

ANGLER OUTREACH EFFECTIVENESS REPORT

NOVEMBER 2024 | PREPARED BY THE CALIFORNIA MARINE SANCTUARY FOUNDATION



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This project was made possible through a grant from Coastal Quest with support from California Ocean Protection Council.



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OVERVIEW



Over the past decade, CMSF has been working with the recreational angling community to increase and improve access to MPA information and resources in order to improve compliance. In the past, this has included visiting all coastal bait and tackle shops and charter companies with printed materials, attending fishing expos and boat shows, advertising MPA information within popular fishing outlets, both online and in print, and developing videos specifically for anglers. This grant from coastal quest enabled us to take a step back to identify the outlets that are most effective in reaching and engaging California anglers. Over the past 18 months, we attended four of California's premier fishing expos, advertised on Western Outdoor News,

This report details the efforts that were undertaken, and highlights the impact of each outreach mechanism explored.

OUTLINE

1. FISHING EXPOS
2. ADVERTISING
3. SOCIAL MEDIA
 - A. ORGANIC
 - B. PAID ADVERTISING
4. SUMMARY

FISHING EXPOS



In Spring of 2024, CMSF staff attended four of the premier fishing expos in Southern California, including Pacific Coast Sportfishing Show in Orange County, the Brett Hall Shows in Long Beach and San Diego, and the West Coast outdoors and Sportfishing Expo in Ventura. These annual fishing events draw thousands of anglers from California, with a large majority coming from Southern California. At each event, we hosted an exhibit booth inviting attendees to pick up free MPA resources (brochures, harbor panel laminates, kids coloring books, and MPA fishing info postcards), and ask any questions they may have about marine conservation initiatives in California. Each event was evaluated to determine the difference of impact among the angler community to enable future prioritization of attendance at 'bang-for-buck' events. Across all the events, we directly connected with over 2,100 anglers. An overwhelming majority of interactions were positive, with only 35 negative comments made over the estimated 120 hours of exhibiting. All materials were distributed at these outreach events, with only a handful of CDFW brochures left over.

Interactions by Event

Event	Fred Hall Long Beach		Fred Hall San Diego		Pacific Coast Sportfishing		West Coast Outdoors & Sportfishing	
	Total	Negative	Total	Negative	Total	Negative	Total	Negative
Thursday	29	2	47	1	71	5	No Thursday event	
Friday	29	2	91	2	127	5	112	0
Saturday	107	3	294	2	362	5	303	2
Sunday	42	2	147	1	187	1	153	2
Totals	207	9	579	6	747	16	568	

FISHING EXPOS CONTINUED

MPA Resources Distributed

Fishing Brochures				
Santa Barbara Channel	Los Angeles	Orange County	San Diego	Catalina
70	250	90	200	40
Harbor Signs				
Santa Barbara Channel	Los Angeles	Orange County	San Diego	Catalina
130	75	85	60	3

CDFW Regional Brochures	
English	Spanish
900	300
30x30 FAQ Sheets	
70	
MPA Kids Activity Books	
English	Spanish
750	750



Takeaway

Attending fishing expos is a great way to engage with anglers for sharing informational resources, as well as engaging in person. Many of the conversations were fruitful, and in some cases, anglers arrived at the exhibit frustrated and fired up, only to leave with answers to their questions and information on how to further engage with the process. Attendee excitement about the free local resources was palpable, and many expressed gratitude for our presence.



ADVERTISING

CMSF previously had great success reaching thousands of California anglers by targeting the platforms they trust and frequent, so for this grant, we worked with Western Outdoor News (WON) to get MPA information into the hands of anglers. Western Outdoor News is the largest weekly fishing and hunting news source, covering California from the Oregon border to Baja. Their circulation includes over 47k subscribed readers and is available digitally, and on 350+ newsstands. Content was developed for advertisements, including social media content, static ads, e-blasts, and editorial pieces. Advertisements were included in the WON print and online publication, on the WON home page, on WON social channels and sent via e-blast. Advertisements highlighted the new resources developed as a part of this grant, information relevant to MPAs and fishing, and how to get more information and get involved. WON advertisements reached 522,928 unique viewers, with 1,219,005 impressions (views) in total.

Insights

WON Publication	Newsletter E Blasts	Angler Ad Specific E-Blast	Homepage Ad	Display Ad
54,700 Readers per issue	78,897 Recipients	40,024 Recipients	64,619 Page views	45,520 impressions
	17,899 Unique opens	8,938 Unique opens	1,288 Link clicks	982 clicks
	4,058 Unique clicks	1278 Unique clicks		

Total Impressions: 1,219,005

Total Reach: 522,928

Total Tracked Clicks to URL: 2,270

Takeaway

Working with WON was a great experience, and we highly recommend continued advertisements with their team in the future. Many anglers already frequent this news source, so it was a great opportunity to meet anglers in a venue they know and trust. The editorials with connected ad placements and the e-blasts were the most impactful, which may be attributed to the presence of useful excerpts that were circulated to readers.

Big Bear Lake: year-round adventure

Big Bear Lake is an ideal location for anglers looking for a year-round fishing destination. The lake's diverse fishery, including rainbow trout, brown trout, and bass, makes it a popular spot for anglers of all skill levels. The lake's scenic views and recreational facilities, including hiking trails and boat rentals, provide a complete outdoor experience.

CMSF CALIFORNIA MARINE SANCTUARY FOUNDATION

Wondering what's new with marine conservation in California?

Stop by booth 403 at the Pacific Coast Sportfishing Show to learn more!

Let us know what you think about marine conservation in California. Scan the QR code to learn more.

What is next for marine conservation in California?

Lately there has been a lot of talk about marine conservation in California. In particular, the state's Marine Protected Areas (MPAs) network has been the focus of much discussion. While there is no doubt that the MPA network has been successful in protecting marine resources, there is also a growing concern that the network is not doing enough to protect the state's marine ecosystems. This is a complex issue, and one that requires a lot of discussion and debate. In this article, we will explore some of the challenges facing the MPA network and discuss some of the potential solutions.

SOCIAL MEDIA

In order to understand what kinds of social media content best resonate and drive engagement among anglers, CMSF developed and tested messaging on the CaliforniaMPAs social media channels. Six social media posts were developed, approved by CDFW, and then translated into Spanish. Topics focused on 30x30, the MPA Decadal Management Review petition process, the difference between SMRs and SMCAs, Spiny Lobster status from long-term monitoring, spillover, and how to find MPA resources to improve awareness and compliance. Content was posted organically as well as through advertisements targeted at users located in coastal counties with interests related to saltwater angling.

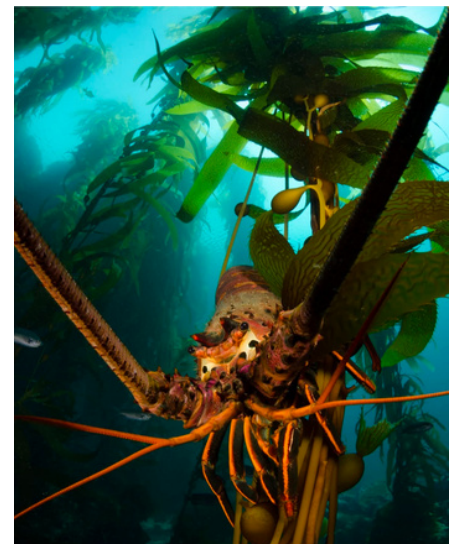
Organic Posts

Social media content was posted on the CA.marineprotectedareas Instagrams and Facebooks, and insights were gathered (see below table).

- Views: Total number of times the content was viewed.
- Reach: The number of unique users who have viewed the content.
- Interactions: The number of times content was liked, commented on, and shared.

Of the organic posts, the Spiny Lobster post performed the best, with over 4,500 unique viewers. This was followed by the 'Stay Informed' post that explained the differences between State Marine Reserves and State Marine Conservation areas that included details about how anglers can stay informed, which reached over 2,400 unique viewers. The next most popular post was the video about the spillover concept and fishing the line. The 'Resources for Anglers' post performed the worst in comparison to the others.

Post	Platform	Views	Reach	Interactions
30x30	Instagram	765	616	48
	Facebook	19	18	2
MPA Management	Instagram	519	498	46
	Facebook	35	34	4
Spillover	Instagram	1,392	1,436	27
	Facebook	16	15	0
Spiny Lobster	Instagram	5,566	4,587	186
	Facebook	111	111	4
Stay Informed	Instagram	3,191	2,473	17
	Facebook	37	37	2
Resources for Anglers	Instagram	286	262	6
	Facebook	74	71	5
Totals		12,011	10,158	347



❤️ 💬 📌

Liked by rikkieriksen2 and 176 others

ca.marineprotectedareas 🦞 Meet the California Spiny Lobster! 🦞

The California spiny lobster is a unique invertebrate (species lacking a backbone) that is found off the coast of southern California. This ecologically valuable

SOCIAL MEDIA CONTINUED

Advertised Posts

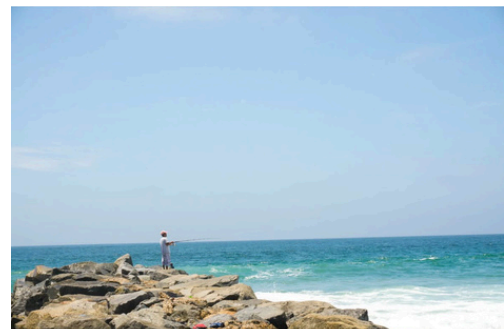
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*** * Due to advertising policies, only four of the posts were able to be advertised.*

Ad name	Page engagement	Reach	Views	Unique link clicks
MPA Management	267	187,564	267,761	265
Spillover	85	886	1,081	1
Spiny Lobster	1,651	1,068,973	1,960,750	1,646
Stay Informed	631	421,571	652,808	630
Totals		1,389,676	2,882,400	2,542



Liked by rikkieriksen2 and 16 others
ca.marineprotectedareas The California coastline is 1,100 miles long, offering plentiful opportunities for recreation, including fishing. The 124 marine protected areas (MPAs) in California, provide various levels of protection from no fishing to limited types of recreational and commercial fishing activities. The most common designations are the state marine reserve and state marine conservation area.

State Marine Reserves (SMRs) make up only 8.8% of California's coastal waters, and they do not allow for take or consumptive use (commercial and recreational, living or geologic) of any kind.

Takeaway


For both organic and advertised posts, the social media content that was most engaging among anglers was the 'Spiny Lobster' post and the 'Stay Informed' post. We presume the spiny lobster post did well because this species is highly relevant to anglers and because it is a species likely to benefit, so viewers likely enjoyed learning about the research being done that supports this species so many Southern Californians like to harvest. We recommend investing in advertising on social media to target coastal anglers, as advertisements really did well to get the messaging out beyond our followers to the intended audience.

SUMMARY

All outreach mechanisms utilized through this grant were evaluated to shed light on the best 'bang for buck' tools. This information gives insight into the reach of each mechanism and can ultimately be used to help inform future outreach strategies to target anglers. We recommend all three of the mechanisms of outreach. In particular, attending the fishing expos provides a great opportunity for connecting with anglers in person, while social media advertisements help to boost MPA messaging to those with saltwater angling interests, and advertisements with WON provide MPA specific information in a source that anglers already frequent.


CALIFORNIA'S MARINE PROTECTED AREAS (MPAs)


WHERE TO FIND INFORMATION



OCEAN SPORTFISHING INTERACTIVE MAP

An interactive map with MPA boundaries, regulations & habitat information.

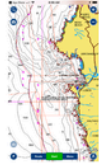





MOBILE APP & MARINE CHARTS

Mobile app and charts showing MPAs available for download.

Go cruising, fishing and sailing with the same detailed charts and advanced features used on the best GPS plotters.







SALTWATER FISHING MOBILE APPLICATION

This mobile app includes MPA boundaries, regulations, and species ID info.


Pinpoint your exact location relative to each MPA!





VISIT CALIFORNIAMPAS.ORG/FISHING-MPAS FOR MOBILE INFORMATION, INFORMATIONAL MATERIALS, AND OPPORTUNITIES FOR INVOLVEMENT.

**FishLegal and Navionics are not sponsored by the State of California. Visit wildlife.ca.gov/Fishing for current regulations.



CMSF

WESTERN OUTDOOR NEWS

EST. 1953

