



2013 DRAIN CAMPAIGN

Deborah Seiler

Why a draining campaign?

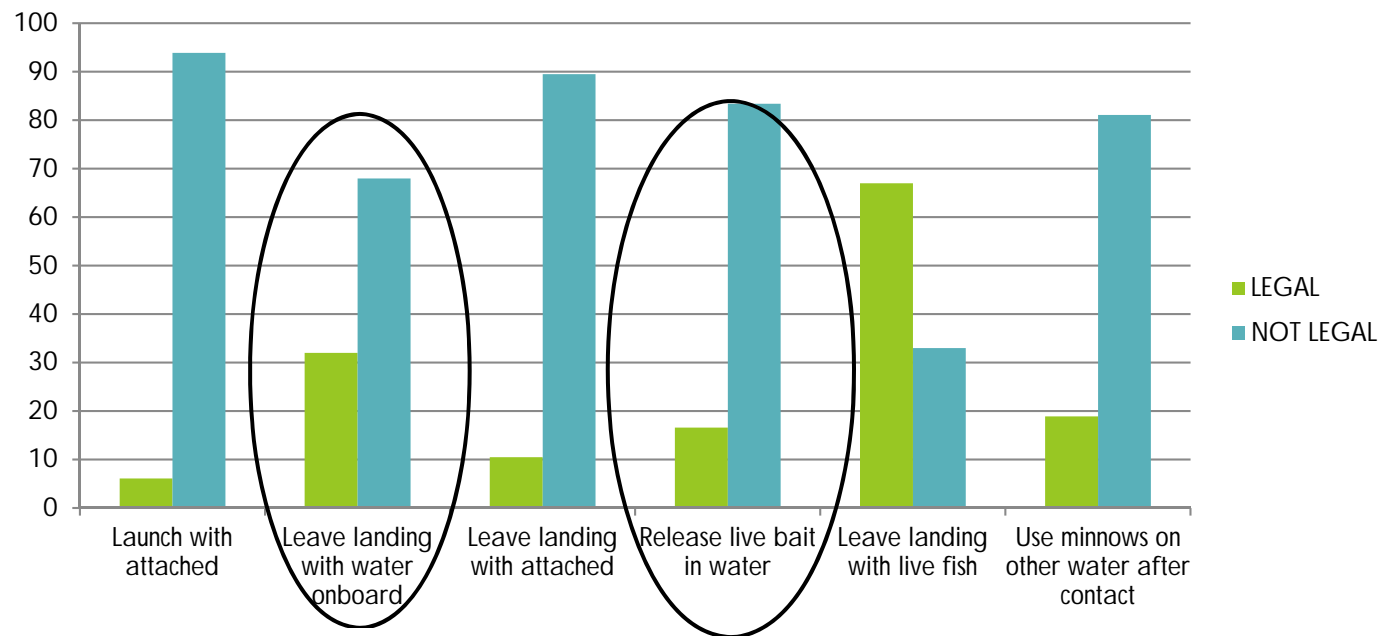


Our research shows a knowledge and behavior gap...

Why a draining campaign?

Badger Poll 2009:

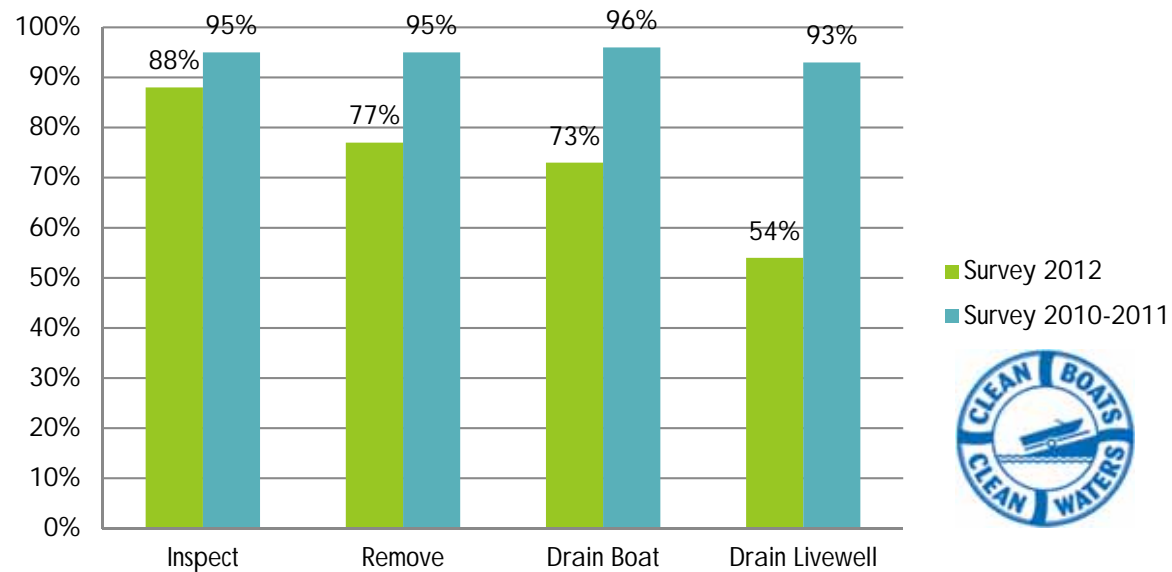
Draining and transporting live fish have lowest reported KNOWLEDGE



Why a draining campaign?

Watercraft inspection surveys:

Draining boats and livewells has lowest reported COMPLIANCE



Why a draining campaign?



There is confusion surrounding the laws and logic...

2012 Boater/Angler focus groups

“Well, you don’t have ice, you want to keep your fish halfway fresh, you’re going to drive that water to your house and then drain it, what harm is that doing?”

“If my fish are flopping but they are not in water – are they considered alive?”

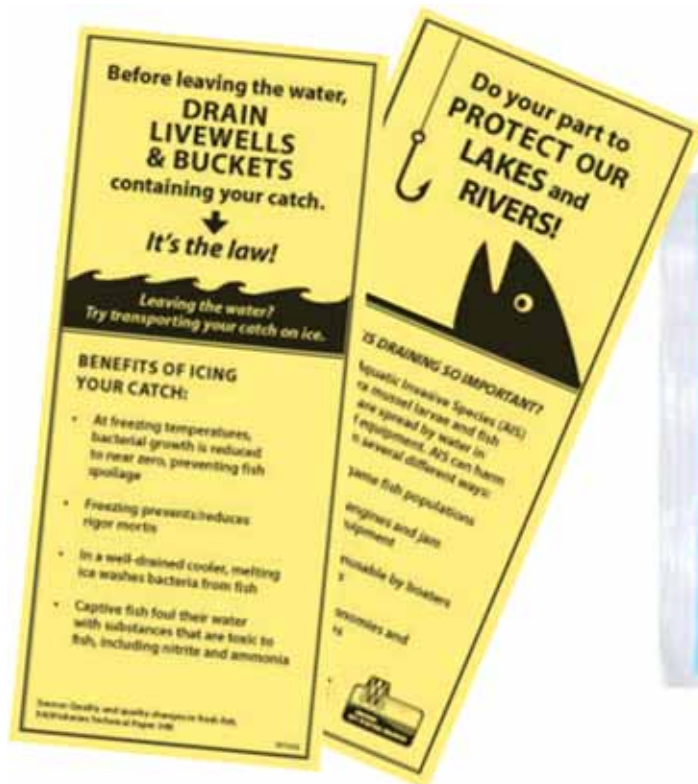
But a willingness to comply...

“You do it because it’s the right thing to do. If you use the water, you should help save the water.”

What's the plan?

Events

- Ice Pack Giveaway at boat landings
- June 15-16, plus...?



What's the plan?

Media

- ❑ Ice chest poster
 - ❑ 2012 pilot in Vilas & Oneida counties
- ❑ Publicity campaign
- ❑ Radio campaign



Joe Bucher of
"Fishing with Joe Bucher"



Kyle Cherek of
"Wisconsin Foodie"

