

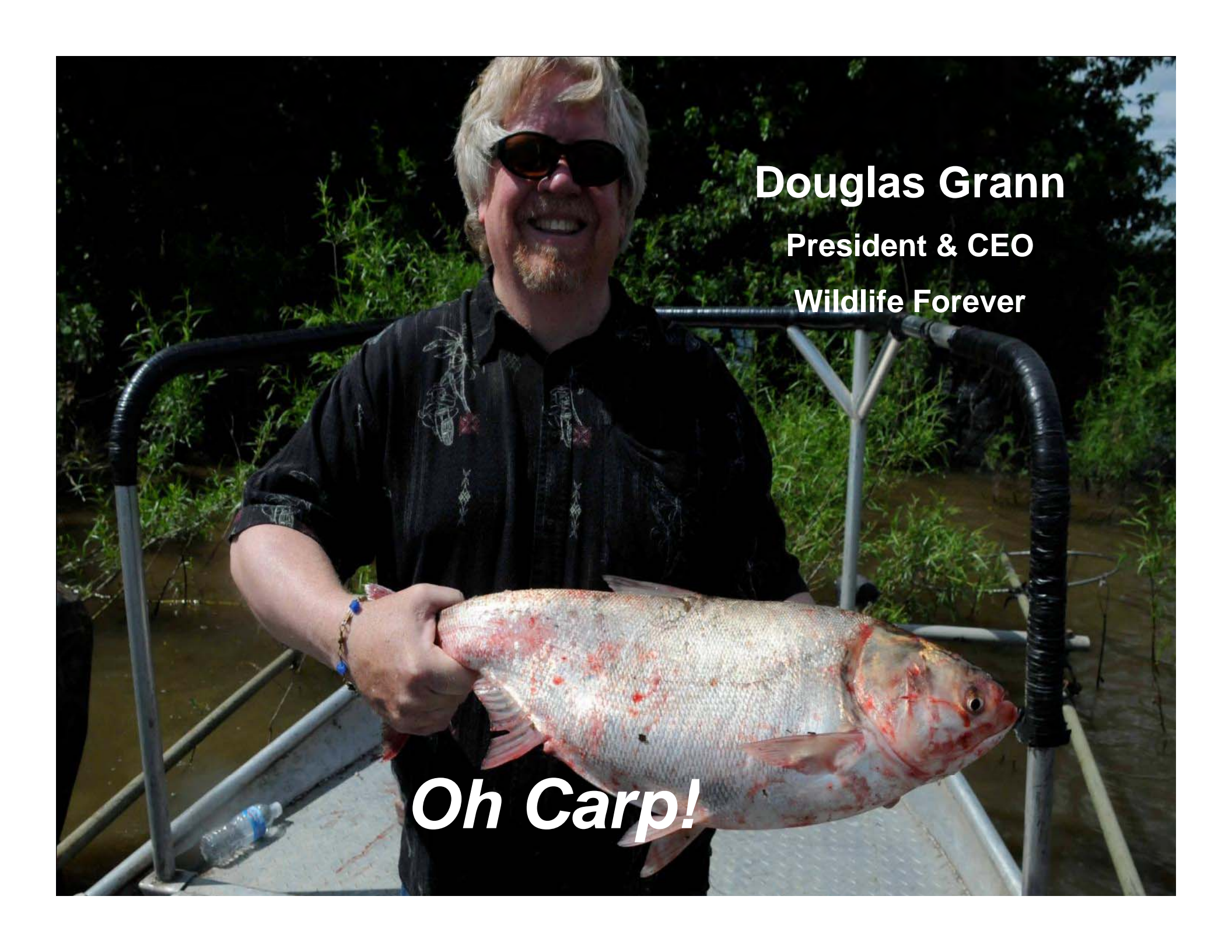
“Threat Campaign”

**Great Lakes Panel
Aquatic Nuisance Species**

December 8, 2010

Ann Arbor, Michigan



A man with blonde hair and sunglasses, wearing a black patterned shirt, is smiling while holding a large, silver carp with red markings on its body. He is standing on a boat with a metal railing, with a body of water and green foliage in the background. The text "Oh Carp!" is overlaid at the bottom of the image.

Douglas Grann

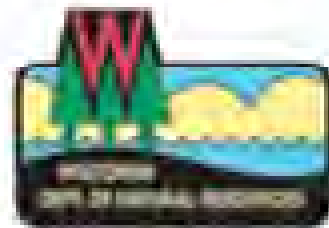
President & CEO

Wildlife Forever

Oh Carp!



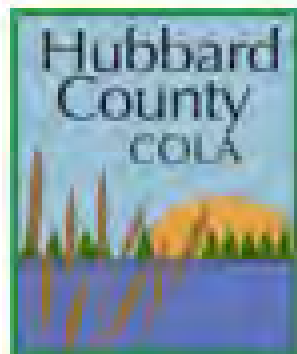
**STOP AQUATIC
HITCHHIKERS!**



UNIVERSITY OF MINNESOTA
EXTENSION




**Douglas County
Lakes Association**





Threat Campaign PSA's

Sportsmen
Targeted
Outreach

\$3,800 Million Kota Giveaway!

Catch & Release Contest Awards

MAV/LEWIS BOOKS
NORTH AMERICAN FISHERMAN

NAFC page 59
Walleye GUIDE

Pennaz On Pike

17 Baits For
Brush Bass

Daytime Flatheads
You CAN Catch Them



OFFICIAL PUBLICATION OF THE NORTH AMERICAN FISHING CLUB

**Print
Totals
2,206,150**

**Newspaper
16MM
Impressions**

America's Most WANTED



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.

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 Outdoor

July through September

✓ Clean ✓ Drain ✓ Dry

**STOP AQUATIC
HITCHHIKERS!**

Wildlife Resources U.S. Fish and Wildlife Service

The advertisement features a central image of a boat with a net, a checklist with three items: 'Clean', 'Drain', and 'Dry', and two logos at the bottom: 'Wildlife Resources' and 'U.S. Fish and Wildlife Service'. The background is a light blue gradient.

***North American
Fisherman
Magazine***

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

Audience

1,054,000

When WEEDS Move IN WATERFOWL Move OUT!



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



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

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

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

State Game & Fish Regulations

5,007,800 impressions

Airports, Visitor Centers and High Travel Lodges

Fugitives

STOP AQUATIC HITCHHIKERS!

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
Bighead Carp
aka Asian Carp
For damaging fishing;
Devastating the food chain;
Injuring boaters

✓ **Inspect**

✓ **Clean**

✓ **Drain**

U.S. Forest Service
Wildlife Forever
U.S. Fish and Wildlife Service
Minnesota Department of Natural Resources

10 MILLION Impressions



Billboards Targeting Lake Bound Traffic

74

Million

Impressions!



Stream Marketing



STOP AQUATIC HITCHHIKERS

CLEAN, DRAIN & DRY
all fishing gear and equipment



Felt Sole Waders? Next Threat!

Outdoor Media...It Works and Works!



Targeting Recreational Boaters & Professional Anglers

2010 Gathering of the Waters



Milwaukee, WI

Portable Signage



- Events
- Gas Stations
- Marinas



“Threat Campaign”

- ***Join Us!***
- **629.6 Million Americans**
(in five years and growing)
 - Tailored Message
 - Outreach Education
 - Targeted Public Audience

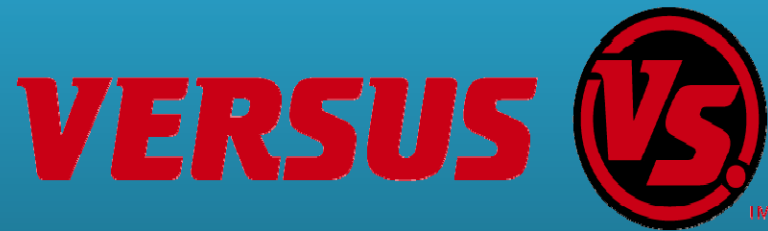
Together We Can Do Allot!

Doug Grann

www.WildlifeForever.org

Silent Invaders!

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



Steve Pennaz, Executive Director
North American Fishing Club