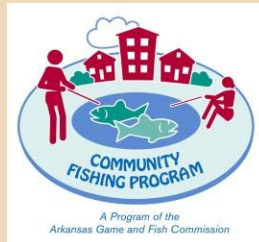


Family and Community Fishing Program: A Promotional Program in Arkansas

Maurice Jackson, Arkansas Game and Fish Commission's Family and Community Fishing Program Coordinator



Family and Community Fishing History

- Catfish stock behind the Capitol
- Started after 1/8 sales tax
- Rainbow Trout 98'
- Program growth 98-2018
- 36 Ponds (Jonesboro and White Hall)
- 25 Trout



Summary 2017 FCFP Communication Projects

- FCFP Event Promotions
 - 25 Catfish Events
 - 4 Trout Events
- Fishing Promotions
 - Tagged Fish Program
 - Stocking Awareness
 - Free Fishing Weekend
- Latino Audience Fishing Promotion
 - Bentonville and Little Rock
- R3 Measuring Effectiveness (Targeted Marketing)
 - 700 Youth Empowerment Summit (Little Rock)





Big Catch 04/21/18

Largest Fishing Event in Arkansas

Free fun, fishing and fellowship while you learn ways to live a healthy lifestyle.

 LEARN MORE

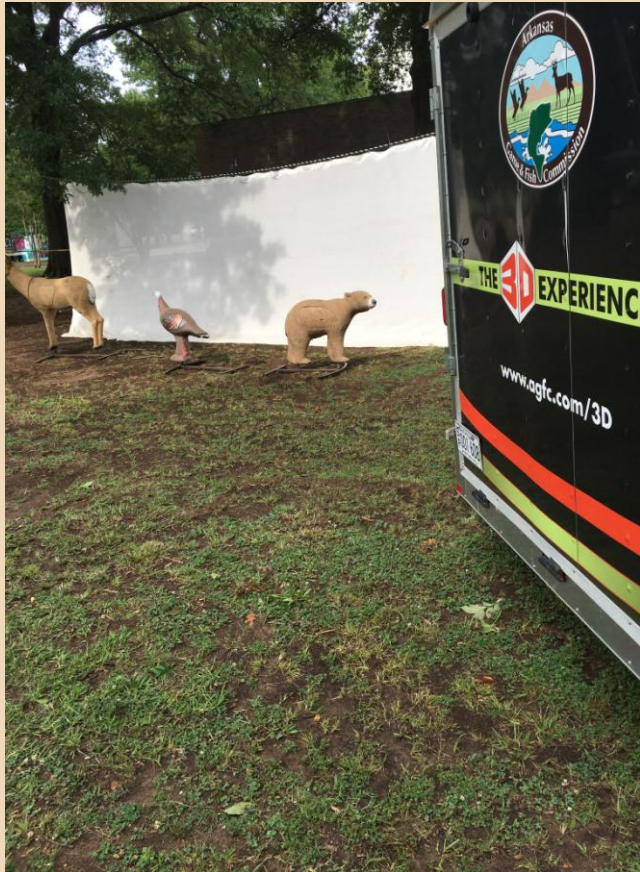
 Register today

Register Today

Register your family and organization for prizes to be able to attend



2017 Event Promotion/AGFC Activities



Event Prizes



Onsite: How to do it yourself. Recipes in English and Spanish



CATCH SOME FUN

AT THE BIG CATCH FISHING EVENT



FISHING CLINIC

WITT STEPHENS JR. CENTRAL ARKANSAS
NATURE CENTER
THURSDAY, APRIL 20 • 6-7:30 P.M.
Call 501-907-0636 to register.

COMMUNITY FISHING EVENT

MACARTHUR PARK
SATURDAY, APRIL 22 • 8 A.M.-2 P.M.
Registration begins at 7:30 a.m.

The Big Catch is the largest community fishing event in the state. Community First Alliance Inc. and the Arkansas Game and Fish Commission Family and Community Fishing Program have partnered to provide the entire family with a day full of fun, food, games and prizes. Activities include archery and BB gun shooting, a community health fair, fish cooking demonstration and more. Bring your own fishing gear. Lunch will be provided.

Thank you to our sponsors:



Community First Alliance, Genesis #20, Little Rock Fire Department, MacArthur Museum of Arkansas Military History, OFTN, Pulaski County Sheriff Department, P.E.M., Zen Envirotech, Old State House Museum, Arkansas Arts Center and United Arkansas Federal Credit Union

Partners Promoting



FCCP event partners



Food and Water



Cross Promoting FCFP



CATCH ME IF YOU CAN

Catch a tagged trout and win a prize.



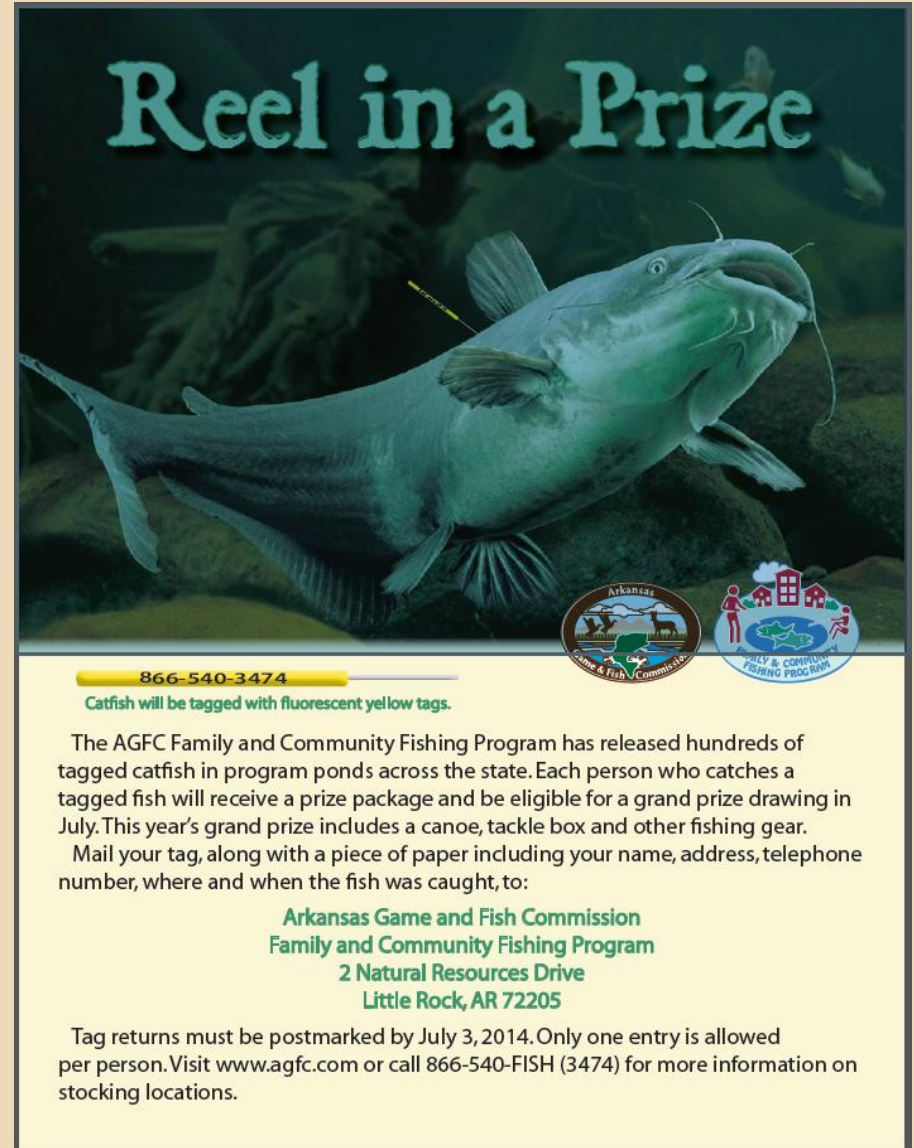
The AGFC Family and Community Fishing Program has released hundreds of tagged trout in program ponds. Each person who catches a tagged fish will receive a prize package and be eligible for the grand prize drawing. Grand prizes include fishing attire, fly rods, tackle boxes and other gear.

Tag returns must be postmarked by Feb. 12, 2015. Only one entry is allowed per person. Visit www.agfc.com for more information on stocking locations. Anyone who catches a tagged fish should mail the tag, name, address, telephone number and where and when the fish was caught.



Family & Community Fishing Program
2 Natural Resources Drive
Little Rock, AR 72205.

Trout will be tagged with fluorescent pink tags.

www.arkansas.gov



Reel in a Prize



866-540-3474

Catfish will be tagged with fluorescent yellow tags.

The AGFC Family and Community Fishing Program has released hundreds of tagged catfish in program ponds across the state. Each person who catches a tagged fish will receive a prize package and be eligible for a grand prize drawing in July. This year's grand prize includes a canoe, tackle box and other fishing gear.

Mail your tag, along with a piece of paper including your name, address, telephone number, where and when the fish was caught, to:

**Arkansas Game and Fish Commission
Family and Community Fishing Program
2 Natural Resources Drive
Little Rock, AR 72205**

Tag returns must be postmarked by July 3, 2014. Only one entry is allowed per person. Visit www.agfc.com or call 866-540-FISH (3474) for more information on stocking locations.

Latino Audience Fishing Promotion 2017



- Bentonville Event



- Little Rock Event

2017 Measurement



By Event Location

- Clinic Attendance
- Event Attendance
- Media Participation
- 700 Youth Empowerment Summit
- Community Leader Participation
- Vendor/Outdoor Partner Participation

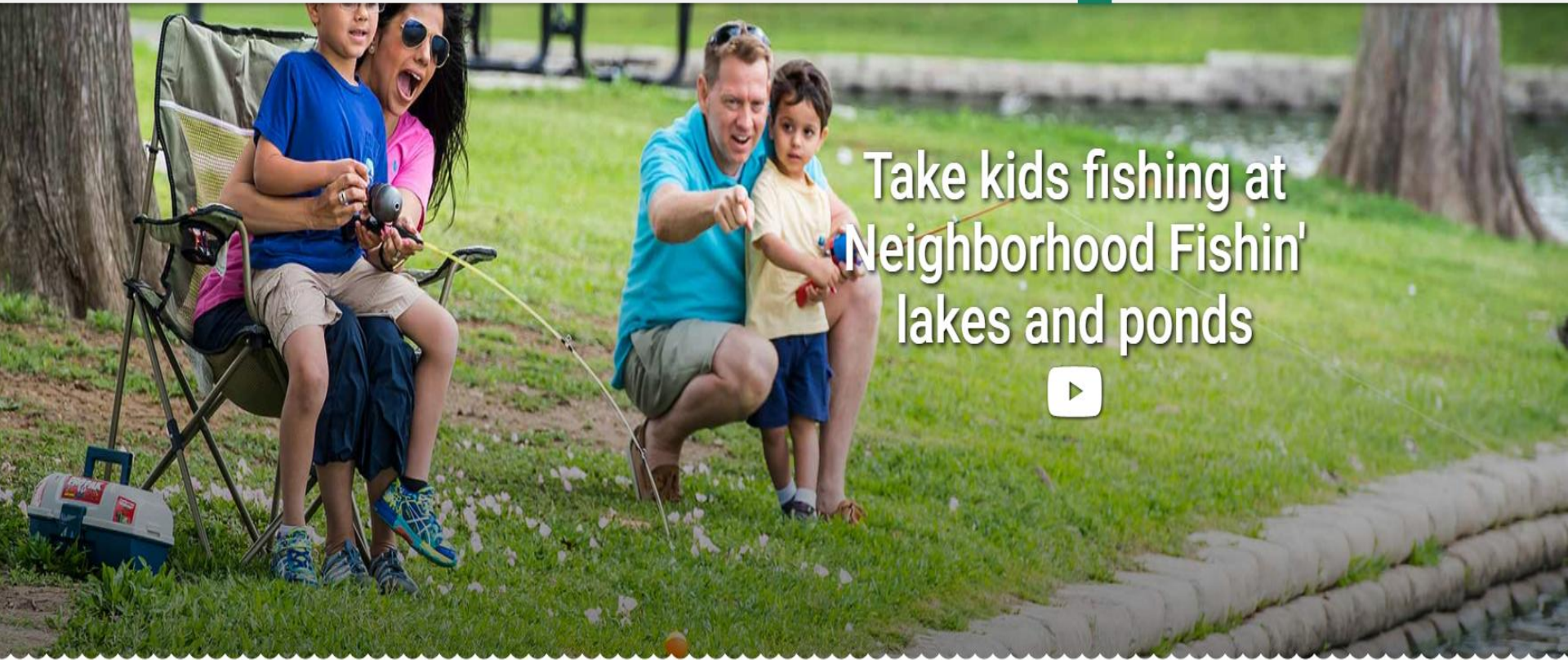
New school vs old school Promotional-Tactics



- Targeted marketing
 - Facebook, social media, and internet sponsored post geo-targeted to a 30 mile radius of events
 - Emails
- Appearances on Weekly radio show and television for central Arkansas event
- Billboards and Billboards for the Arkansas Wildlife TV
- Flyers customized to events

New Promotional-Tactics





Take kids fishing at Neighborhood Fishin' lakes and ponds



EN ESPAÑOL



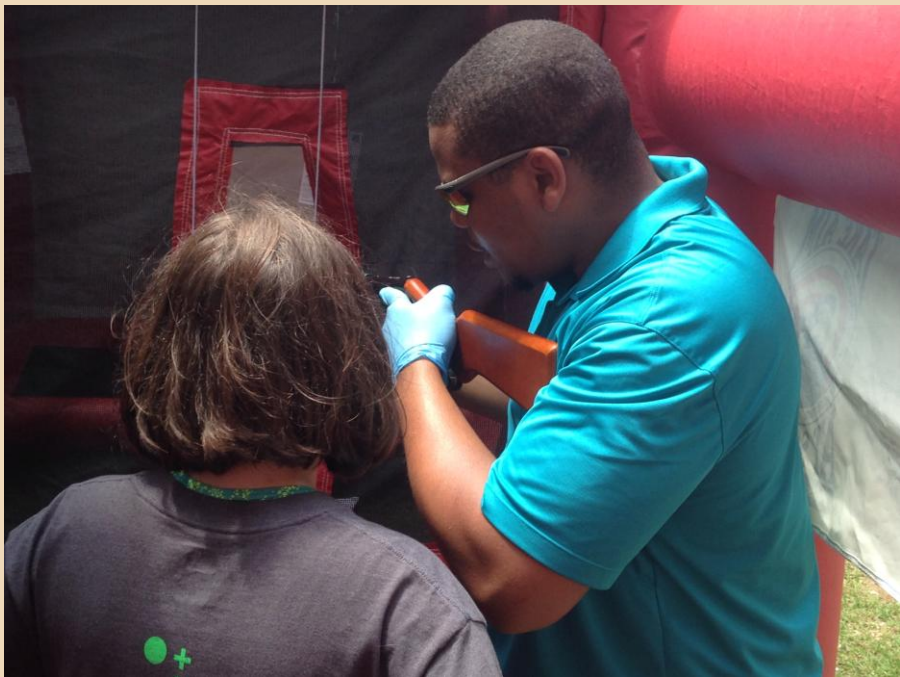
Neighborhood Fishin' is fun and easy.

- **Kids Fish Free** – Kids 16 and under fish for free (no license required)
- **Stocked Lakes** – with fish big enough to catch and eat!
- **Close to home** – 18 clean, well-lit sites in city and county parks near picnic tables and restrooms

EMAIL UPDATES

Sign up for email updates!

Text TPWD NF to GOV311 to get updates by text.



QUESTIONS?



**STATE FISH! WHO
NOMINATED ME?**