Piloting Your PSA and Steering Your National Fishing and Boating Week Promotions
Agenda

- RBFF Target Audience + National Campaign Update
- RBFF Resources for NFBW
- TV Access PSA Best Practices
Business Objectives

Consumer Engagement
Increase participation in recreational boating and fishing by recruiting new audiences to the sport through a national marketing and communications campaign designed to increase awareness of fishing and boating and natural resource conservation, dispel negative stereotypes, and encourage consideration, trial and ultimately participation.

State Engagement
Grow the number of anglers and boaters by working in collaboration with state agencies to develop, implement and evaluate innovative recruitment, retention and reactivation (R3) activities. Share results and details of R3 efforts with all state agencies so that each individual agency can successfully implement these programs.

Industry Engagement
Partner with industry manufacturers and retailers to develop and implement marketing projects designed to increase category growth, while simultaneously, through research; develop consumer insights, knowledge and tools that industry can use to grow its individual brands.

TAKEMEFISHING.org
VAMOSAPESCAR.org
Strategic Plan Overview | Road to 60 in 60

RBFF, in partnership with the industry, hopes to achieve 60 million fishing participants in 60 months (December 2021).

Utilizing a three-pronged approach – recruitment, retention, reactivation – the industry will work toward achieving 60 in 60.

The main focus for Take Me Fishing will be on Recruitment, while also working with states and industry on Retention and Reactivation activities.
Target Audience
Target Audiences

The Multicultural Family Outdoors and Grandparents audiences present the largest opportunity and, therefore, are at the heart of our creative and media strategies.
Market Size

Multicultural Family Outdoors

18.2M parent of kids age 6-17
27.9M with spouse
47.4M with kids

Grandparents

8M g/parent kids 18 & under
13.9M w/spouse

Total Market = 61.3M

Source: GfK MRI 2016
National Campaign & Media Overview
Generating Breakthrough Campaign Ideas

What makes a marketing idea exceed business expectations today?

4 components

- Challenges a cultural norm
- Advances a societal debate
- Is surprising/engaging/provocative
- Is linked to a key differentiator

HAVE A HIGHER PURPOSE

DISRUPT YOUR CATEGORY

\( n = 252 \) Marcomm Initiatives.
Source: 2015 Marcomm Initiative Survey; CEB analysis.
“We’re so consumed by our schedules and screens, I’m worried my family is missing out on what really matters in life.”

Fishing and Boating: The antidote to modern life

To motivate, inspire and help people get out on the water and be successful in their fishing and boating adventures.
Connect with the Family Outdoors audience in moments when they are celebrating their passions and seeking discovery; showcase the excitement of fishing and boating to motivate participation.
Media Mix
FY18 Media Overview

• Broadcast television

• Digital
  – Audio, weather, display, search/ PPC

• Paid Social
• Use and promote #FirstCatch hashtag in your marketing, communications and PR efforts

• All # mentions aggregate to our #FirstCatch page on TakeMeFishing.org
Resources for NFBW
Encourage Participation!

60 in 60 Toolkit!

Miles and miles of {State}'s finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, {State}'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.
Social Media

The best place in Florida to fish and boat is Lake Talquin

Love this spot? Share with your friends!

AL VILLANUEVA - PRESQUE ISLE BAY, PENNSYLVANIA

"Nothing better than fishing the lagoons in the summer. I spend a lot of my free time fishing and really cherish any time on the water."

The best place in Texas to fish and boat is Inks Lake

Love this spot? Share with your friends!

You could win a trip to Yellowstone.

Take our Take Me Fishing personality quiz and enter for a chance to win a fishing and boating adventure to Yellowstone National Park or one of hundreds of Take Me Fishing™ gear-swinging trips.

The Fishy Personality Quiz

ARE YOU MORE A SALT WATER OR FRESH WATER PERSON?

WHAT KIND OF BOAT DESCRIBES YOU?

SALT FRESH SODA SALTWATER TAFFY

INBOARD/OUTBOARD BASS BOAT PONTOON CANOE
Social Media

SHOW US YOUR #FIRSTCATCH

This little boy caught his first fish! He had a blast on Opa’s boat. Thanks @tommy80104 for taking him out! #firstcatch #fishing #weekendfun #adventure

My boo caught his first fish today! 😊

First time fly fishing and I caught this one! 🎣

Trig's first ever catch all on his own with his
FISHING TIME = FAMILY TIME

Celebrate National Fishing & Boating Week

TAKEMEFISHING.org
List Your Events on TakeMeFishing.org

- 6/2-6/4 – #ReelFun Walmart events
- 6/5 – World Environment Day
- 6/6 – Fish Personality Quiz
- 6/7 – Twitter Chat With Lower Colorado River Authority
- 6/10 – National Get Outdoors Day
- Free Fishing Days!
NEW Public Service Announcement!

"Telepathy" Fishing License National Public Service Announcement

WE FISH.
WE ALSO CLEAN LOCAL WATERWAYS SO FAMILIES LIKE US CAN FISH AND SWIM.
WE HELP BUILD PUBLIC BOAT RAMPS FOR EASY ACCESS TO THE WATER.
WE PROVIDE FISHING AND WATER SAFETY EDUCATION FOR KIDS.
WE MAINTAIN A HEALTHY FISH POPULATION SO TOMORROW'S ANGLERS CAN ENJOY A CATCH
WE RESTORE THE CONDITION OF RIVERS TO HELP FISH AND WILDLIFE THRIVE.
WE FIND LONG-TERM PLANS TO PROTECT OUR LAKES AND STREAMS.
ALL BECAUSE WE BUY A FISHING LICENSE.
Recreational Boating and Fishing Foundation

Local Outreach Program

TV Access
Additional Resources Available:

1. State Specific PSAs
   - Where to find them
   - How to download them

2. Reporting Dashboard
   - How to navigate site

3. Station Outreach Materials
   - Where to find them
   - How to use them
State Specific PSAs

- Every State has a :30 second and :60 spot available
- State PSAs are the same as the national PSA, but the end card references each state’s TakeMeFishing.org website.
State Specific PSAs - Show Example

National Example
State Specific PSAs - Downloading the PSAs

- All State Specific PSAs are available at:
  http://www.tvaccessspotsource.com/recreational-boating-fishing-foundation

TV Telephy State Localized

- Alabama Telepathy: 60 | 30
- Alaska Telepathy: 60 | 30
- Arizona Telepathy: 60 | 30
- Arkansas Telepathy: 60 | 30
- California Telepathy: 60 | 30
- Colorado Telepathy: 60 | 30
- Connecticut Telepathy: 60 | 30
- Delaware Telepathy: 60 | 30
- District of Columbia Telepathy: 60 | 30
- Florida Telepathy: 60 | 30
- Georgia Telepathy: 60 | 30
- Hawaii Telepathy: 60 | 30
State Specific PSAs - Downloading the PSAs

TV Telepathy State Localized

- Alabama Telepathy :60 | :30
- Alaska Telepathy :60 | :30
- Arizona Telepathy :60 | :30
- Arkansas Telepathy :60 | :30
- California Telepathy :60 | :30
- Colorado Telepathy :60 | :30
- Connecticut Telepathy :60 | :30
- Delaware Telepathy :60 | :30
- District of Columbia Telepathy :60 | :30
- Florida Telepathy :60 | :30
- Georgia Telepathy :60 | :30
- Hawaii Telepathy :60 | :30

Once you find your state, click on the video length :60 or :30 and it will begin downloading automatically.

PLEASE NOTE:
• These are .mov files and can be viewed with QuickTime Media Player.
• These are broadcast quality and can take a while to download. Expect 20 mins for the :60 and 10 mins for the :30.
Reporting Dashboard

Reports available at:
www.tvaccessreports.com/rbff

Using RBFF Partners have for the dashboard:

• See which stations are airing the PSAs
• Identify the stations RBFF already sent the PSA, and access their contact information
• See which stations are now airing your PSA after your outreach efforts
• Access the station outreach materials and templates
Click on the TV link at www.tvaccessreports.com/rbff
Choose the top link

**Reporting Dashboard** - [www.tvaccessreports.com/rbff](http://www.tvaccessreports.com/rbff)

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**RBFF "Telepathy" English 2017 TV Report**
Click here for airing information on your PSA.

**RBFF "Telepathy" Spanish 2017 TV Receiving List**
Click here for a list of stations that received the PSA.

**RBFF 2016 Total English Airings TV Report**
Click here for airing information on your PSA.

**RBFF Fishing 2016 Cable TV Report**
Click here for airing information on your PSA.
You can see when the report was posted, and when the results are through.

The site is updated on the 15th of the month, and reflects results through the previous month.
Use this drop down box to find your state and then click the “Submit” button.

If you do not see your state listed, there have been no airings in your state.
Here you can see a quick summary of your airings.

### Stations Reporting Airings

- Stations Reporting Airings: 5
- Broadcasts Reported: 168
- Average Broadcasts Per Station: 34
- Broadcast Audience Impression: 1,310,980
- Equivalent Dollar Value: $22,848.00

<table>
<thead>
<tr>
<th>STATION NAME</th>
<th>CHANNEL</th>
<th>NETWORK</th>
<th>CITY</th>
<th>STATE</th>
<th>MARKET</th>
<th>AIRINGS</th>
<th>AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WVWH</td>
<td>WVWH TV</td>
<td>50</td>
<td>23</td>
<td>IND</td>
<td>WAINSCOTT</td>
<td></td>
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<tr>
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<td>UTICA</td>
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<td>0</td>
</tr>
<tr>
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<td>EKTV-DT</td>
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<td>NBC</td>
<td>UTICA</td>
<td>NY</td>
<td>22</td>
<td>32780</td>
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</table>
This is a list of the stations airing your PSA.

<table>
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<tr>
<th>STATION NAME</th>
<th>CHANNEL</th>
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<th>CITY</th>
<th>STATE MARKET</th>
<th>AIRINGS</th>
<th>AUDIENCE</th>
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<tbody>
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<td>WVWH</td>
<td>WVW TV 50</td>
<td>23</td>
<td>IND</td>
<td>NY</td>
<td>NEW YORK (1)</td>
<td>16</td>
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<tr>
<td>WKTV</td>
<td>WKTV-TV</td>
<td>2</td>
<td>NBC</td>
<td>NY</td>
<td>UTICA</td>
<td>75</td>
</tr>
<tr>
<td>HKTV</td>
<td>HKT-VDT</td>
<td>2</td>
<td>NBC</td>
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<td>UTICA</td>
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<td>EKT-VDT</td>
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<td>NBC</td>
<td>NY</td>
<td>UTICA</td>
<td>22</td>
</tr>
</tbody>
</table>

Submit changes to database
Reporting Dashboard  - www.tvaccessreports.com/rbff

<< Return To Online Reports

View Printer Friendly Report
Save Report As Spreadsheet (Right mouse click on the link and select 'Save Target As' or 'Save Link As')

View Graph for 'Airings By Network'

<table>
<thead>
<tr>
<th>All Markets</th>
<th>All States</th>
<th>Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

RBFF Telepathy TV Report
Posting Date: 5/17/2017
Results Through: 4/30/2017
Sorted By State: NY

<table>
<thead>
<tr>
<th>Stations Reporting Airings</th>
<th>Broadcasts Reported</th>
<th>Average Broadcasts Per Station</th>
<th>Broadcast Audience Impression</th>
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<tr>
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<td>TV 50</td>
<td>IND</td>
<td>WAINSCOTT</td>
<td>NY (1)</td>
<td>16</td>
</tr>
<tr>
<td>WKTV</td>
<td>WKTV-7</td>
<td>2</td>
<td>NBC</td>
<td>UTICA</td>
<td>NY</td>
<td>33</td>
</tr>
<tr>
<td>HKT V</td>
<td>HKTV-7</td>
<td>2</td>
<td>NBC</td>
<td>UTICA</td>
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</table>

When finished, click this link to get back out to the main menu.

Submit changes to database
Reporting Dashboard - www.tvaccessreports.com/rbff

Click on the Dashboard link
Choose the correct year link
These top links are graphs that breakdown the airings by the different measurements.

These metrics are cumulative for all airings, not state specific.
Reporting Dashboard - www.tvaccessreports.com/rbff

- Daypart
- Version
- Market Rank
- Network
- Weekly
- Sigma Report
- Sigma Summary
- National PSA Rankings

Click on Sigma Report.

- Stations Reporting Airings: 58
- Broadcasts Reported: 755
- Average Broadcast per Station: 13
This page shows the detailed information for each airing including which version aired, at what time of day, and during which program, etc.
You can sort this information by clicking on any of the column headings.
You can also download this information into a spreadsheet where you can further dissect the information.
Outreach Efforts

Station Outreach Materials Available:

- Templates of letters and emails that are easily customizable
- Script for phone calls
- Helpful tips when reaching out

Available at:
http://www.tvaccessreports.com/rbff/
Outreach Efforts - Where to Find Them

Click this link
First, you will want to read this document in full before starting your outreach efforts.

This document gives some tips to prepare a plan.
Outreach Efforts - The Documents

READINESS CHECK LIST
RBFF’s TV and Radio Public Service Announcement Initiative

May 2017

In order for the RBFF PSA initiative to be most effective, we want to help you prepare for this opportunity! The following are guidelines intended to help you effectively participate in this initiative. Please note that a small amount of planning, preparation, and a commitment to follow through are keys to success.

CHECK LIST RECOMMENDATIONS:

- Visit takemefishing.org/corporate for more information on RBFF.

- Visit takemefishing.org for more information and check your state’s information and become familiar with it.

  - Visit your state’s RBFF website: www.TakeMeFishing.org/(your state). The PSA refers audiences to the TakeMeFishing.org/(your state) website to find out more information on boating and fishing and PSA directors may ask you questions about it.
Outreach Efforts - The Documents

- Take advantage of this opportunity to engage the media further.

  - This is the time to contact the public service directors (or appropriate person) at the stations who have received the PSA package via mail. Your phone call will not only help encourage them to air the PSA, but will also help build a bridge with this media for all your local efforts. Once the public becomes aware of an issue, other media sources will focus more attention on that same issue. This is our goal! We want your mission to be known.

  o **Be assertive!** Schedule face-to-face meetings when possible, or contact by phone, mail or e-mail. Use the sample script templates that have been provided for you. Sometimes it may be difficult to get in touch with the media so try all of these methods. Be patient and polite—but be persistent.

  o **Be prepared!** Plan the key points you want to make when contacting the media. Anticipate and prepare answers to questions that may arise.

  o **Reiterate that you are a resource for them.** You provide more detailed information that they may not know. This will help establish a two-way relationship with them. Not only are they helping you, but you are helping them as well.

  - The media needs to put a local face on the issues we are dealing with at a national level. You are the experts. Tell your stories. Make the issues relevant to the community around you. When the issues become more relevant on a personal level, they have a greater impact.
Outreach Efforts - The Documents

Next, you will want to read over this document. It gives some common objections you may face from stations and how to overcome them.

Most importantly, it reiterates the importance of local conservation efforts.

Station Receiving Lists:
"Telepathy" English TV Receiving List
"Telepathy" Spanish TV Receiving List
"This Is A Test" 2017 English Radio Receiving List
"This Is A Test" 2017 Spanish Radio Receiving List

Downloadable Outreach Documents:
How To Overcome Objections (doc) | (pdf)
How To Support PSA's Locally (doc) | (pdf)
Radio/TV Pitch Email (doc)
TV Phone Script (doc)
Station Pitch/Follow Up Letter (doc)
Station Thank You Letter (doc)
Outreach Efforts - Receiving Lists

These documents contain all of the stations that were mailed a hard copy of the PSAs.

Your state received a copy of your state specific PSA in both lengths.

This list contains station contact information.
Outreach Efforts - Templates

This template can be used to email the stations directly. It includes a brief explanation that the station was already sent the PSAs by hardcopy, and it gives them the link to download the PSAs.

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- Station Pitch Follow Up Letter (doc)
- Station Thank You Letter (doc)
Outreach Efforts - Templates

You can use this phone script when calling the stations.

- "Telepathy" English TV Receiving List
- "Telepathy" Spanish TV Receiving List
- "This Is A Test" 2017 English Radio Receiving List
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Outreach Efforts- Templates

This template can be used to mail to the stations as a follow up, after you have called them, if you see they are not already airing the message.

You can also use this letter to reach out to local stations that had not yet received the PSA.
After you have called or sent an email to the stations, you can check the reporting site to see if they are airing the PSA.

If they are airing the PSA, we encourage you to follow up with a thank you letter.
Best Practices:

1. **PARTICIPATE** - This is a good opportunity for you to build a relationship with local media and make them aware of your local conservation efforts.
2. Have a plan in place.
   1. Check the reporting site and make a list of stations not airing your PSA
   2. Check to see if there are any other local stations that RBFF did not send the PSA to (Don’t forget to check into local college stations, local cable stations, etc).
**Best Practices:** A recommended timeline to follow:

1. Send a letter or email to the stations you’d like to contact.
2. After 2 weeks, follow up with a phone call.
3. After 2 weeks after the phone call, check to see if the station is airing your message.
   1. If they are airing your message, send a thank you letter or email.
   2. If they are not, follow up with a second email or phone call.
4. 2 weeks later check to see if the stations that were sent a second email/phone call are now airing, and if so, send a thank you letter or email.
Best Practices:

Just remember that the goal of these outreach materials is for you to be able to have a way in with the local media in an effort to raise awareness of your local conservation efforts.
Contact Info:
Marketing Campaign – rpiacenza@rbff.org
Resources – jmartonik@rbff.org
PSA – rauslander@rbff.org
TV Access – jen@tvaccess.com