

A large pile of red and white buoys, each with the text "STOP AQUATIC HITCHHIKERS!" printed on it. The buoys are densely packed and fill the entire background of the image.

Establishing a Communication Strategy

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Calumet County



On the shores of Lake Winnebago

- 166,000 acres in size
- Accounts for 17% of the state's surface water
- The lake is a treasure for the region, literally



Economic impact of Anglers on the Lake Winnebago System

- In 2006, UWEX sent a survey to 2,000 licensed anglers, 1,200 were completed.
- The results came back that this system contributes 4,300 jobs and **\$234,000,000.00** to the five surrounding counties of Calumet, Outagamie, Winnebago, Waushara, and Fond du Lac.

Partners

Winnebago Lakes Council

www.winnebagolakescouncil.org

Manitowoc County Lake Assoc.

Communication Strategy

How do I reach my target audience?

Speak to Fishing Clubs

The 2006 UWEX Survey of Anglers determined that the percentage of typical anglers who are members of a fishing organization is:

14 % !

If I address the fishing clubs, I will miss

86%

of my angling audience, not to mention
boaters, jet skiers, and others who
recreate on Lake Winnebago

How to begin

- Hunter and ATV Safety Classes
- Sportsmen's Groups
- Children's fishing and sporting events
 - Lil' Anglers
 - Fleet Farm



Local Newspapers

Editors are always
looking for articles.

Weekly papers are read
cover to cover.

Local outdoors writers
have a following



Regional Daily Papers

- Reach a wider audience
- A single front page story can do a lot
- They also appear online
- Are often picked up by other online news organizations

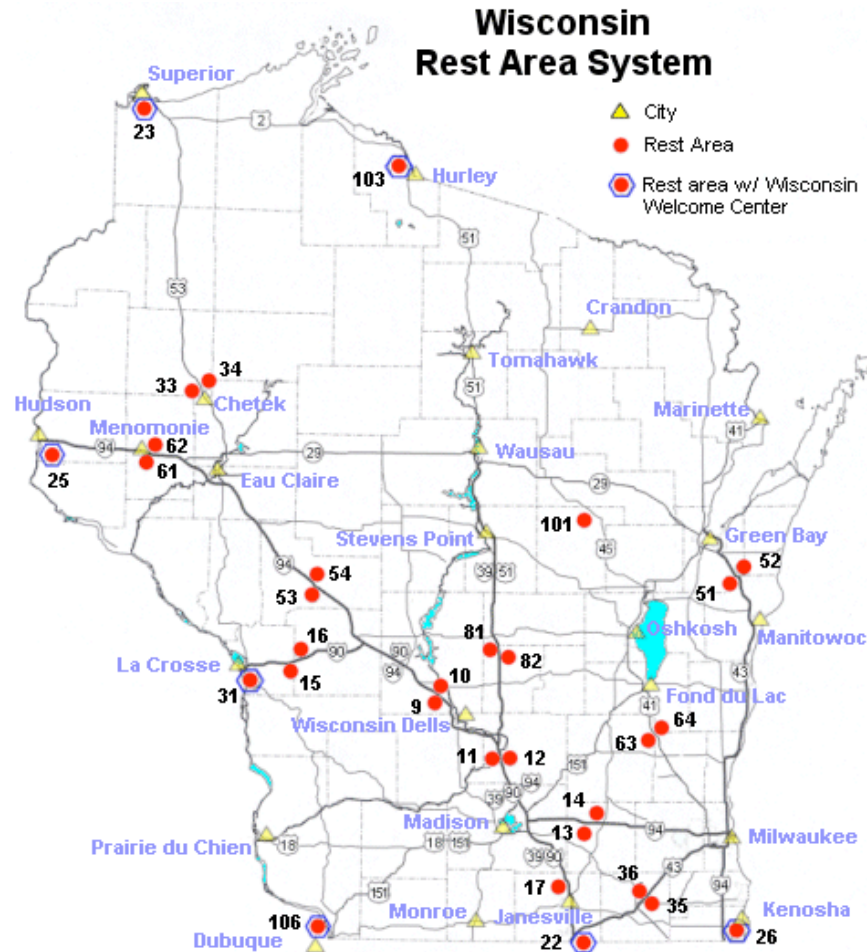


Push your luck!

- A paper distributed statewide can be really nice, too.
- Especially when they same piece is re-written and used as a syndicated article that appears in 55 little weekly papers statewide!



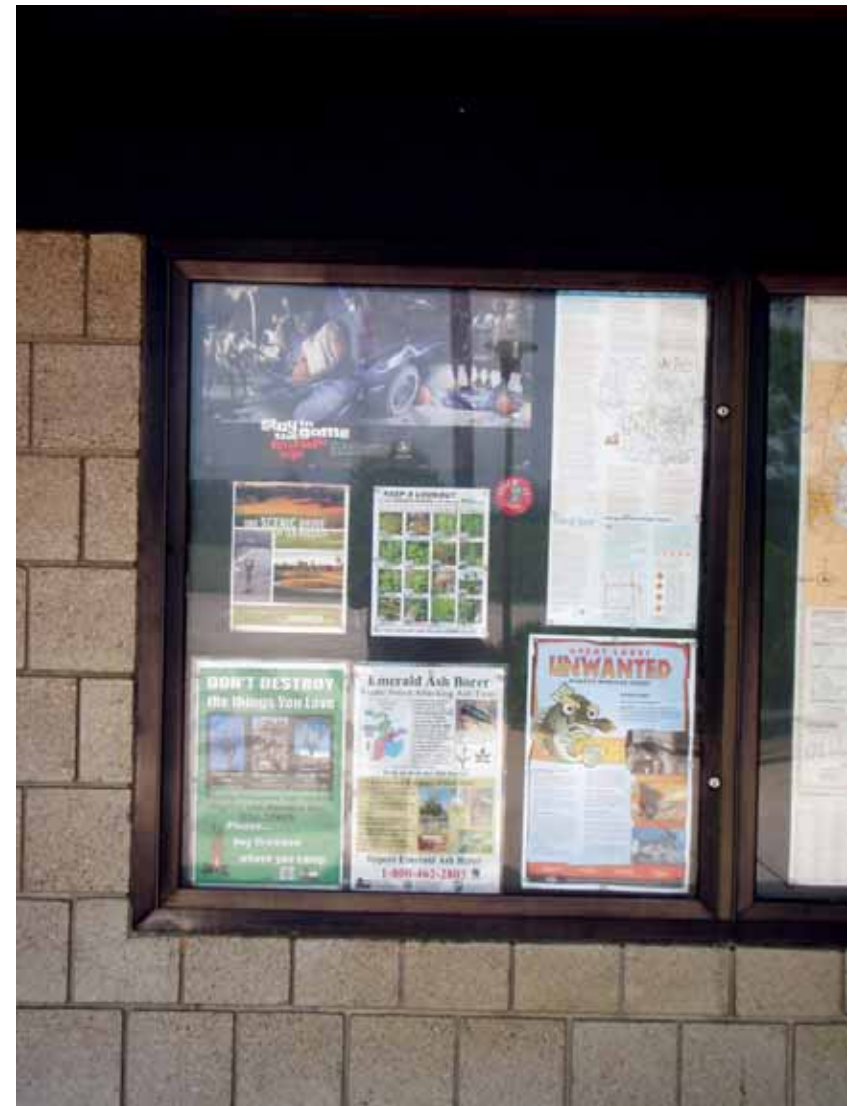
Target Travelers



Brochure Racks



Maribel & Denmark Rest Areas



Target those trailering boats

STOP AQUATIC HITCHHIKERS!

✓ Clean ✓ Drain
✓ Inspect

IT'S THE LAW!

Manistowic Co. Lakes Assoc. Winnebago Lakes Council Manistowic Co. Fish & Game Protective Assoc.

LAMAR

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