

“Threat Campaign”

Great Lakes Invasive Species Outreach Partnership

Minnesota Wisconsin Invasive Species Conference 2010

November 8, 2010

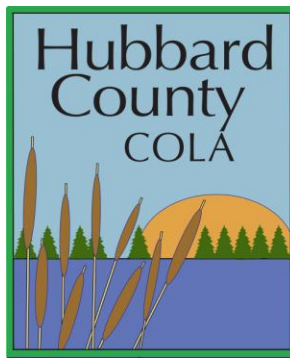
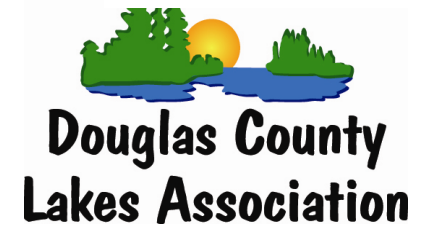
Doug Grann, President & CEO

Pat Conzemius, Project Manager



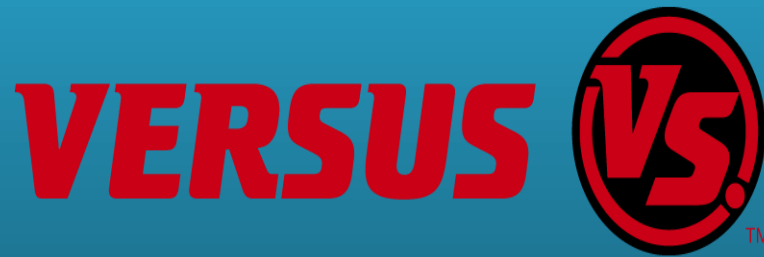


**STOP AQUATIC
HITCHHIKERS!™**



Silent Invaders!

- Versus Network & Wild TV
 - Premiering Fall 2010
 - 78 Million Households



Episode Descriptions

Killer Lamprey

- Invasive sea lamprey have killed millions of native sport fish in the Great Lakes. The fight to control lampreys continues today.



Zebra/Quagga Mussels

- These filter feeders are destroying the Great Lakes food web from the bottom up. Scientists race to solve this growing issue.



Asian Carp

- Asian carp are at the doorstep of the Great Lakes, Can their expansion be stopped?



Round Gobies Goby

- These nuisance invasives eat the eggs and fry of popular sportfish such as smallmouth bass. They are spreading rapidly.



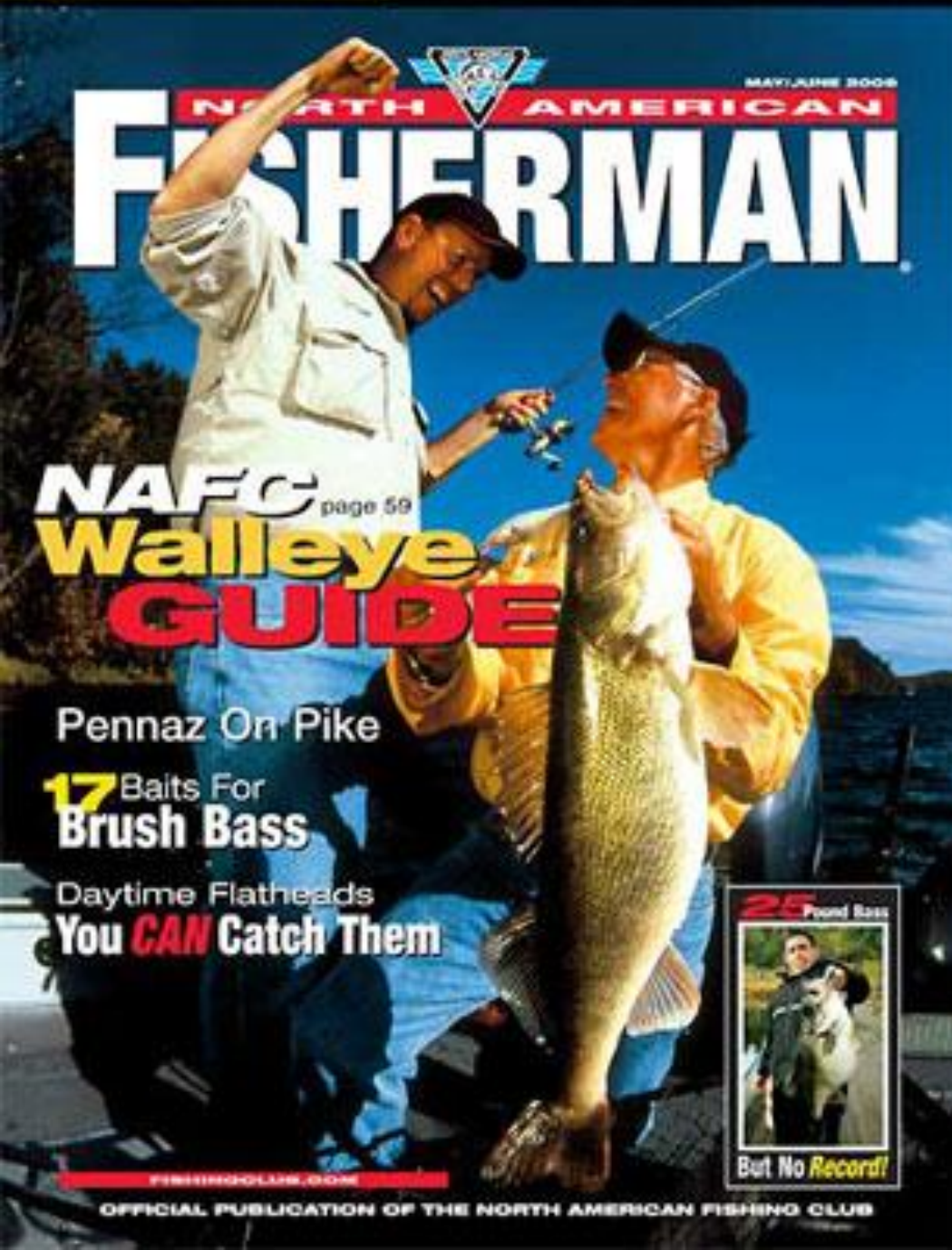


Public Service Announcement Tip Segments

Sportsmen
Targeted
Outreach

\$3,800 Minn Kota Giveaway! pg. 83

Catch & Release Contest Awards



Print ads

**National
Magazines**

34.5

**Million
Impressions**

America's Most WANTED



WANTED
DEAD NOT ALIVE



Bighead Carp
aka Asian Carp

For damaging fishing;
Devastating the food chain;
Injuring boaters

WANTED
DEAD NOT ALIVE



Spiny Waterflea

For damaging fishing;
Harming the food chain

WANTED
DEAD NOT ALIVE



Eurasian Watermilfoil;
AKA Milfoil

For damaging fishing;
Destroying fish habitat;
Impeding navigation;
Reducing oxygen

WANTED
DEAD NOT ALIVE



Zebra Mussels

For damaging fishing;
Interfering with the
food chain

WANTED
DEAD NOT ALIVE



Rusty Crayfish

For damaging fishing;
Destroying plants;
Destruction of shelter
for young fish;
Devouring fish eggs

Only You Can Stop Invasive Species

- ✓ **INSPECT** your boat, trailer, and equipment and **REMOVE** visible aquatic plants, zebra mussels, and other animals before leaving a water access.
- ✓ **DRAIN** water from the bait container, livewell, bilge, and transom wells before leaving a water access.
- ✓ **DISPOSE** of unwanted bait in the trash.
- ✓ **SPRAY** boat, trailer, and equipment or **DRY** for 5 days before going to another water body.



These institutions are equal opportunity providers.

2006 Print Ad

Aquatic

America's Most Wanted

DON'T LET THIS BE YOUR NEXT CATCH!

INSPECT boats, trailers and equipment.

REMOVE plants, animals and mud.

DRAIN water from boats and all equipment.

DON'T MOVE live fish away from a waterbody.

BUY minnows from a Wisconsin bait dealer. Use leftover minnows only under certain conditions. See website for more information.

www.dnr.wi.gov



Outdoor

STOP AQUATIC HITCHHIKERS!

Prevent the spread of the fish disease VHS and other invasive species.



Wisconsin Outdoor News

On Wisconsin Outdoors

July through
September Issues

North American Fisherman Magazine

- July / August Issue
2010 Print ad



America's Most **WANTED**

You Can Stop
Invasive Species



- ✓ Remove all soil and seeds from pets and gear.
- ✓ Burn firewood where you buy it.



Backpacker Magazine

Terrestrial

March 2011 Special
Issue

When INVASIVE SPECIES Move IN SPORTFISH Move OUT!

Invasive aquatic species replace native plants and destroy habitat for native fish and sportfish.

State Game and Fish Regulation Books

Targeted Marketing

Matching the Threat to the Audience!

- The estimated damage from invasives worldwide totals \$1.4 trillion—5 percent of the global economy.
- Invasive species and weeds can be transported by wind, water, boats, vehicles, wildlife, and YOU!

HOW CAN YOU HELP?

- Learn to identify aquatic invasive species in your area and be aware of noxious weeds.
- Clean boats, vehicles, animals, and equipment before leaving home and your fishing location.
- Check your waders and other fishing equipment for aquatic hitchhikers.
- Avoid using felt-soled waders.
- Fish in designated waters and travel on established roads and trails.



STOP AQUATIC HITCHHIKERS!
Prevent the transport of nuisance species.
Clean all recreational equipment.
www.PreventInvasiveWeeds.com

FICMNEW: Federal Interagency Committee for the Management of Noxious and Exotic Weeds
www.fs.fed.us/ficmnew

REPORT IT!

To report invasive mussels, contact:

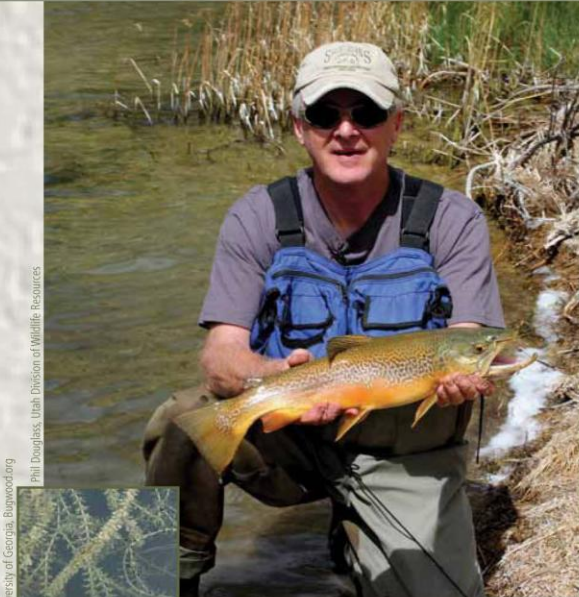
UTAH DIVISION OF WILDLIFE
RESOURCES
1-800-662-3337

Report invasive weeds, contact:

BUREAU OF LAND MANAGEMENT:
UTAH STATE OFFICE
801-539-4001

COUNTY WEED SUPERVISORS
www.utahweed.org/contact_supvsr.htm

www.blm.gov/weeds



tiger trout



Hydrilla (top), quagga mussels (center), and Asian carp (bottom)

David J. Moorhead, University of Georgia, Bugwood.org

U.S. Bureau of Reclamation

U.S. Fish and Wildlife Service

When WEEDS Move IN WATERFOWL Move OUT!



"Northern Pintail Flock" by Gary Kramer, U.S. Fish and Wildlife Service.

REPORT IT!

Report infestations of weeds and other invasive species to the appropriate agencies.

BUREAU OF LAND MANAGEMENT:
IDAHO OFFICE 208-373-4000

IDAHO DEPARTMENT OF FISH AND
GAME: 1-866-IDWEEDS (439-3337)

www.blm.gov/weeds

Purple loosestrife is a pretty plant that invades and devastates wetlands.

*Noxious weeds and
other invasive species
replace native plants
and destroy waterfowl
habitat.*

Most invasive and noxious weeds are not suitable for waterfowl forage; waterfowl will leave areas infested by weeds and invasive species in search of better habitat.

- The estimated damage from invasives worldwide totals \$1.4 trillion—5 percent of the global economy.
- Weeds and invasive species can be transported by wind, water, boats, vehicles, wildlife, and YOU!

HOW CAN YOU HELP?

- Learn to identify invasive and noxious weeds in your area.
- Clean boats, vehicles, animals, and equipment before leaving home and your hunting location.
- Check your clothing and equipment for weed seeds.
- Avoid traveling through, camping, or hunting in weed-infested areas.
- Stay on established roads and trails.



FICMNEW: Federal Interagency Committee for the
Management of Noxious and Exotic Weeds

Waterfowl

Aquatic and Terrestrial

Waders and Equipment

BMPs

Millions of users annually

When WEEDS Move IN UPLAND BIRDS Move OUT!



*Don't let weeds chase
your trophy away from
your hunting ground!*

"Wild Turkey" by Steve Maslowski, U.S. Fish and Wildlife Service.

REPORT IT!

Report infestations of weeds and other invasive species to the appropriate agencies.

BUREAU OF LAND MANAGEMENT:
CALIFORNIA STATE OFFICE 916-978-4400
TDD 916-978-4419

CALIFORNIA DEPARTMENT OF
FISH AND GAME invasives@dfg.ca.gov

www.blm.gov/weeds

*Noxious weeds and
other invasive species
replace native plants
and destroy upland
bird habitat.*

Most invasive and noxious weeds are not suitable for upland bird forage; upland birds will leave areas infested by weeds and invasive species in search of better habitat.

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**STOP AQUATIC
HITCHHIKERS!**
Prevent the transport of nuisance species.
Clean all recreational equipment.
www.PreventNuisance.com

FICMNEW: Federal Interagency Committee for the
Management of Noxious and Exotic Weeds

Wild Turkey

Terrestrial

Recreational User Outreach



Fugitives

STOP AQUATIC HITCHHIKERS!



- ✓ Inspect
- ✓ Clean
- ✓ Drain



Airports, Visitor Centers and Resorts



Invaders

STOP AQUATIC HITCHHIKERS!



✓ **Inspect**
✓ **Clean**
✓ **Drain**



Retail and Sporting Good Stores



Billboards

Targeting

Lake Bound Traffic!

Outdoor Media...

It Works and Works!



FINES UP TO \$1000

**'Pick it' or
'Ticket!'**

✓ **Clean** ✓ **Drain** ✓ **Dry**



Enforcement is also an
incentive!

Trout Angler Outreach



STOP AQUATIC HITCHHIKERS

CLEAN, DRAIN & DRY

all fishing gear and equipment



**Felt Sole Waders
The Next Threat...**



**Targeting Recreational Boaters &
Tournament Organizers**



Pro
Angler

Outreach

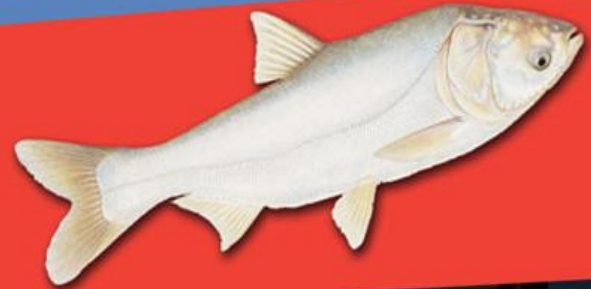


Innovation!



FACEBOOK: 500 MILLION AND GROWING

**SILVER CARP IN THE MISSISSIPPI:
800 MILLION AND SPREADING**



***Creativity creates
Awareness***



Web Banner Advertising

**DON'T LET THIS
BE YOUR NEXT CATCH!**





2010 Gathering of the Waters – Milwaukee, WI

Portable Signage



- Events
- Gas Stations
- Marinas





Defending Favorite Places DVD

Playing Smart Against Invasive Species

Copies
available in
December



Threat Campaign Awards Have Been Numerous



“Threat Campaign”

Outreach Partnership

≈Consistency

≈Collaboration

≈Cost Saving

Join Us!

Outreach Education

- Targeted Public Audience

•629.6 Million Reached