585**

Arizona Lake Mead
Bound Traffic



- Private Funding:
 - Rocky Mountain Elk Foundation \$10,000
 - Sportsmen of Lake Vermillion \$ 2,045
 - Hubbard County Coalition \$ 5,025
- **Total Private NGO Funding** **\$ 17,070**
- **Total Partner Funding** **\$147,958**



- Wildlife Forever Newsletter:
 - Layout \$ 1,752
 - Postage \$ 4,068
 - Expense \$19,600
 - Total Expense \$25,420
- Wildlife Forever Tradeshows:
 - Total Tradeshaw expense \$ 2,115
- AFWA Meeting and Expense:
 - Breakfast sponsor \$1,750
 - Breakfast Expense \$2,500
 - ½ Doug's expense \$ 898
 - Total AFWA \$ 5,148
- Administration Cost (Salaries & Benefits): \$54,043
- **Total Wildlife Forever Funding** **\$ 86,726**

- Wildlife Forever Negotiated Contributions and Discounts:
 - Billboards \$36,504
 - Dioramas \$36,950
 - Television (NAF-TV) \$65,000
 - Added Value:
 - Post Contract Viewing \$27,130
- **Total Wildlife Forever Negotiated Savings** **\$ 165,584**

- **Grand Total for 2007** **\$400,268**

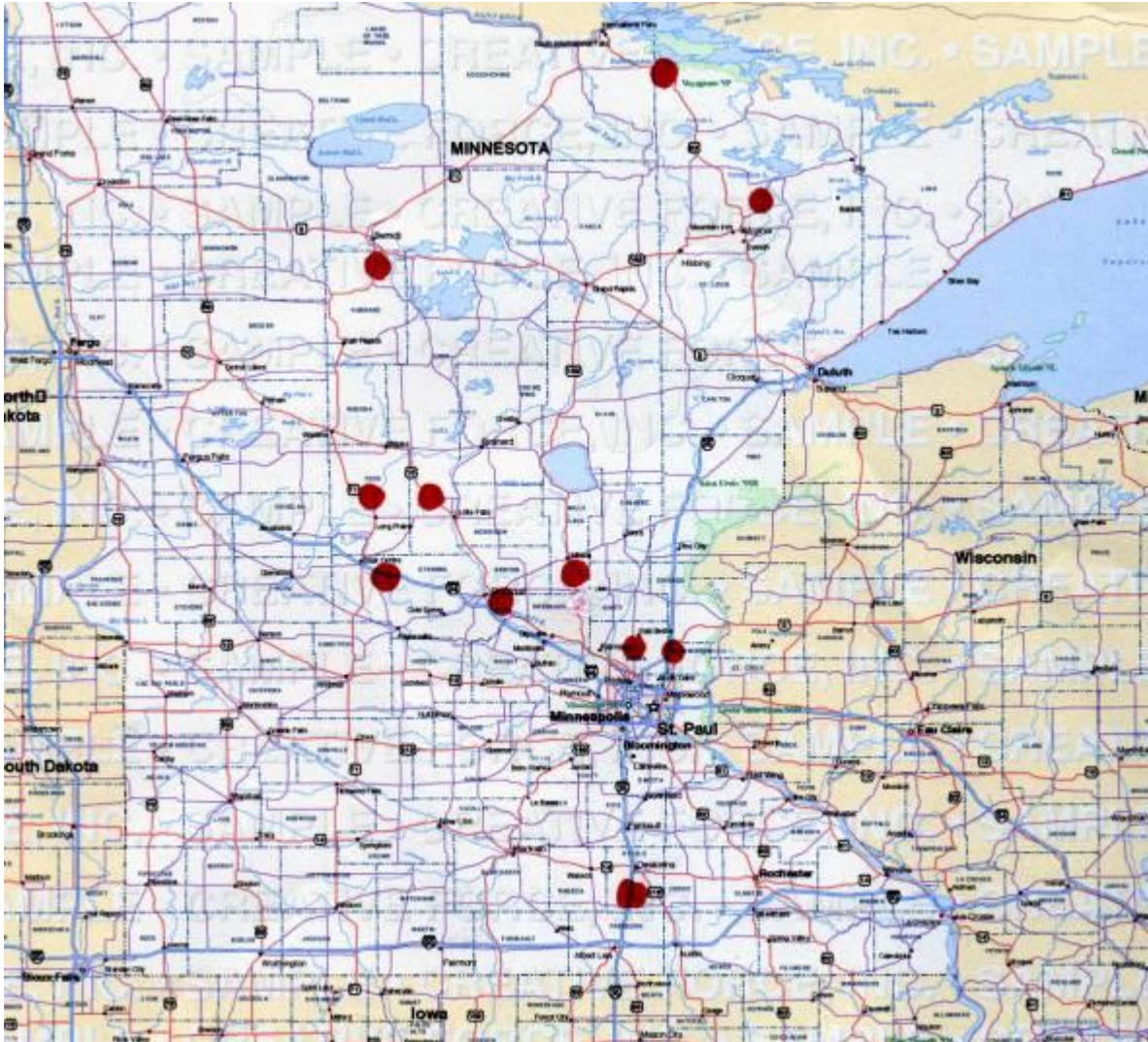
**2007 “Threat Campaign”
\$400,268**



High Traffic Areas

**Leverage Factor Matching Partner Dollars
2.7 : 1
Total Impressions: 136,699,100
Reaching 1,010 People per \$1.00**

Billboard Outreach



Minnesota Targeted Outdoor Media
North Bound Lake Traffic



Minnesota – 12 Boards – 27,729,150 Impressions

Targeted Messages to Targeted Locations



NEW!



NEW!

THIS DESIGN WAS CREATED BY LAMAR ADVERTISING
 AND SHOULD BE USED FOR ANY OTHER WATERBODIES
 PROJECTS WITH SUITABLE ADJUSTMENTS ONLY.
 Email: Steve Fields
 9440 W. Parkway - Dept 2 - 55126-07
 Plant: 107, St. Cloud, MN
 Art: St. Shannon Lundberg

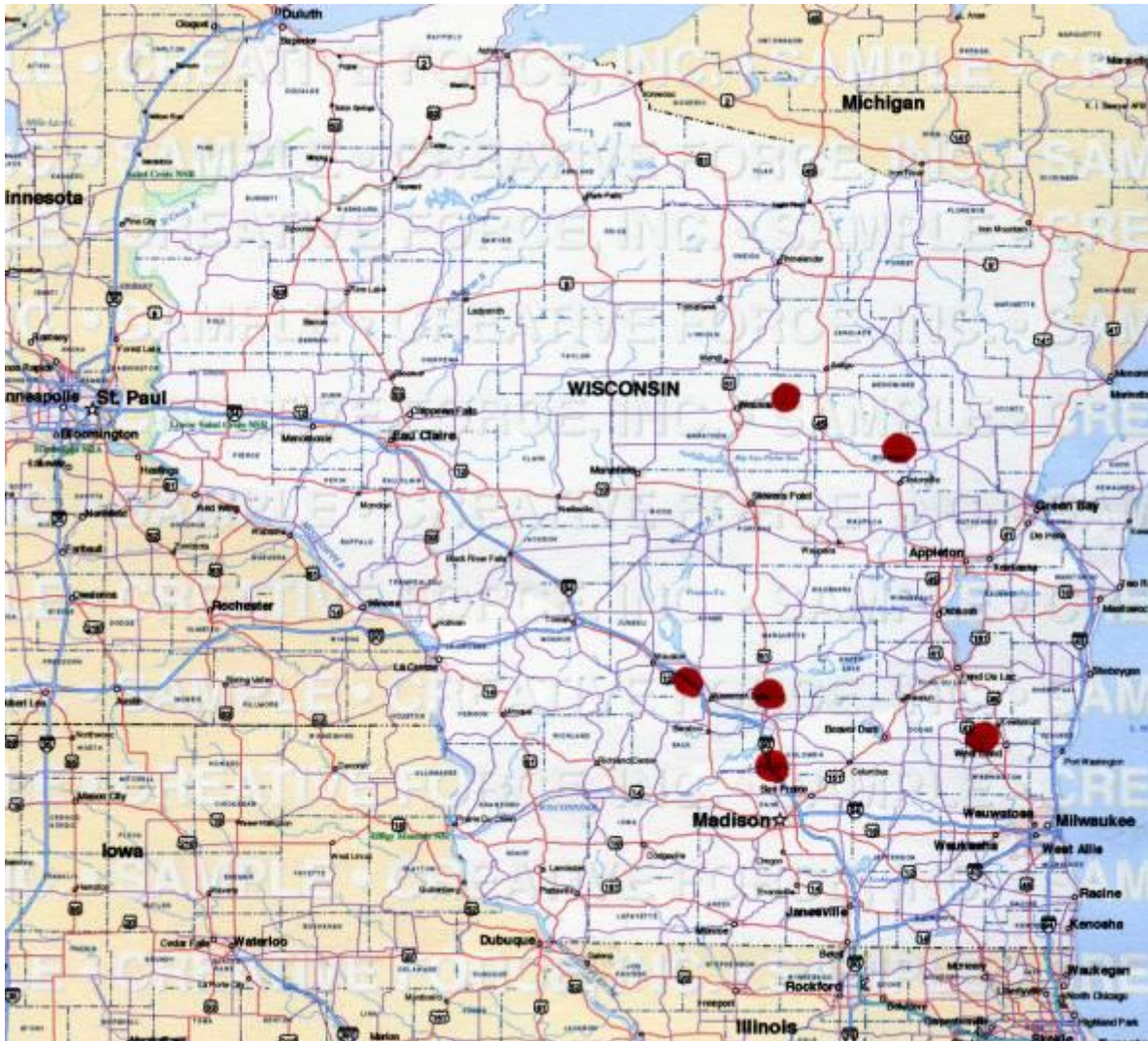
Client Approval: _____

Design: _____

Draw: _____

LAMAR

- *Zebra Mussels* – *Mille Lacs Lake*
- *Spiny Waterfleas* – *International Falls*



Wisconsin Targeted Outdoor Media *North Bound Lake Traffic*



Wisconsin – 6 Boards – 16,225,430 Impressions

Billboard Summary

Four states: Arizona, Iowa, Minnesota, and Wisconsin



STOP AQUATIC HITCHHIKERS!

✓ Inspect ✓ Clean ✓ Drain

Arizona Department of Game and Fish Wisconsin Department of Natural Resources

Arizona – 3 Boards – 14,899,360 Impressions



STOP AQUATIC HITCHHIKERS!

✓ Inspect ✓ Clean ✓ Drain

Iowa Department of Natural Resources DNR

Iowa – 3 Boards – 5,826,700 Impressions

Total Billboard Outreach

64,680,640 Impressions



Television

North American Fisherman Television PSA Outreach

Impressions: 20.3 million



The 2007 Invasive Species Television PSA Campaign started in January of 2007. Steve Pennaz of *North American Fisherman Television* created a 30 sec. PSA for the campaign. The message aired during the first quarter of 2007 with viewings 13 times a week for 20 weeks totaling 260 airings.

Networks included Fox Sports North, Fox Sports Pittsburgh, Fox Sports Florida, Comcast West, SportsSouth and the Sportsman Channel plus others. **Total number of impressions: 20,360,000.** The major media buy targeted America's anglers during prime spring viewing.

2,000 copies of the PSA were distributed nationwide to television stations and to members of Wildlife Forever for distribution to local stations. The DVD was given to all conference participants during the 2007 Weed Week in Washington, DC on February 25 - March 2nd. A display and presentation at the North American Wildlife & Natural Resources Conference in Portland, OR on March 20th distributed the PSA to state and Federal partners.

Wildlife Forever is leading the way in marshalling an army of support within the hunting and fishing community to stop the spread of invasive species.

Value:

2008 Television, Production, PSA Replication	\$ 75,000
Wildlife Forever Discount	\$ 65,000
Cost in 2007 for 1 st quarter 2008	\$ 10,000



Steve Pennaz on location
with USFS Nick Schmal

Event

2007 State-Fish Art Expo

Mall of America

July 21-22, 2007

Impressions: 250,000



Invasive Species & Fish/Aquatic Ecology Exhibits

Light Box Dioramas

FUGITIVES & INVADERS

Minneapolis / St. Paul Airport

April – September 2007


**4 light box dioramas: 42” x 61”
6 months during peak fishing & boating season**

Item	Retail	Partnership Cost
Space buy: 4 signs per month x 6 months No Production Cost – Year 2	\$48,000 (\$ 950)	\$12,000
Total	\$48,000	\$12,000
Partnership Savings:	\$36,950.00	
Wildlife Forever In-Kind:	\$ 2,500.00	
	Impressions:	51,398,460



Invaders

Only You Can Stop Invasive Species



WANTED
DEAD NOT ALIVE

Spiny Waterflea
For damaging fishing
equipment and boats.


WANTED
DEAD NOT ALIVE

**European Watermilfoil
AKA Milfoil**
For damaging fishing
equipment and boats.
Invasive species.
Reduces oxygen.

WANTED
DEAD NOT ALIVE

Zebra Mussels
For damaging fishing
equipment and the
food chain.

- ✓ Inspect
- ✓ Clean
- ✓ Drain



Fugitives

ONLY YOU CAN STOP INVASIVE SPECIES



WANTED
DEAD NOT ALIVE

Spiny Waterflea
For damaging fishing
equipment and boats.

WANTED
DEAD NOT ALIVE

**European Watermilfoil
AKA Milfoil**
For damaging fishing
equipment and boats.
Invasive species.
Reduces oxygen.

WANTED
DEAD NOT ALIVE

Zebra Mussels
For damaging fishing
equipment and the
food chain.

- ✓ Inspect
- ✓ Clean
- ✓ Drain



National Survey of NGO's

Press release of May 2007

PRESS RELEASE



Wildlife Forever

2700 Freeway Blvd #1000, Brooklyn Center MN 55416

PHONE: (763) 253-0222 FAX: (763) 560-9961

America's Sportsmen Draw Bead on Invaders

Hunting and fishing group survey shows concern about damage to the great outdoors from invasive plants, animals and insects

Brooklyn Center, MN - A survey of twenty national hunting and fishing organizations demonstrates a growing concern about the impact that invasive plant, animal and insect species are having on the America's woods and waters. Some of the groups are adopting conservation actions to combat invasive species. Wildlife Forever, the non-profit arm of the North American Hunting Club and North American Fishing Club, recently polled sportsmen's groups about their awareness of and attitudes toward invasive species in an effort to foster a national conservation response to the threat posed by invasives.

The largest result in the poll shows that 71% of the groups have an increased awareness in recent years about the threat posed by invasive species in recent years compared to 29% who had no change in their awareness. Seventy percent believe that invasive species have significant (35%) or moderate (35%) impact on fish and wildlife issues, while 30% feel invasive species have little or no effect.

Fifty-three percent of the groups have increased existing programs or initiated new programs to deal with invasive species. However, 59% devote less than ten percent of their annual conservation mission to address invasive species 12% make no effort to combat invasives. Thirty-five percent of the groups have adopted a specific program to address invasive species while 65% have not. Twelve percent believe invasives have a "direct or major affect" on their membership, 53% say "somewhat of an affect" and 29% answered "little or no affect."

"Invasive species became personal to me when my favorite deer hunting area was overwhelmed by Canadian thistle," said Douglas H. Grann, president and CEO of Wildlife Forever. "Suddenly one

year I noticed that my ability to scan the landscape had been severely restricted by invasive plant growth. I lost my shooting lanes and it became a case of not being able to shoot what I couldn't see. Canadian thistle was ending my deer hunting.”

This experience led Grann to investigate the larger issue of terrestrial and aquatic invasive species and to enter into a partnership with Association of Fish and Wildlife Agencies, Clear Channel Outdoor, Lamar Advertising, Mall of America, Minnesota Department of Natural Resources, North American Fishing Club, Sea Grant Minnesota, U.S. Forest Service, U. S. Fish and Wildlife Service, Babe Winkelman Productions, Inc. and Wisconsin DNR to begin an education campaign for sportsmen with an eventual goal of recruiting a literal army of people who go afield each year and have the knowledge and motivation to make a difference.

“Millions of rank and file sportsmen and women adopt codes of behavior, hunting and fishing ethics, and awareness of their surroundings that can be applied to invasive species,” says Grann. “With millions of us enjoying the great outdoors we can at a minimum learn to identify invasive species and report them to state, federal and county natural resource agencies.”

Creating an informed army of outdoor recreators could build stakeholder support to positively influence funding toward combating a scourge that has billions of dollars in negative impacts on America's wildlife, farms, fields, forests, streams, lakes and rivers.

As part of its invasive species outreach campaign, Wildlife Forever undertook a series of media efforts that totaled 125,747,367 impressions in 2006. Those efforts included TV advertisements, magazine advertisements, PSA's, airport light boxes and a billboard on a north-bound interstate from Minneapolis to the north country.

The media impressions breakdown to date by media outreach type is 51,400,000 impressions from light-box dioramas at Minneapolis/St. Paul International Airport, 30,000,000 television impressions from Steve Pennaz's *North American Fisherman* and Babe Winkelman's *Good Fishing* shows, 27,900,000 print media impressions from advertisements in *North American Fisherman* and Babe Winkelman's syndicated newspaper column, 8,960,000 billboard impressions from Clear Channel Outdoors and Lamar Advertising, and 4,000,000 radio impressions through Jim Ferguson's radio broadcast show. Wildlife Forever's "Threat Campaign" reached 1,123 people with every \$1 invested in outreach.

“America's hunters and anglers have a conservation legacy that is second to none, but they cannot react to a threat they aren't fully aware of,” says Grann. “Wildlife Forever and our partners in the 'Threat Campaign' are proving that cost effective mass education can reach the one out of every six Americans who are hunters and anglers. We're confident that when the education takes hold then help in combating invasives is on the way.”

Public Speaking and Outreach

In addition to direct media outreach to sportsmen and women through television, radio, magazine, billboard and airport dioramas, Wildlife Forever's staff is also building partnerships that cross state lines and agency jurisdictions to educate America's anglers and hunters about the need to halt the spread of invasive species.

Wildlife Forever is uniquely positioned to leverage resources and build bridges between the public and private sectors to create broad conservation benefits. Wildlife Forever envisions successful future partnerships across the United States. Following are additional outreach efforts:

- **2007 Association of Fish and Wildlife Agencies (AFWA) Annual Meeting:** Wildlife Forever's President and CEO Douglas H. Grann used the unique platform of the annual Wildlife Forever Opening Day Director's Breakfast at the AFWA Conference in Louisville, KY to educate the leadership of America's state and federal fish and wildlife agencies about the success of the *Threat Campaign* and opportunities for future partnerships. "Threat Campaign" materials were distributed and follow-up is ongoing.
- **2007 Northeast Association of Fish and Wildlife Agencies Annual Meeting:** Wildlife Forever's Douglas H. Grann was a keynote speaker during the conferences' Opening Session in Mystic, CT spotlighting the "Threat Campaign" partnerships, and related future opportunities throughout the Northeast states.



Conference Ad

- **National Invasive Weeds Awareness Week, Washington D.C.:** Wildlife Forever's Tim Richardson represented hunters and anglers on a panel of non-governmental organizations (NGO) who are working to halt invasive weeds. Wildlife Forever's participation represents the first time a "hook and bullet" organization has participated. Distribution of "Threat Campaign" PSA's on DVD were provided to participants.

- **Development of Recreation Best Management Practices for Invasive Species in Wisconsin Forests:** Brett Richardson, Wildlife Forever’s Invasive Species Project Leader led the coordination of an innovative grassroots, consensus-driven approach by recreational stakeholders to halt terrestrial invasive species. The BMP’s will be used as a regional model throughout the Great Lakes Region.
- **North American Wildlife & Natural Resources Conference, Portland, OR:** Brett Richardson spoke at a special **Aquatic Nuisance Species** workshop sponsored by Wildlife Forever and Bass Pro Shops during the opening day of the meeting. Results of the “Threat Campaign” were communicated to state and Federal agency aquatic educators inviting future partnerships.
- ***Dangerous Travelers Sportsmen DVD:*** In partnership with the Center for Invasive Plant Management, Wildlife Forever will be producing the 2nd installment of the U.S. Forest Service’s *Dangerous Travelers* series geared toward hunters and anglers. Filming began in November of 2007 with an elk hunt in Montana, a pheasant hunt in Minnesota and a waterfowl hunt in Maryland. Upon completion, the sportsmen video will be a useful tool for educating hunters and anglers about best practices for controlling invasive species. The Rocky Mountain Elk Foundation has contributed \$10,000 to the project.



Photo by Bob Nichols

**Filming DVD Segment
Dangerous Travelers
 Minnesota Pheasant Hunt**

Summary

Income:

- Partners \$147,958
- Wildlife Forever \$ 86,726
- Savings & Added Value \$165,584

Total Income

\$400,268

Expense:

Billboards

- Aspen Signs \$ 508
- CBS Outdoor \$ 2,500
- Clear Channel \$ 69,021
- Cwikla Billboards \$ 2,250
- Fifth Avenue \$ 4,090
- Lamar \$ 37,347
- Magic Media \$ 5,940
- U.S. Bank \$ 1,200

Total Billboards

\$122,856

Television

- NAMG \$ 10,000

Other

- Wisconsin BMP \$ 2,400
- Wildlife Forever Staff,
Travel and Technical Assistance \$ 86,726
- Negotiated Discounts & Savings \$165,584

Total Other

\$254,710

Total Expense

\$387,566

2008 Investment (RMEF, WI-BMP, USFS)

\$ 12,702



2700 Freeway Blvd. #1000
Brooklyn Center, MN 55430
(763) 253-0222
www.wildlifeforever.org