

FISH SMART
Communication Thoughts
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presented by

Rip Cunningham

Defining The Market

Who needs/will use the information

More experienced anglers or entry level?

Is there a desire or need to inform the public?

Is the information technique specific

Will the benefits accrue to fish in general or to targeted species?

Who needs/will use the information

Experienced Anglers

- Tend to be older/more traditional

- May be harder to transition to new ideas

- Not as easily influenced by opinion leaders

- Tend to be concerned about conservation

Entry Level Anglers

- Tend to be younger/eager to learn

- No preconceived ideas on what works

- Listen to opinion leaders

- Early adapters of social media

Communication Methods

Print Publications

- Traditional magazines

- Daily/weekly newspapers

- Newsletters

Access not as easy as it once was

Requires information in an easily useable format

Fewer publications than in the past

Newspapers have less hook & bullet coverage

Audience tends to be more mature

Communication Methods

Electronic Media

- Websites/Electronic Publications

- Web logs (Blogs)

- Online magazines

- Access is relatively easy

- Information format is very flexible

- There is a growing variety of electronic media

- Audience tends to be younger

Communication Methods

Outreach Efforts

Government sponsored

Club/Association sponsored

Industry sponsored

Associated organizations- OWAA

Most time & effort intensive

Very good for highly technical methods

Work well with opinion/industry leaders

Harder to reach large numbers of anglers

General Thoughts

The media landscape is changing more and more rapidly

Understand the market and tailor the message to it

The more complicated the solution, the more hands-on

There is no single silver bullet