FRIENDS OF RESERVOIRS OUTREACH MEETING

TEXAS FRESHWATER FISHERIES CENTER

April 4-5, 2012

**April 4, 2012**

Attendees: In-Person

Jeff Boxrucker

Dave Terre-TX

Colton Dennis-AR

Mark Oliver-AR

Mark Porath-NE

Gene Gilliland-OK

Tom Lang-KS

Craig Bonds-TX

Rick Ott-TX

Carly Montez-TX

Henry (Merrick) Darley-landowner (FOR Affiliate Member)

Allen Forshage-TX

Webinar:

Karl Hess-FWS (DC)

Terry Foreman-CA

Mike Staggs-WI

Brian McRae-NC

Debora Herndon-NV

Craig Walker-UT

Jim Darling-MT

Jon Sjoberg-NV

Neal Jackson-KY

Ben Page-PA

Introduction Freshwater Fisheries Center-Allen Forshage

Friends of Reservoirs Presentation-Jeff Boxrucker

* Reviewed PowerPoint presentation designed to be presented to potential FOR members
* Available on .ftp site:
	+ Go to: **ftp://129.15.97.32**
	+ Userid: **odwc\_boxrucker**
	+ Password: **ofrl**
	+ Click on “View”
	+ Click on “Open in Windows Explorer”

Growing FOR in US-Dave Terre

* Building FOR network through FOR presentation-using agency staff
	+ Agency staff know the local groups to get involved
	+ RFHP focus on building capacity through FOR membership; then focus on strategic nature of projects
	+ Help sell FOR by promoting assistance with grant writing
* Increase public awareness of FOR
* Finding sponsors and funding
* Building POC network in states
	+ Promote within field staff
	+ Field staff work with local partners
	+ Use local media to promote FOR
	+ Add establishment date to Chapter list to demonstrate “newness” of program
* Identifying Partners
	+ Low hanging fruit-groups currently doing habitat work
* Outreach Tools
	+ FOR presentation
	+ Agency communication media forums
	+ Promotions at statewide events (boat shows, tackle shows, outdoor expos)
	+ Strategic marketing campaign
		- Suggested as objective of MSCG
* State FOR Representative
	+ Connect with BASS Conservation Director
		- In turn connect with clubs
			* Assist with projects, FOR applications
	+ Projects need to be vetted through state agencies to ensure that FOR efforts not in conflict with agency efforts
	+ Create link on FOR website with state representatives contact information
		- Click on map and call up contact info.
			* Coordinator contacted fish chiefs; gave list to web designer (24 states responded with POC)

Marketing Friends of Reservoirs-Carley Montez (TPWD)

* Marketing Objectives
	+ Short and long-term objectives
* Define audience
	+ Individuals passionate about fisheries
	+ Fishing and Industry partners
* Develop a Message
	+ Consistent, unified message
	+ Message specific to audience
* Define call to action
* Determine appropriate media channels
* Define Communication Strategy
	+ Earned media/free coverage
		- Contact editorial department
			* Tell your story
* Know media outlets, develop relationships
* Arming others to communicate on your behalf
	+ Fact sheets, talking points
	+ Graphics/visuals
	+ News releases
	+ Social media
		- Facebook-3rd largest country in world
		- YouTube- 2nd largest media outlet
			* YouTube subscriber page for project videos; video news releases on FOR; agency communications division may be able to provide this service
* Paid media
	+ TV-expensive; post to YouTube
	+ Radio-targeted audience
	+ Billboards
* Kiosks and banners
* Point of sale materials
	+ State Parks
	+ Corps offices
	+ BassPro Shops
* Direct Mail
* Email
* Non-Traditional Outlets
	+ Online Advertising-Banner ads
	+ Search Engine Optimization
	+ Facebook ads
	+ Gas Station ads
	+ Stencils
		- Boat ramps
	+ Buoys
	+ Vehicle wraps
	+ Cell phone apps
* **Link state agency sites to FOR sites**

AVAILABLE OUTREACH MATERIALS-Dave Terre

For Brand and Slogan-waterhabitatlife.org

RFHP logo

**Website addition: map depicting FOR chapters in each state**

Make guidance document in .pdf and put on web

Web banners

Articles in agency magazines

RFHP vinyl banner and table skirt (make available to state contacts)

**Outreach materials tab on website**

[www.waterhabitatlife.org](http://www.waterhabitatlife.org) on logo

Delete “member” from bumper sticker

BMP site on website

FOR ad in fishing regulations

Reach out to Outdoor Writers

* In-Fisherman
* North American Fisherman
* Bass Times
* Internet search for environmental publications
* Association of Great Lake Outdoor Writers
* Outdoor Writers Assoc
* Target audience-Lake Assoc. magazines, Southern Living
* Put together generic text for FOR to state agencies to put state slant on article
* NPR environmental stories
* AP writers
* You Tube videos
* PSA’s
* Outreach material in project awards
* Video news release
* Extension service newsletters
* Message Boards-go to web administrator to keep postings near top of forum
	+ Avoid back and forth discussions
	+ Can be an ally to multiply message
* **Map of contact list on website-contact info and photo\*\*\*\*\*\***
* Chapter formation date with Chapter info
* Expand newsletter distribution list-work thru state contacts
* Work with FOR potential partners to fill out application (show up with application)
* Check with Mark Hoyer re: NALMS symposium
	+ 4 RFHP-related presentations submitted
* Celebrity face to effort
* FOR patch on shirt of pro anglers-talk to Noreen, Professional Anglers Assoc
* RFHP-sponsored tournament

April 5, 2012

Webinar Attendees:

Karl Hess

Pat Solberger

Ben Page

Debora Herndon

Terry Foreman

Neal Jackson

Jon Sjoberg

In-Person Attendees: Dave Terre, Craig Bonds, Rick Ott, Gene Gilliland, Mark Oliver, Colton Dennis, Tom Lang, Mark Porath, Jeff Boxrucker

Meet with Martin McDonald re: BassPro Shops sponsorship potential of FOR/RFHP

* Write off on catalogue orders
* Posters in stores
* Contribution upon check-out at stores
* Ad in magazine

PureFishing products with FOR logo?

State membership dues

* Discussion ended with recommendation to hold off until more FOR Chapters are established

Corporate sponsorship

* Logo on website with link
* Sponsorship level
* Revisit corporate sponsorship at annual meeting in October
	+ Before going after corporate $$, need to demonstrate more of a national presence (more projects; more FOR members)

Groups that receive RFHP project funds should become FOR Chapters

* Coordinator contacted project awardees re: FOR membership-no response to date

**\*\*Signatory states logo on website** with link to FOR; points for projects

Corps Section 4 habitat addition

Humingbird side-scan before and after pictures – tool for sponsorship

Catalogue of underwater images on website

Dave Terre develop list of talking points for fund-raising efforts

Hesitant to endorse projects on website

* Link to projects using products

Contact existing watershed groups to become FOR members

* Would a change from PFFW to title more descriptive help sell program?:
	+ Watershed Network
	+ Watershed Habitat Organization
	+ Watershed Network Alliance
	+ Reservoir Network Alliance
	+ Reservoir Watershed Network
	+ Reservoir Watershed Partnership
	+ FOR Watershed Alliance\*\*\*\*
	+ FOR Watershed Network
	+ Watershed Alliance

Mark Porath gave presentation on NE Habitat Program

Put together habitat symposium for MWFWC AND NALMS AND AFS 2013

**ACTION ITEMS:**

* Get Steering Committee approval to move forward with Facebook **(Approved)**
	+ Proposal by Nick Bolton (web page designer) for 6-month campaign for $1200
		- Web designer working on this
	+ Proposal for Search Engine Optimization-$1500
		- Both efforts needed and at good value according to Carly Montez (TPWD Marketing Specialist)
* Website additions
	+ Map with state representative contact information
		- Need to contact fish chiefs to get point of contact for states not already designated **(24 state POC’s given to web site designer)**
	+ Link for outreach materials
	+ Contact states to get links to agency website and FOR website (signatory states only)
	+ Additional project videos **(3 more posted)**
	+ Post testimonials and project summaries upon completion
	+ BMP site **(objective of 2013 MSCG proposal)**
* Set up meeting with Martin McDonald-Dave Terre (Jeff Boxrucker, Karl Hess will attend)
	+ Discuss potential ways BassPro Shops could market FOR **(Scheduled for June 6 or 7)**
* Set up RFHP symposium at NALMS (Madison, Nov. 2012), Midwest Fish and Wildlife Conference (Wichita, Dec. 2012), AFS 2013 (Little Rock, Sept. 2013)
* Suggested that all groups (not state agencies) that receive project funding from RFHP need to be FOR Chapter members-Coordinator will contact those project leaders **(no response from awardees to date; Havasu willing to discuss with their partners)**