

# Aquatic Invasive Species Communications & Education Program



## Education & Outreach Report 2020

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# FWP 2020 AIS Education & Outreach Report

## Contents

INTRODUCTION .....	3
Background – Montana AIS Education and Outreach .....	3
Message .....	3
AIS OUTREACH .....	4
Outdoor Advertising .....	4
Print Advertisements .....	5
Broadcast Advertisements .....	7
Digital – Social Media .....	10
FWP Communications .....	12
AIS EVENTS .....	14
AIS EDUCATION .....	14

## INTRODUCTION

The Montana Fish, Wildlife & Parks (FWP) Aquatic Invasive Species (AIS) Bureau implements an AIS Management Plan through coordination and collaboration with partner agencies and organizations, prevention of new AIS introductions into Montana, early detection and monitoring of AIS, control and eradication of new or established AIS populations, and outreach and education. The goal of the AIS Management Plan is to minimize the harmful impacts of AIS through the prevention and management of AIS into, within, and from Montana.

Aquatic Invasive Species:

- AIS are plants, animals, or pathogens that are not native to Montana and whose introduction causes harm to the state's economy, environment, or human health.
- AIS can flourish in new locations when there are no natural predators or environmental conditions to restrain them. AIS reproduce rapidly and out-compete native species for food, water, and space.
- AIS can have dramatic negative impacts on Montana waterways, native plant and wildlife species, boating and fishing opportunities, irrigation and ag production, hydropower, and water infrastructure systems.
- AIS can impact Montana's economy including recreation, tourism, property values, utilities, and industry. AIS ecological impacts can threaten native species, alter food webs, and cause habitat degradation.
- Watercraft and water-based equipment are the most common vector for the transport of AIS and are the focus for prevention efforts. Additional vectors include fishing gear, irrigation equipment, firefighting equipment, non-native species in water gardens, and releasing aquarium pets or plants into natural waterways.

### Background – Montana AIS Education and Outreach

While AIS already present in the state have caused harm, Montana's water is constantly threatened by the introduction of other, new AIS residing outside of our borders. Prevention is the best defense against AIS. Once established AIS can be nearly impossible to eradicate.

The goal of the AIS education and outreach program is to inform water users about the impacts of AIS and encourage actions that can prevent their spread. FWP collaborates with partner agencies and stakeholder groups to share information and coordinate efforts so outreach campaigns are complementary and not redundant. These partnerships enhance the frequency and quality of education and outreach efforts. The outreach campaign identifies key groups to target with AIS information with the goal of changing behaviors that will prevent the invasion of AIS. While it's important to communicate with persons who live, work, or recreate on waters, an AIS infestation can ultimately impact every Montanan.

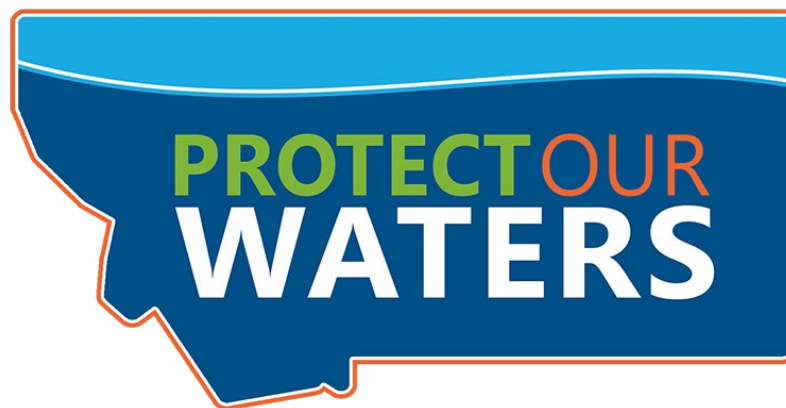
### Message

Two key messages/logos help communicate the actions needed to prevent the spread of AIS and why it's important to do so. Using consistent and memorable messages/logos helps create brand awareness and recognition. FWP encourages partners to use these messages/logos on outreach materials and advertising campaigns.

**Clean Drain Dry:** Three easy steps will prevent the transport of AIS on watercraft, fishing gear, etc. These actions will protect Montana’s water resources from AIS. *Always Clean Drain Dry your watercraft and gear.*



**Protect Our Waters:** Montana’s water is special. It’s vital to our way of life. There is a lot at stake because AIS can have devastating impacts on our water. *Help protect Montana’s water from AIS.*



## AIS OUTREACH

FWP’s outreach plan uses an integrated marketing approach with a blend of traditional and digital techniques to place the right message in front of the right audience. FWP’s website and communication resources provide options for direct communication with target audiences.

### Outdoor Advertising

**Billboards** – Target motorists transporting watercraft on interstate or highways that are bound for Montana. Billboards convey two messages: (1) stop for boat inspections, (2) purchase the Vessel AIS prevention pass (required for non-resident boaters). Billboards were placed from March through October at six strategic locations targeting traffic coming from the southern and mid-west states where AIS, including zebra and quagga mussel populations, are established.

# ALL BOATS ENTERING MONTANA MUST:

- ➔ **Get a watercraft inspection**
- ➔ **Buy Vessel AIS Prevention Pass (if Launching in Montana)**



**Visit: [CleanDrainDryMT.com](http://CleanDrainDryMT.com)**



Billboard Locations
I-15 in northern Idaho (Idaho Falls)
US Hwy 2 between Wolf Point and Poplar (Macon)
I-90 in eastern Wyoming (Beulah)
I-94 Dickinson
I-94 near MT-ND border (Beach)
MT Hwy 126 near Sidney ( <i>at no cost</i> )

**Partners:**

- Gallatin Invasive Species Alliance: two billboards located on MT Highway 191 near Four Corners and Gallatin Canyon.*
- Blackfeet Nation: two billboards on MT Highway 2 and three billboards on MT Highway 89.*
- Blackfeet Nation in partnership with Central Kootenai Invasive Species Society (CKISS): one year-round billboard in Central Kootenay.*
- Confederated Salish & Kootenai Tribes (CSKT): two year-round billboards in Ravalli and Blue Bay.*
- Upper Columbia Conservation Commission (UC<sup>3</sup>): one billboard located on MT Highway 93 south of Polson.*
- UC<sup>3</sup>: gas station TV ads at 13 gas stations across the Flathead Valley, Philipsburg, Missoula, and Butte.*

Print Advertisements

**Newspaper color display ads** -- Target boaters and anglers using a variety of imagery to appeal to different types of water recreators (motorized and non-motorized boats, fly fishing and spin reel anglers). Print ads convey two messages: (1) the steps of **Clean Drain Dry** for watercraft and fishing gear, (2) AIS inspections rules when transporting watercraft.

Ads were placed in Montana’s daily newspapers during the summer boating and fishing season, running May 14 through early September. The ads usually appeared in the Outdoor Section of newspapers. Newspapers with corresponding digital impressions marked by (\*).

**Newspaper black/white display ads** – Ads were placed in [63 weekly newspapers](#) through the Montana Newspaper Association statewide display ad program.

Newspaper	Circulation
Billings Gazette*	39,000
Bozeman Daily Chronicle	11,027
Butte Daily Standard*	14,740
Great Falls Tribune	9,500
Helena Independent Record*	8,194
Missoulian*	33,590
Hamilton Ravalli Republic*	6,000
MT Newspaper Association: 63 weeklies	141,881
<b>TOTAL</b>	<b>263,932</b>

\*includes digital impressions

**TOTAL: 1,969,161 runs in newspapers**

**Partners:**

- CSKT: display ads in NW Advertiser and Lake County Leader.
- Flathead Conservation District: display ad in Flathead Beacon.
- Gallatin Invasive Species Alliance: display ads and advertorial in Explore Big Sky, digital ads in Town Crier e-news (at no cost).
- UC<sup>3</sup>: display and digital ads in Daily Interlake, Whitefish Pilot, Hungry Horse News, Bigfork Eagle, Lake County Leader, The Shopper, NW Advertiser.



**HELP STOP THE SPREAD OF INVASIVE SPECIES**

**CLEAN:** Remove all plants and mud from boat, trailer and fishing gear.

**DRAIN:** Pull your drain plug. Before you leave the area eliminate all water from your boat and gear.

**DRY:** Allow time for your boat and gear to dry completely before launching somewhere else.

**All watercraft must stop at inspection stations**



[CleanDrainDryMT.com](http://CleanDrainDryMT.com)  
 f : Protect Our Waters Montana  
 ☎ : 406.444.2440




**Your watercraft must be inspected if:**

- You encounter an open inspection station.
- You are coming into Montana from out-of-state.
- You are traveling west over the Continental Divide.
- You are launching anywhere within the Flathead Basin and your watercraft last launched on waters outside of Flathead Basin.

**HELP STOP THE SPREAD OF INVASIVE SPECIES**



[CleanDrainDryMT.com](http://CleanDrainDryMT.com)  
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**Magazine display ads** - Target specific segments of desired audience with AIS messages.

Magazine	Circulation	Target Audience
US-Canada Border Crossing Guide	25,000	Canadians boaters traveling to Montana
CAST: Fishing Southwest Montana	7,500	Fly fishing anglers
Rediscover Montana*	63,000	Summer outdoor recreators & tourists

\*includes digital impressions

## BRINGING A BOAT TO MONTANA?

*Help protect Montana waters from aquatic invasive species.*

**All out-of-state watercraft must be inspected before launching.**  
Find watercraft inspection stations at [CleanDrainDryMT.com](http://CleanDrainDryMT.com)

**Non-resident watercraft using Montana waters  
MUST purchase a Vessel AIS Prevention Pass.**

**Non-motorized vessel fee: \$10**  
**Motorized vessel fee: \$30**



**Buy pass online at [CleanDrainDryMT.com](http://CleanDrainDryMT.com)**

**CleanDrainDryMT.com**

406.444.2440

[Protect Our Waters Montana](https://www.facebook.com/ProtectOurWatersMontana)







**Partners:**

- *Gallatin Invasive Species Alliance: display ads in Outside Bozeman, Mountain Outlaw, Explore Yellowstone Magazine.*
- *UC<sup>3</sup>: display ads in Flathead Living magazine.*

## Broadcast Advertisements

**Radio ads** – Target boaters, anglers, and agriculture listeners at home and when traveling to and from the waterways. Radio is a trusted source of information for loyal listeners.

Radio Network	Coverage Area	Programing
Northern Ag Network	34 station	Farm & ranch reports
Northern News Network	49 stations	News
Yellowstone Public Radio	35 stations	News
Montana Outdoor Radio Show*	28 stations	Anglers, hunters, outdoors

\*includes digital web banner

Northern Ag Network interview with Steve Tyrrell from Central Eastern Invasive Species Team (CEMIST) about the impacts of AIS, especially invasive mussels, on irrigators and agriculture producers. Two radio spots were cut from the interview.

### Partners:

- *Crown Managers Partnership (CMP) & Glacier National Park (GNP): radio ads on four Anderson Broadcasting stations in Mission and Flathead valleys.*
- *CSKT: radio ads in the Flathead area.*
- *UC<sup>3</sup>: radio ads on Montana Public Radio stations in/adjacent to the Upper Columbia Basin.*

**Television ads** – Target viewers using images that tell a story, demonstrate actions, and show relatable people and activities. FWP partnered with Clearwater Resource Council ([live action](#)) and the Flathead Lakers ([whiteboard animation](#)) to develop TV spots about AIS related to these topics: anglers, jet skiers, energy consumers, hydropower/Columbia River basin, agriculture/irrigators, general AIS awareness.



Television ad - Anglers





Television ad - Hydropower



Television ad - AIS Awareness

Television ads ran on the Montana Television Network in these markets:

Network	Locations
NBC	Great Falls, Helena
CBS	Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, Missoula

*Partners:*

- UC<sup>3</sup>: television ads on ABC and FOX MT in Missoula/Kalispell and Great Falls/Helena.

Digital – Social Media

**Facebook & Instagram display ads/videos** – Target audiences in Montana, Idaho, North Dakota, South Dakota, Wyoming, and Utah with interests in boating and fishing in Montana. Message: increase awareness and inform boaters of hazards of AIS.

**TOTAL: 503,115 impressions**

*Partners:*  
 • *CMP & GNP: digital ads with Glacier Country Tourism.*

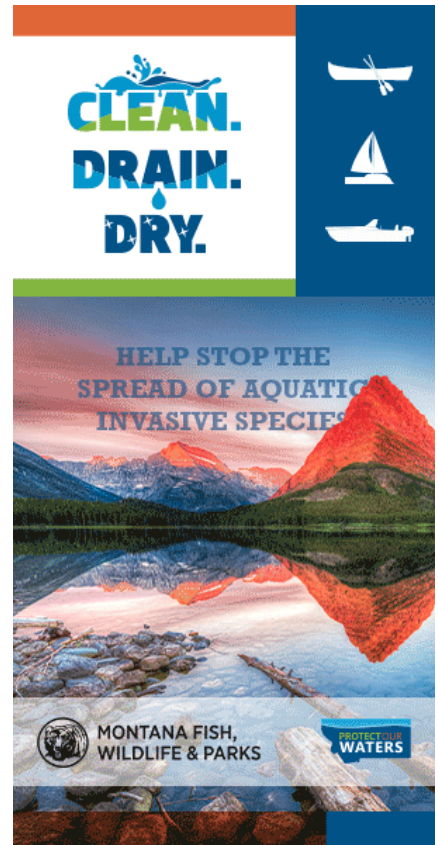
**Geo-Targeted ads** – Target persons based on their geographic location. This tactic geofenced the three top water recreation areas in Montana: Flathead Lake, Canyon Ferry Reservoir, and Fort Peck Reservoir with personalized web or mobile display ads. Additional targeted ads ran in western and eastern Montana.

Geo-Location	Impressions
Flathead Lake	3,771,804
Canyon Ferry	680,647
Fort Peck Reservoir	727,320
Western Montana	12,659,135
Eastern Montana	12,546,330

**TOTAL: 30,385,236 impressions**



*Partners:*  
 • *CMP & GNP: geotargeted ads to anglers and boaters visiting the crown/glacier area.*



**Native Content** – Provides information using articles or videos that is integrated into the content around it rather than looking like a pop-up ad. It appears as “recommended” or “sponsored” content rather than an advertisement. Three native content stories with video were used in this campaign:

- **5 Things You May Not Have Known About Aquatic Invasive Species**
- **10 Must Do’s After Boating or Fishing in Montana**
- **How Aquatic Invasive Species Can Impact Montana Agriculture** (in cooperation with CEMIST)

Medium	Impressions
MTN Network	946,325
Facebook	146,643

**TOTAL: 1,092,968 impressions**

## 10 Must Do’s After Boating or Fishing in Montana



Montana is home to some of the country’s best rivers and lakes for fishing and boating. Now that summer’s finally here, it’s a great time to get out on the water, but you must remember to follow all rules and regulations.

The most important thing to do after fishing and boating is to stop at all watercraft inspection stations and make sure your boat is clean, drained and dry, says Tom Woolf of the [Aquatic Invasive Species \(AIS\)](#) team at [Montana Fish, Wildlife & Parks \(FWP\)](#). This helps prevent the transport of aquatic invasive species, which are any animals, plants and pathogens that spread to areas where they don’t naturally occur, causing environmental and economic harm.

**OTT media (over the top)** - This tactic can reach our target audiences on personal computers, streaming devices, and apps (i.e., Smart TV, Roku, AppleTV, smart phones, tablets, etc.). Videos that are delivered over the internet rather than through traditional cable, satellite, or broadcast television providers. This tactic used videos listed under Television ads.

**TOTAL: 237,554 impressions (30 second videos)**

**YouTube TruView** – Targets persons with interest in fishing, boats/watercraft, outdoors, and general interest with videos that are meant to be discovered on YouTube while viewer browses the platform. This tactic used videos listed under Television ads.

**TOTAL: 154,046 impressions (30 second videos)**

### FWP Communications

AIS information, maps, and resources can be found on the vanity website [CleanDrainDryMT.com](http://CleanDrainDryMT.com). AIS information is included in FWP communication for boaters, anglers, hunters, and for stakeholders specifically requesting AIS news.

- AIS e-Newsletter: News about watercraft inspections, AIS monitoring, education and outreach activities sent six times to stakeholders list in 2020.
- Motorboat Course: AIS informational rack cards mailed with home-study course. Emails are sent to persons completing the online course.
- Boating Regulations: AIS information printed on the back inside and outside cover of the 2020 regulations booklet.
- Fishing Regulations: AIS information is included on 3 pages of the 2020 regulations booklet.
- Waterfowl Regulations: AIS rules are included in the 2020 regulations booklet.
- License Agent Newsletter: AIS information is included in the May through August monthly newsletter sent to 260 license agents.
- Smith River Permit Holders: AIS information included in permittee packet. Postcards mailed to 1,000+ permit holders in advance of launch date.



- Gov Delivery e-News: AIS news and information emailed to all 2020 Montana fishing and hunting license holders.
- FWP Outdoor Report: [Video](#) featuring increased presence of FWP wardens at the Anaconda watercraft inspection station.
- Wildlife Wednesday: [Montana Wild Facebook](#) post featuring the Helena AIS lab and how they detect mussel veligers.
- Boat Validation Decal Receipt: All watercraft registered in Montana are required to display a boat validation decal. Decals expired on Feb. 28, 2020, requiring all boat owners to obtain a new decal valid until 2023. The steps of Clean, Drain, Dry are printed on the validation receipt and an AIS information rack card was sent to each boat owner.

# Validation Decal Receipt


Number: 5023029801  
 Issued Date: 7/27/2020 3:57.3 PM  
 Issue Method: FWP OTC

**Registration Information**

HIN	Title Number	MT Number	FWP Decal Number
MTZ27719H012	AA1400755	MT5203VL	9823029901

**OWNER 1**

Potter, Mark V  
 829 E 6th Ave  
 Moore, MT 59646



**HELP STOP AQUATIC INVASIVE SPECIES**  
 Before leaving any waterbody be sure to:

**CLEAN**

- Remove all plants and mud from boats, trailers & gear.
- Remember to clean anchors, lines, live wells & waders.

**DRAIN**

- Eliminate water from all equipment including bait buckets, livewells, pumps, motors, ballast tanks & bilges.
- Lower & drain your motor and remove the drain plug.
- If possible, flush live wells & ballast tanks between water bodies.

**DRY**

- Allow time for your boat & equipment to dry completely before launching onto another body of water.

## RESPECTFUL

### Boater Pledge

- I give other users space. I don't get close to people fishing or swimming.
- I stay clear of other boats and fishing lines and plan a path to avoid them.
- I don't block launching areas by visiting or unloading gear. I have things ready to go before I head to the launch area.
- I keep my distance from wildlife.
- I leave it better than I found it. I always pack garbage out, even if it's not mine.
- I am mindful of my wake and operate so it doesn't negatively impact the environment or fellow users.

For more information visit [CleanDrainDryMT.com](http://CleanDrainDryMT.com) **MONTANA FWP**

## AIS EVENTS

FWP AIS staff attended boat, outdoor, sports, and agriculture events from January to mid-March before COVID-19 swept through the state resulting in the cancelation of other shows and events. Some of our partners joined us at noted in the table.

Event	Location	Partners
MAGIE – Montana Agriculture & Industrial Exhibit	Great Falls	MISC, CEMIST
Montana Boat Show	Helena	
Flathead Valley Boat Show	Kalispell	US Coast Guard Auxiliary, UC <sup>3</sup>
GATE – Glendive Agriculture Trade Expo	Glendive	CEMIST, Garfield CD
MATE – Montana Agri-Trade Expo	Billings	MISC, CEMIST
Montana Sportsman Expo	Kalispell	
High Country Boat Show	Helena	
Bretz RV & Marine show	Billings	
State Seed Show	Harlem	MISC

## AIS EDUCATION

Due to COVID-19, all education events that FWP staff planned to attend were cancelled except a training held in March for FWP Parks AmeriCorps and Big Sky Watershed Corps members. At the 2-day training FWP, UC<sup>3</sup> and Flathead Lake Biological Station provided information and activities the 40 members could implement at their home duty stations.

FWP, in cooperation with MISC, UC<sup>3</sup> and the Invasive Species Action Network (ISAN), annually hosts workshop for natural resource professionals to learn activities that teach AIS awareness. We were unable to host in-person workshops in 2020. However, FWP offered a virtual online workshop in cooperation with ISAN, MISC, and instructor Matt Wilhelm. Three activities were filmed to accompany the online training. The videos can be viewed on the [ISAN YouTube channel](#). A total of 55 natural resource professionals from across Montana and out of state attended the virtual training.

### Partners

- *Flathead Lake Biological Station (FLBS): developed a multi-lesson AIS curriculum for middle school students. Since the closure of schools has prevented in person delivery of the lessons, the FLBS crew adapted their AIS curriculum to be used online for at-home students. They also developed a remote mussel walk and virtual field trips. Learn more about FLBS online learning here: [Be AIS Aware](#).*
- *UC<sup>3</sup>: staffed a booth at Junior Ranger Days at Lone Pine State Park/Foys Lake and NW Montana Fair in Kalispell.*

## PARTNER OUTREACH

Montana is fortunate to have other agencies and organizations help share AIS information with their constituents and the public. Below are examples of outreach efforts. See more about AIS partner outreach in the [2020 AIS Partner Updates](#).



Missoula County  
**WEED DISTRICT  
& EXTENSION**

### Industry Outreach Project:

The Industry Outreach Project engages and connects with water-based recreation businesses such as marinas, boat shops, commercial outdoor retailers, angling shops, and guiding services throughout the Upper Columbia Basin. Starting in 2019, a Big Sky Watershed Corps (AmeriCorps) member visits the business and provides information to management and staff on statewide AIS regulations, watercraft inspections, and local invasive species. AIS materials, including brochures, inspection station maps, boating regulations, and swag, are given to the businesses. The visits end with the opportunity to sign a 'Clean, Drain, Dry' pledge in which the business owners commit to sharing this information with their staff and customers. In 2020, over 80 businesses were included in the statewide AIS prevention effort. Learn more about this project: [AIS Industry Outreach](#)



*Big Sky Watershed Corps member Brant Dupree visits water-based recreation business in Polson and Kalispell.*

UPPER COLUMBIA CONSERVATION COMMISSION



UC3: digital newspaper ads



UC3: gas station tv static side banners



UC3: billboard





Crown Managers  
Partnership



	<b>WATERCRAFT INSPECTIONS MANDATORY</b>	<b>STOP INVASIVE SPECIES</b>	<b>CLEAN.DRAIN.DRY.</b>	
	<p><b>Protect Our Waters From Invasive Species</b> Before recreating on Crown of the Continent waters, please remember to “Clean, Drain, and Dry” your watercraft and stop at mandatory watercraft inspection stations.</p>			 <b>Crown Managers Partnership</b> <a href="#">Learn more</a> 

Crown Managers Partnership: digital ads wit Glacier Country Tourism



Sticker



Digital banner ad



Billboards





Clean Drain Dry stencil project





## Musselshell Watershed Coalition



YOU ARE INVITED TO ATTEND A PRESENTATION ON:

# AQUATIC INVASIVE SPECIES



**Invasive mussels - we've heard a lot about them. They clog pipes and devastate ecosystems, but what do we do about them?**

**Allison Zach, invasive species program coordinator from Nebraska, will discuss what water users in Nebraska are doing to keep invasive mussels out - and what water users are doing in places where the mussels have already infested.**

### Dates - Times - Locations

February 19, 3:00 pm, Forsyth, Rosebud County Library Basement  
February 20, 10:00 am, Billings, MATE Show Theater  
February 20, 6:00 pm, Roundup, 747 Main Street  
February 21, 2:00 pm, Billings, Big Horn River Alliance at 5000 Southgate Drive



Seeker series brought to you by the MT Department of Natural Resources and Conservation AIS Division and the Musselshell Watershed Coalition.