

# 2012 Midwest AFWA Annual Director's Meeting

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Stephanie Hussey  
Director, State Initiatives

Recreational Boating &  
Fishing Foundation



TAKE ME FISHING™

June 26, 2012

# Overview

- New PSA
- Shakespeare Promotion
- Boat Registration Marketing Program
- RBFF Products and Programs



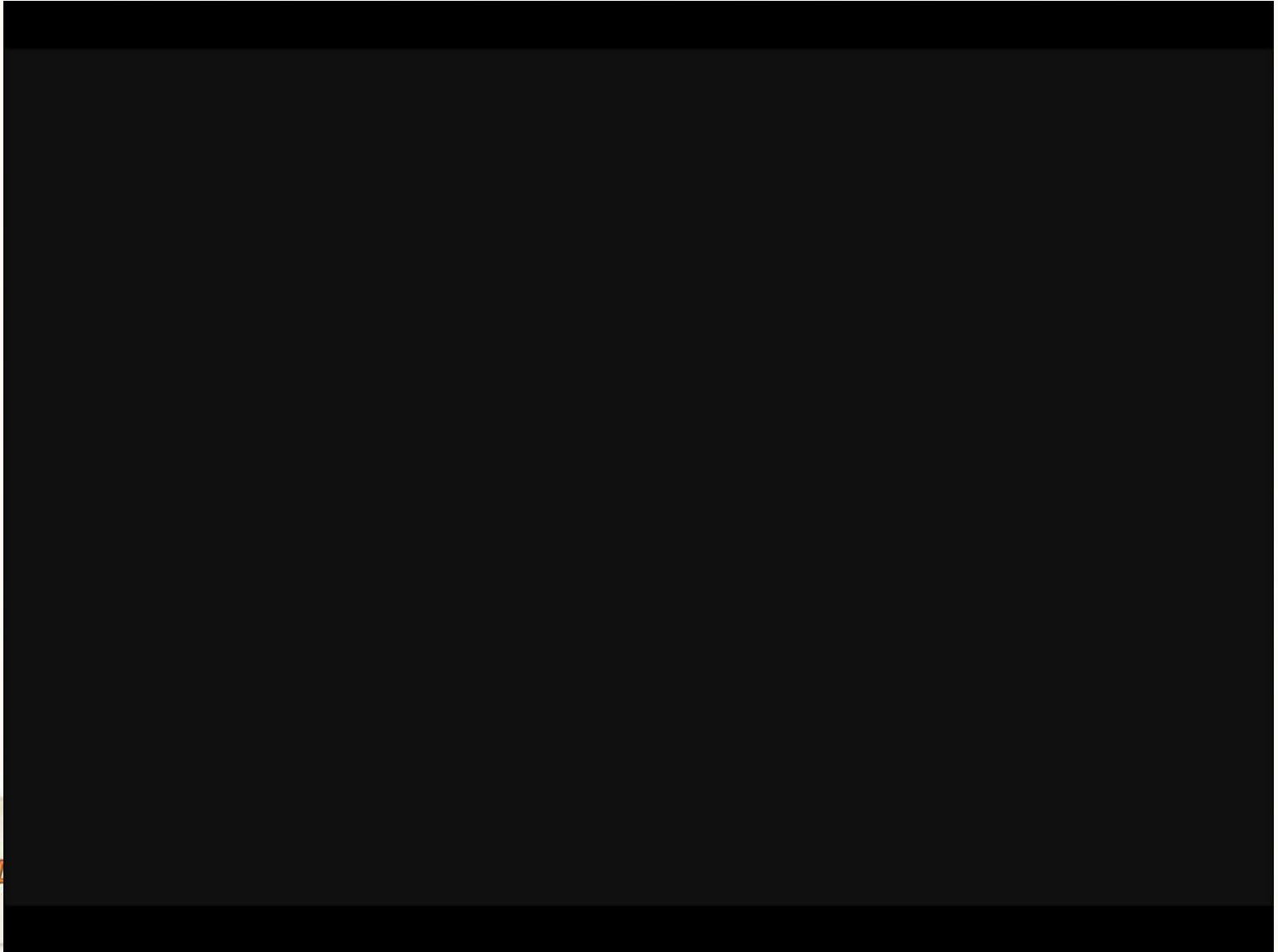
TAKE ME FISHING™

**NEW PSA**



**TAKE ME FISHING™**

# New PSA



TA



# New PSA

## TV Spots-

60 Second (:60)

30 Second (:30)

55/5 Customizable (:55/:5)

25/5 Customizable (:25/:5)

## Radio Spots-

60 Second (:60)

30 Second (:30)

55/5 Customizable (:55/:5)

25/5 Customizable (:25/:5)

## Print Ads-

Full Page - 8.5" x 11"

½ Page - Horizontal, 8.5" x 5.5



# PSA Distribution Kit

Contents include:

- Step-by-step guide to distribution
- Marketing suggestions
- Guidelines for tagging
- Reporting details



TAKE ME FISHING™

# SHAKESPEARE PROMOTION



TAKE ME FISHING™



# Postcard Front





# Postcard Back

**FISH ARE BITING IN  
YOUR OWN BACKYARD.  
YOUR LICENSE IS YOUR  
TICKET TO GREAT FISHING.**

State Agency Logo

Now it's easier than ever to find a fishing destination close to you. Simply visit [TakeMeFishing.org](http://TakeMeFishing.org) where you'll find places that are close, convenient— and they'll pass the muster with all your fishing buddies. Hey, you'll even get insider's tips on how to catch the big one.

**DON'T MISS OUT ON A GREAT FISHING  
SEASON. BUY YOUR LICENSE TODAY.**



**TAKE ME FISHING™**  
[takemefishing.org](http://takemefishing.org)



<Call XXX-XXX-XXXX, go to  
[www.xxxxxxxxxxxxxxx.gov](http://www.xxxxxxxxxxxxxxx.gov)  
or visit your nearest location.>

**BUY ANY TWO SHAKESPEARE®  
PRODUCTS THAT TOTAL \$40  
AND A 2012 FISHING LICENSE,  
GET \$10 BACK BY MAIL.**

Go to [www.shakespeare-fishing.com](http://www.shakespeare-fishing.com) for terms  
and conditions, and the official rebate form.



<State Agency Name>  
<Street Address>  
<City, State ZIP>

PRSR STD  
U.S. POSTAGE  
PAID  
THD  
PERMIT NOXXXXX

<John Smith>  
<12345 Main Street>  
<Suite 100>  
<Anytown, USA 55555>



# Shakespeare Promotion Overview

## Timeframe:

Promotion runs **March 1 – August 31, 2012**

## Offer:

Customers who purchase ANY TWO Shakespeare products during the promotion timeframe that total \$40 and have a valid 2012 fishing license are eligible to receive \$10 back by mail.



**TAKE ME FISHING™**

# Ways to Leverage Promotion

- Direct mail and/or e-mail
- State agency magazines
- State agency regulation books
- Other print or online publication efforts
- Website via a provided banner ad on state home page or license page
- Social media sites with direct link or ad linking to Shakespeare promotion
- Share Shakespeare promotional video



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# State Examples

facebook

Search

**Tennessee Wildlife Resources Agency**  
Government Organization · Nashville, Tennessee

**Wall** Tennessee Wildlife Resources Agency · Everyone (Top Posts)

Share: Post Photo Link Video

Write something...

**Tennessee Wildlife Resources Agency**  
Fishing has its rewards, and so does buying your fishing license! Shakespeare is offering a \$10 rebate when you purchase new fishing gear, along with your 2012 fishing license. Offer good through August 31, 2012.

**Shakespeare Fishing Tackle**  
www.shakespeare-fishing.com

**\$10 REBATE**  
Wildlife Purchase  
\$10 rebate

Like · Comment · Share · Retweet · Repost

10 people like this.

**Hookie Puckett** That's fishing/hunting license :) Yesterday at 3:59pm · Like

**Tennessee Wildlife Resources Agency** Yes, it is! I just didn't want anyone to hunt with a fishing pole or vice versa. :) Yesterday at 4:02pm · Like · 1

Write a comment...

## STREAMS AND RIVERS

### EXCEPTIONS TO STATEWIDE FISHING REGULATIONS ON STREAMS AND RIVERS ALSO SEE TROUT STREAMS PAGES 26-31

#### Buffalo Creek (Grainger County)

Closed to all fishing and minnow seining upstream from the mill dam.

#### Caney Fork River (headwaters of Center Hill Reservoir)

Walleye run regulation in effect on the upper end of Center Hill Reservoir including the Caney Fork River beginning at the lock ramp at Rock Island State Park and extending upstream to Great Falls Dam. Anglers restricted to use of one hook having a single barb or lure containing a single hook with one barb from Jan. 1 - Apr. 30. No more than 3 rods and reels or poles may be used.

#### Clear Creek (tributary to the Clinch River - Anderson County)

Closed to fishing and minnow seining from Hwy. 641 upstream to the second dam (adjacent to the city of Norris water tower), as posted from Nov. 1 - Mar. 31.

#### Clinch River

• Norris Reservoir upstream to Gatlinburg Island: Sauger and Walleye (in combination) — 5 per day, 15 inch maximum length limit

• Hwy. 258 upstream to state line: 15-17 inch protected length range for smallmouth bass, with a creel limit of 5 black bass, allowing only one smallmouth bass in creel to be greater than 17 inches.

#### East Fork of the Obey River (headwaters of Dale Hollow Reservoir)

Walleye run regulation in effect on the East Fork of the Obey River from Campson Boat Ramp upstream to the Hwy. 52 bridge. Anglers restricted to use of one hook having a single barb or lure containing a single hook with one barb from Jan. 1 - Apr. 30. No more than 3 rods and reels or poles may be used.

#### Forced Deer, Hatchie, Leasahatchie, Obion and Wolf Rivers (includes tributaries)

• Crappie: 30 per day, no length limit.

#### French Broad River

• Smallmouth Bass: 15-17 inch protected length range with a creel limit of 5 black bass, allowing only one smallmouth bass in creel to be greater than 17 inches (Hwy. 168 to state line, excluding Douglas Reservoir).

• Walleye/Sauger: 5 per day in combination (Douglas Dam to state line).

Walleye: 15 inch maximum length limit. Sauger: No minimum length limit, but only one sauger can be over 16 inches per day.

• Holston River (1-40 bridge upstream to Cherokee Dam and John Sevier Dam upstream to North Fork Holston River) 15-17 inch protected length range for smallmouth bass, with a creel limit of 5 black bass, allowing only one smallmouth bass in creel to be greater than 17 inches.

• Little River (Rockford Dam upstream to Great Smoky Mountains NP boundary) 15-17 inch protected length range for smallmouth bass, with a creel limit of 5 black bass, allowing only one smallmouth bass in creel to be greater than 17 inches.

#### Little Buffalo River (Laurel Hill WMA)

Closed to fishing during big game hunts.

#### Little Pigeon River (from mouth upstream to the Great Smoky Mountains National Park boundary, including the West Prong and East Fork of the Little Pigeon River)

• Smallmouth Bass: 1 per day, 20 inch maximum length limit.

• Mississippi River (includes adjacent sloughs, bayous, and all river runs and channels, that are accessible by boat from the river proper)

• Black Bass: 10 per day, no length limit. • Sunfish/Breaches: 50 per day, no length limit. • Catfish: no creel limit, only one per day over 34 inches.

**Shakespeare®**

**\$10 REBATE**  
Wildlife Purchase  
\$10 rebate

**Promotion Dates:**  
3.1.12 - 8.31.12

Buy ANY TWO (2) Shakespeare products that total \$40 AND a 2012 fishing license, get \$10 BACK by mail.

Black 1: Buy 2 items or more (Shakespeare products) \$40 or more.  
Black 2: Buy your 2012 fishing license.  
Black 3: In November, \$10 check by mail.

• Limit one \$10 rebate per person. Excludes cash prizes.  
• An official \$10 rebate form must be filled out and signed by the purchaser.  
• All Shakespeare products must be purchased from an authorized Shakespeare retailer.

Wildlife Purchase  
\$10 rebate

**CATCH THEM BOTH!**

Bill Cody and Joey Monteleone  
weekday mornings between  
6:30 and 7:00  
on WSM 650.

**WILDSIDE RADIO**  
Tennessee Wildlife Resources Agency



TAKE ME FISHING™

# **BOAT REGISTRATION MARKETING PROGRAM**



**TAKE ME FISHING™**

# Pilot States

- Oregon
- Ohio
- Florida
- Tennessee

**BOAT REGISTRATION RENEWAL**

Your boat registration expired March 1, 2010 for the boat shown below.  
Renew now and receive new registration that will expire March 1, 2014.

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
OH0031BK	SUN/IRD	1994	17	\$48.00

A state boat tax (sales tax or ownership charges), please read the reverse side of this form.

**FLOAT AWAY FROM LIFE'S WORRIES—GO BOATING**

- 2.25 million acres of Lake Erie
- 451 miles of the Ohio River
- 200 inland lakes
- 60,000 miles of inland streams, rivers and other waterways

**Renew your boat registration... EASY AS 1, 2, 3**

1. Renew online. Go to [www.ohiohatchery.com/boatwreckit](http://www.ohiohatchery.com/boatwreckit) and click "Online Registration Renewal". Enter your boat number and PIN (see below), while you're there, you can also update your address.
2. Renew by mail. Follow the instructions on the back along with a check or money order for the registration fee due. Use recent labels on the back and along with a check or money order for the registration fee due.
3. Renew in person. Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to [www.ohiohatchery.com/boatwreckit](http://www.ohiohatchery.com/boatwreckit).

**Questions? Call the Division of Watercraft toll free at 1-877-480-7878**

**PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT**

- Boats 14' or longer (except canoes & kayaks) are required to have a title prior to registration.
- Subsequent renewal boat with more are required to be titled.
- Effective 1/1/10, watercraft are now in compliance with the Department of Natural Resources and are required to be titled.

☐ Check here to change your address and complete the reverse side.

PIN 60875615      Registration Fee Due \$48.00  
Boat No OH0031BK      Make SUN/IRD

JON O CHARTON  
8678 BIVELER ST NE  
BOLIVAR OH 44012

**COME PLAY ON OHIO'S WATERWAYS.**

Filled crew and spring rain means one thing — plenty of water for our state's rivers and reservoirs, ensuring everyone a great boating season. Boating on Ohio's waterways has never been easier. We have conveniently placed public access ramps at a body of water, dock space and other amenities. Ohio's boat facilities, ranked among the best in the nation, have been improved, expanded, and since 1998, the facilities have been improved, since 1998. The facilities are ready, the water is waiting, the fish are biting... all that's missing is you and your boat!

**Sold your boat? Let us know.**

**NOTICE OF SALE** (Complete this section and return the entire form in the envelope provided.)

BOAT NO. \_\_\_\_\_ DATE SOLD: \_\_\_\_\_ NAME OF BUYER(S): \_\_\_\_\_

BUYER ADDRESS: \_\_\_\_\_

BUYER CITY/STATE/ZIP: \_\_\_\_\_

**TO UPDATE THE ADDRESS FOR THE BOAT YOU ARE RENEWING, COMPLETE THIS SECTION:**

Change of Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Phone Number: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

NOTE: This form is a complete and accurate representation of the information provided. It is the responsibility of the registrant to provide accurate information. If a change of address is required, the registrant must provide a new address and phone number.

**TAKE ME FISHING**  
BOATING ON OHIO'S WATERWAYS



TAKE ME FISHING™



# Boat Registration Marketing Program

- RBFF 100% funded direct mail program
- RBFF manages printing, production and mailing
  - April 2 launch date; 450,000 pieces nationally
- New print/mail vendor offers greater in-house and technical capabilities
  - Leverage non-profit postage rate
- States customize program direct mail pieces
- States receive 100% of the revenue from the program



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# Boat Registration Marketing Program

- Marketing program to increase boat registrations
- Encourage 'lapsed' boat owners to re-register boats
- Direct mail program with three mail pieces
  - Fishing-focused, color
  - Boating-focused, color
  - Standard renewal form, black and white



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# Fishing-focused Mailer



## BOAT REGISTRATION RENEWAL

OHIO WATERCRAFT  
EXPIRES  
MARCH 1  
2014

Your boat registration expired March 1, 2010 for the boat shown below. Renew now and receive new registration that will expire March 1, 2014.

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
OH0031BK	SUNBIRD	1994	17	\$48.00

If this boat has been sold or ownership changed, please read the reverse side of this form.

THE FISH ARE IN THE WATER.  
SHOULDN'T YOU BE IN YOUR BOAT?

Renew your boat registration...  
EASY AS 1, 2, 3

1. Renew online: Go to [www.ohiodnr.com/watercraft](http://www.ohiodnr.com/watercraft) and choose "Online Registration Renewal." Enter your boat number and PIN (see below). While you're there, you can also update your address.
2. Renew by mail: Return the renittance slip below along with a check or money order for the registration fee due (see amount below) in the enclosed envelope.
3. Renew in person: Visit your nearest watercraft registration agent to renew. For a complete listing of agents, please go to [www.ohiodnr.com/watercraft](http://www.ohiodnr.com/watercraft).

Questions? Call the Division of Watercraft toll free at 1-877-4BOATER and ask for boat registrations.

### PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

- Boats 14' or longer (except canoes & kayaks) are required to have a title prior to being registered.
- Outboard motors 15 HP and more are required to be titled.
- Effective 1/1/00, watercraft less than 14' in length with a permanently affixed mechanical means of propulsion of 10 HP or more (personal watercraft) are required to be titled.

☐ Check here to change your address and complete the reverse side.

PIN 60875815 Registration Fee Due: \$48

Boat No.	Make	Year	Length
OH0031BK	SUNBIRD	1994	17

JON D CHARTON  
9876 BIMELER ST NE  
BOLIVAR OH 44612

## NEED A REASON TO REGISTER YOUR FISHING BOAT?

## WE'VE GOT MILLIONS OF THEM.

Why register your fishing boat? Each year the ODNR - Division of Wildlife stocks Ohio lakes, river and streams with 7 million Saugeye, 19,500 Muskellunge, 20 million Walleye, 80,700 Rainbow Trout and 400,000 Steelhead just to name a few. With so many fish and so little time—Isn't it time you got back on the water?

Enjoying nature, sharing traditions. Your boat registration fee supports and helps maintain Ohio's waterways and support many programs that promote safe boating and environmental responsibility. Plus, when you take someone fishing, you're helping share the great tradition of fishing that you love so much.

*Come play on Ohio waterways*

To get the latest on water levels, boat ramps, facilities, expected fish runs, and everything you need to plan your next boating trip, log on to [www.ohiodnr.com/watercraft](http://www.ohiodnr.com/watercraft).

Funding for this mailer was provided by the Federal Sport Fish Restoration and Boating Trust Fund - your boating dollars at work! No state general revenue funds were used in the production or mailing of this material.

**Month Fish Outlook Where to go**

Month	Fish	Outlook	Where to go
May-June	Largemouth Bass Saugeye	Good Excellent	Knox Lake, Action Lake, Point Creek Lake, Wolf Run Lake
June-July	Northern Pike Muskie	Good Excellent	Alwood Lake, Seneca Lake, Cleveland Lake, Indian Lake, Lake Erie
August-September	Smallmouth Bass	Excellent	Alum Creek Lake, Leesville Lake, West Branch Reservoir, Conasauga Creek Lake
September-October	Sauguay	Excellent	Big Sandy Creek, Sandusky River, Grand River, Cayuga River, Hocking River, Stillwater River
October-November	Steelhead	Excellent	Alwood Lake, Seneca Lake, Cleveland Lake, Indian Lake
January-February (Ice Fishing)	Walleye Yellow Perch	Good Excellent	Lake Erie, Trillium Lake, Vanillan Lake, Rocky River, Grand River, Chagrin River, Conneaut Creek, Lake Erie Islands, Western Basin, Lake Erie, Mosquito Lake

**TAKE ME FISHING**  
[takeurfishing.org](http://takeurfishing.org)

Sold your boat? Let us know.

**NOTICE OF SALE** (Complete this section and return the entire form in the envelope provided.)

BOAT NO. \_\_\_\_\_ DATE SOLD: \_\_\_\_\_ NAME OF BUYER(S): \_\_\_\_\_

BUYER ADDRESS: \_\_\_\_\_

BUYER CITY/STATE/ZIP: \_\_\_\_\_ PH NUMBER: \_\_\_\_\_  
(if available)

**TO UPDATE THE ADDRESS FOR THE BOAT YOU ARE RENEWING, COMPLETE THIS SECTION:**

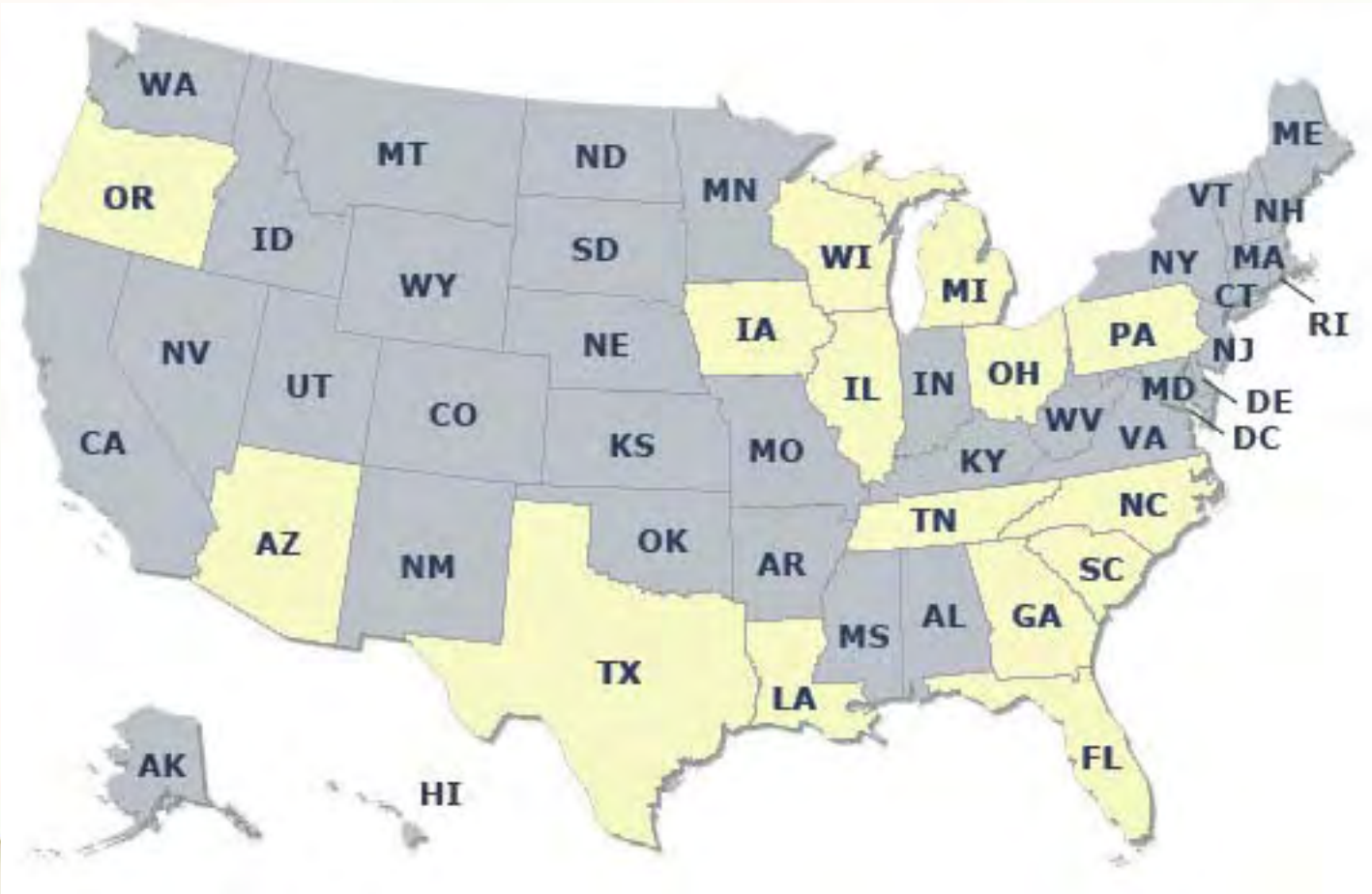
Change of Address:		
Address		
City	State	Zip
Phone Number		

NOTE: You can review a complete set of regulations pertaining to transfer, abandonment or ending of boat, and change of address at [www.ohiodnr.com/watercraft](http://www.ohiodnr.com/watercraft).



# 2012 State Partners

# BOAT REGISTRATION MARKETING PROGRAM



# TAKE ME FISHING™

# **RBFF PRODUCTS & PROGRAMS**



**TAKE ME FISHING™**

# RBFF Products & Programs

- ✓ Anglers' Legacy
- ✓ Best Practices Workbook
- ✓ Educational Grants
- ✓ Event Planning Kit
- ✓ Explore the Blue
- ✓ Marketing Guide
- ✓ Passport Program
- ✓ Photo Library
- ✓ Places to Boat & Fish Map
- ✓ PSA Distribution Kit
- ✓ RBFF Research
- ✓ State Boat Registration Marketing Program
- ✓ State Fishing License Marketing Program
- ✓ TakeMeFishing.org & Mobile Site



TAKE ME FISHING™





WI Dept. of Natural Resources  
2011-2012 Fishing Regulations



Vermont Fish & Wildlife Dept.  
2011 Hunting, Fishing & Trapping Laws



Kansas Department of  
Wildlife, Parks & Tourism  
2011 Fishing Regulations



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# State Agency Product Usage

- 48 states using one or more products
- 45 states using 3 or more products



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# State Agency Satisfaction Survey

- Annual survey to assess feedback from state agencies
- Currently being implemented and results will help drive FY plans



TAKE ME FISHING™



# State Marketing Workshop

- December 6-8, 2011 in Phoenix, AZ
- **45** states attended
  - 1-2 representatives from each state
- Marketing & communicating with anglers
- Program results



TAKE ME FISHING™

# Annual Report & NewsWaves



TAKE ME FISHING™



**THANK YOU**



**TAKE ME FISHING™**