



SOUTH DAKOTA GAME, FISH and PARKS

2018 Aquatic Invasive Species Communications and Outreach Plan

Overview



- What's New for 2018
- Target Audience and Markets
- Key Messages
- Delivery Platforms
- Timelines





Outreach Objective

- Educate male recreational boat owners ages 18-35 on AIS requirements in attempt to slow the spread in water bodies across the state.
- All key messages have shifted from “*pull your plugs*” to “*it only takes one time*” and “*what is it worth?*”
- **Direct connection to strategic plan:**
 - *Confidence Goal – Objective A:* Enhance citizen awareness of agency mission, services and programs by launching a 2018 AIS communications plan while ensuring tactics align with the statewide management plan for AIS.

Key Messages



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WHAT'S IT WORTH?
THE SPREAD OF **AQUATIC INVASIVE SPECIES** COSTS ALL OF US.

- BREAKING SOUTH DAKOTA LAW
- MILLIONS OF DOLLARS TO CONTROL
- DAMAGE TO BOATS AND EQUIPMENT
- POLLUTION ON SHORELINES AND BEACHES
- HARM TO LOCAL FISH POPULATIONS

IS IT WORTH BEING RESPONSIBLE FOR THE SPREAD?

EDUCATE YOURSELF.
YOU CAN'T AFFORD NOT TO.



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IT ONLY TAKES ONE TIME.

IN 2015, ZEBRA MUSSELS WERE FOUND IN SOUTH DAKOTA. IN TWO YEARS, THE SAME SPOT NOW AVERAGES OVER 33,000 MUSSELS PER SQUARE METER.

DON'T BE THE ONE TO DAMAGE SOUTH DAKOTA'S RESOURCES.

CLEAN. DRAIN. DISPOSE.
EVERY TIME YOU LEAVE THE WATER.



Print Media



- ***Conservation Digest:*** Summer issue released in June
- ***Dakota Country:*** May | June | July
- ***South Dakota Outdoors:*** June | September
- ***Midwest Hunting and Fishing Guide:*** May/June | July/August
- ***Missouri River Tourism:*** Spring Issue
- ***605 Magazine:*** May | June | July | August
- ***NEBRASKALand:*** June | July
- ***Sioux Falls Shopping News Fishing Outlook:*** June 6, 13, 20, 27

Takeover Marketing



Takeover Marketing



Takeover Marketing



Station Name	Brand	Address	City	Gas Pump	Ice Box	Preference
Gas-N-Goodies	Clark	1106 S 5th St	Aberdeen	X	X	Preferred
Cowboy Country Store # 3	Sinclair	1400 4th St NE	Watertown		X	Preferred
Hiebs Cenex	Cenex	1960 E King Ave	Chamberlain	X		Preferred
Super X	Independent	905 Dakota Ave S	Huron	X		Preferred
Cenex	Cenex	152 4th St NE	Watertown	X		Secondary
Gas N More	Independent	600 6th St	Brookings	X	X	Secondary
Farmer's Union Oil Co	Cenex	170 US-212	Dupree	X	X	Secondary
Westown Shell	Sinclair	1150 1/2 Spruce St	Alexandria	X	X	Secondary
Schoon's Pump 'n Pak	Clark	202 Main Ave S	Brookings		X	Secondary
Schoon's Pump'n Pak South	Clark	1203 Main Ave S	Brookings		X	Secondary
The Aberdeen Pit Stop	Independent	2323 8th Ave NE	Aberdeen	X	X	Secondary
South C Store	Independent	1020 S Main St	Aberdeen	X	X	Secondary

Digital Marketing



- <http://sdleastwanted.com/> hub information for AIS and the main call to action as we drive all print and digital media to this central location.
- **Social Media Marketing**
 - Targeted ads on Facebook
 - Instagram video that will launch Father's Day weekend
- **Targeted Emails and Press Releases**
 - Distribution group of over 135,000 resident and nonresident anglers.
 - Targeted email campaign begins May 17-August 30, 2018.
 - September 1 - October 31 - target duck hunters.
 - Work with the Lewis and Clark marina to educate slip owners that boats have to be out of the water by October 15 and provide them with a reminder on the Local Boater Registry and decontamination regulations.



Geo-Fencing Technology

- Virtual perimeter that you can draw around any location on a map, and then target customers who enter that location.

County	Name	Latitude	Longitude
Yankton	Lewis and Clark Marina	42.87316953590	-97.49056430860
Yankton	Lewis and Clark East Midway	42.86377607270	-97.52140251030
Yankton	Lewis and Clark West Midway	42.86477131440	-97.52328971510
Yankton	Lewis and Clark Gavins Point	42.85868646450	-97.55037139840

- If a boater or angler enters or leaves, an automated alert will be sent to their phone based on the GPS longitude and latitude.



Pandora :: June and July

- Pandora is a sign up service that allows users/listeners to tailor their streaming musical choices.
 - Wakeboard/pleasure boaters use Pandora to stream music.
 - Pandora targets specific audiences, including, but not limited to:
 - where the listeners live,
 - age,
 - gender,
 - activities and
 - even if the individuals own a boat.
 - Allows us to pinpoint these recreational boaters and make them aware of South Dakota's AIS boating laws.

Radio



- **Public Service Announcements – June and July**
 - **Radio interviews** will be scheduled to discuss AIS rules, enforcement, compliance checks, outreach activities and more.
 - **PSA development** – audio is being created to distribute to radio stations across the state to incorporate in to their PSA rotation.



Wakeboard Package

- Giveaway includes wakeboard, bindings, tow rope and handle, low profile wakeboard life vest, roto-molded cooler.
- AIS interns will hand out rack cards directing boaters to the website to register for this giveaway package.
- Boaters must complete a short survey to become registered for the prize package.
- **Objective:** increase boater education and compliance with AIS rules and collect demographics and contact information.

