



REELING IN HISPANIC ANGLERS: STRATEGIES & INSIGHTS

Moderator: Stephanie Hussey, RBFF
Brody Latham, KS
Brandon Stys, FL
Faith Jolley, UT



KANSAS

WILDLIFE & PARKS

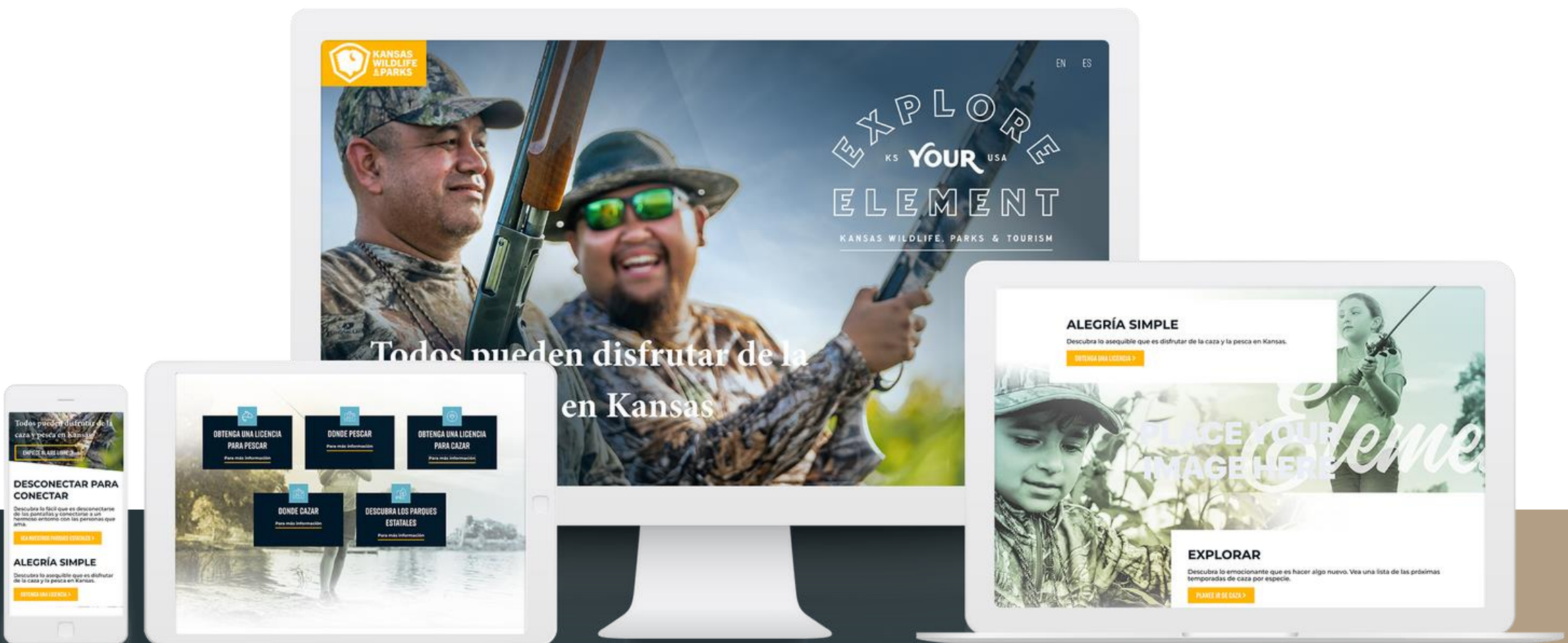
Reaching and Engaging Hispanic Anglers

Presented by:

Brody Latham, Marketing Manager,
Kansas Department of Wildlife & Parks

Project Overview

Our goal for this project was outreach. We wanted to use digital ads to reach Spanish speakers without a current fishing license and provide them with access to fishing information, our translated resources and encourage them to go fishing in their preferred language in order to be more inclusive and promote license sales.



Support

“Since 2019, our Public Affairs and Education staff have worked diligently to provide critical information and resources in Spanish, our state's second most-spoken language. But we know it's not enough to just stop there. That's why we're thankful to have received grant funding and support from our partners at RBFF to deploy authentic and targeted marketing strategies that will help us better serve our Hispanic constituents for many years to come.”

**-Brad Loveless, Secretary
Kansas Department of Wildlife & Parks**



Budget

Total Project Budget: \$50,000

- RBFF Grant Funds: \$25,000
- KDWP Marketing Funds: \$25,000

Expense breakdown

- Media Buy (Facebook, Google, & Display): \$40,000
- Campaign Management Fees: \$10,000

Methodology

Target Audience

Hispanic anglers aged 18–65 in Kansas with Spanish set as their preferred language

Messaging

Develop fun, encouraging ad creative that inspires people to go fishing or learn more based on lessons learned from previous RBFF case studies.

Advertising

Drive traffic to translated landing pages and Spanish licensing site

Project Timeline

- March 1–31, 2023: Ad creation and messaging approval
- April 1, 2023: Digital ad campaign launch
- June 15, 2023: Mid-term review
- June 30, 2023: Mid-term progress report submitted to RBFF
- August 31, 2023: Digital ad campaign wrap-up and review
- Sept. 29, 2023: Final report submission
- Oct. 31, 2023: Final case study provided to RBFF

Project Timeline

- March 1–31, 2023: Ad creation and messaging approval
- April 1, 2023: Digital ad campaign launch
- June 15, 2023: Mid-term review
- June 30, 2023: Mid-term progress report submitted to RBFF
- August 31, 2023: Digital ad campaign wrap-up and review
- Sept. 29, 2023: Final report submission
- Oct. 31, 2023: Final case study provided to RBFF



KANSAS Kansas Department of Wildlife & Parks
Sponsored

¡No te pierdas la pesca a finales de verano!

KANSAS WILDLIFE & PARKS

VE DE PESCA

licencia.gooutdoorskansas.co...
Compre Una Licencia
Pago En Línea Seguro [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

Hay un lugar para pescar cerca de ti.
¡Conviértelo en tu nuevo pasatiempo!

KANSAS WILDLIFE & PARKS

¡LA PESCA ES PARA TODOS!

ksoutdoors.com/espanol
Haz planes para ir a pescar
Tu Puedes Pescar [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

La pesca enseña a los niños la paciencia y el amor por el aire libre. ¡También es tiempo de calidad familiar a bajo costo!

KANSAS WILDLIFE & PARKS

ENSÉÑALE A PESCAR

https://licencia.gooutdoorska...
Compra una Licencia de Pesca [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

Pesca la cena juntos. ¡Explora los recursos para comenzar a pescar hoy!

KANSAS WILDLIFE & PARKS

LA PESCA ES TIEMPO DE FAMILIA

ksoutdoors.com/espanol
Encuentra Dónde Pescar
Explora Tu Elemento [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

Los dólares invertidos en una licencia de pesca hoy se destinan a la conservación de nuestros recursos naturales para el mañana.

KANSAS WILDLIFE & PARKS

LICENCIAS DE 365 DÍAS

license.gooutdoorskansas.com
Pago en Línea Seguro
Compre Una Licencia de ... [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

¡Los peces están picando! ¡Compre su licencia y planee un viaje de pesca en la primavera!

KANSAS WILDLIFE & PARKS

LA PRIMAVERA ES TEMPORADA DE PESCA

license.gooutdoorskansas.com
Compre una Licencia de Pesca [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

La pesca es un pasatiempo simple:
✓ [Compra una licencia y una vara](#) ...See more

KANSAS WILDLIFE & PARKS

¡PUEDES PESCAR!

licencia.gooutdoorskansas.co...
Compra una licencia ahora
Encuentra lugares donde ... [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

Las licencias de pesca de Kansas son válidas durante 365 días a partir de la fecha de compra.
¡Planifique un viaje de pesca en Kansas hoy!

KANSAS WILDLIFE & PARKS

COMPRA UNA LICENCIA DE PESCA AHORA

licencia.gooutdoorskansas.co...
Compra una licencia ahora
Compra en línea fácilmente [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

¡Pasa tiempo con tu familia pescando en el agua!

KANSAS WILDLIFE & PARKS

OBTÉN UNA LICENCIA DE PESCA

https://licencia.gooutdoorska...
Compre en línea ahora
Paga con Seguridad [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

La pesca hace que sea más fácil salir al aire libre con las personas que más te importan.

KANSAS WILDLIFE & PARKS

VE A PESCAR

exploreyourelement.com/es
Planifica un viaje de pesca [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

La pesca es relajante y divertida. ¡No te lo pierdas esta temporada!

KANSAS WILDLIFE & PARKS

CREA NUEVAS MEMORIAS

licencia.gooutdoorskansas.co...
Compra Una Licencia Ahora [Learn more](#)

KANSAS Kansas Department of Wildlife & Parks
Sponsored

La pesca hace que sea más fácil salir al aire libre con las personas que más te importan.

KANSAS WILDLIFE & PARKS

LA PESCA ES CONEXIÓN

ksoutdoors.com/espanol
Encuentra Dónde Pescar
Explora Tu Elemento [Learn more](#)

KANSAS Wildlife & Parks
Sponsored

La pesca es tiempo de calidad. La pesca es familia. La pesca es divertida.



KANSAS WILDLIFE & PARKS

TOMESE EL TIEMPO PARA PESCAR

licencia.gooutdoorskansas.co...
Compre una Licencia en Línea [Learn more](#)

KANSAS Wildlife & Parks
Sponsored

Escapa de lo cotidiano y disfruta de la naturaleza. ¡Ve a pescar!



PESCAR ES RELAJANTE

exploreyourelement.com/es
Encuentra un Lugar Donde Pescar [Learn more](#)

KANSAS Wildlife & Parks
Sponsored

La pesca crea grandes recuerdos. ¡Haz planes para ir a pescar ahora!



HAZ DE LA PESCA PARTE DE TU VERANO

licencia.gooutdoorskansas.co...
Compre una licencia El mejor verano de todos [Learn more](#)



PESCA LA ES RELAJANTE

Disfruta con pura alegría

ENCUENTRA UN LUGAR DONDE PESCAR

KANSAS WILDLIFE & PARKS



VE A PESCAR

Tiempo divertido en familia

ENCUENTRA DÓNDE PESCAR

KANSAS WILDLIFE & PARKS



LA PESCA ES TIEMPO DE FAMILIA

¡Planifique diversión al aire libre asequible!

COMPRA UNA LICENCIA

KANSAS WILDLIFE & PARKS



CREA RECUERDOS

¡Enseña a tus hijos a pescar!

ENCUENTRA DÓNDE PESCAR

KANSAS WILDLIFE & PARKS

KANSAS WILDLIFE & PARKS

¡PUEDES PESCAR!

Es un pasatiempo de verano simple y divertido

COMPRA UNA LICENCIA AHORA

KANSAS WILDLIFE & PARKS

¡EL MEJOR VERANO DE TODOS!

La pesca es una actividad familiar muy divertida

ENCUENTRA UN LUGAR DONDE PESCAR

KANSAS WILDLIFE & PARKS

LA PESCA ES TIEMPO DE FAMILIA

Pesca la Cena Juntos

ENCUENTRA DÓNDE PESCAR

KANSAS WILDLIFE & PARKS

LICENCIAS DE 365 DÍAS

¡Pesca en Kansas todo el año!

COMPRA AHORA

KANSAS WILDLIFE & PARKS

CREA RECUERDOS

¡Enseña a tus hijos a pescar!

ENCUENTRA DÓNDE PESCAR



LICENCIAS DE 365 DÍAS

¡Pesca en Kansas todo el año!

COMPRA AHORA

KANSAS WILDLIFE & PARKS



PESCA LA ES RELAJANTE

Disfruta con pura alegría

ENCUENTRA UN LUGAR DONDE PESCAR

KANSAS WILDLIFE & PARKS



PESCAR ES DIVERTIDO

¡No te pierdas la pesca a finales de verano!

COMPRA UNA LICENCIA AHORA

KANSAS WILDLIFE & PARKS



¡PUEDES PESCAR!

Es un pasatiempo de verano simple y divertido

COMPRA UNA LICENCIA AHORA

KANSAS WILDLIFE & PARKS



¡EL MEJOR VERANO DE TODOS!

La pesca es una actividad familiar muy divertida

ENCUENTRA UN LUGAR DONDE PESCAR

KANSAS WILDLIFE & PARKS



¡OBTENER UNA LICENCIA DE PESCA ES FÁCIL!

Pago en línea seguro

COMPRA UNA LICENCIA

KANSAS WILDLIFE & PARKS



VE A PESCAR

Tiempo divertido en familia

ENCUENTRA DÓNDE PESCAR

KANSAS WILDLIFE & PARKS

KANSAS WILDLIFE & PARKS

PESCA LA ES RELAJANTE

Disfruta con pura alegría

ENCUENTRA UN LUGAR DONDE PESCAR

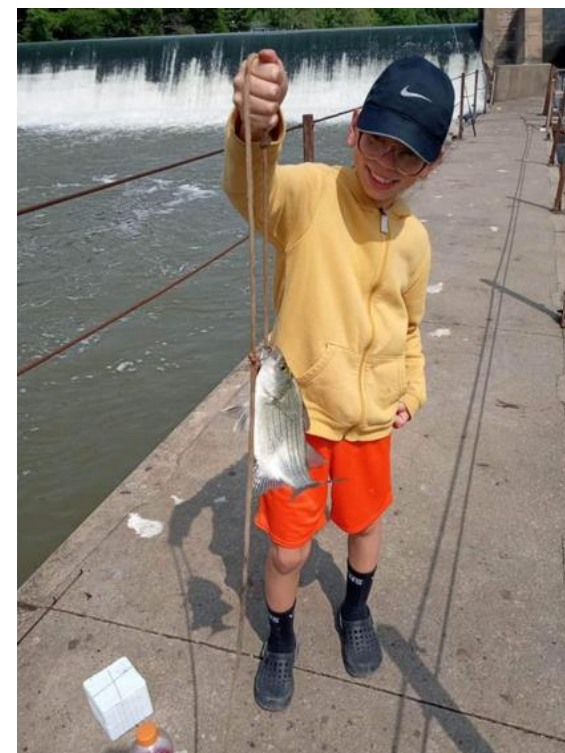
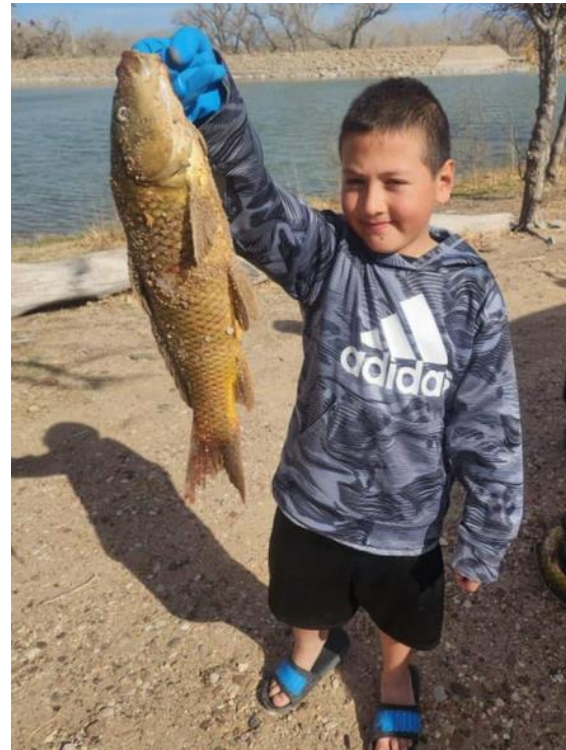
Engagement

26,243
Post Engagements

1,898
Reactions

81
Comments

175
Shares



KANSAS Department of Wildlife & Parks
Published by Russell Harp · May 2, 2023 ·

La pesca enseña a los niños la paciencia y el amor por el aire libre. ¡También es tiempo de calidad familiar a bajo costo!

KANSAS
WILDLIFE & PARKS

ENSÉÑALE A PESCAR

[HTTPS://LICENCIA.GOOOUTDOORSKANSAS.COM](https://LICENCIA.GOOOUTDOORSKANSAS.COM)
Compra una Licencia de Pesca
Compra En Línea Con Seguridad [Learn more](#)

[See insights and ads](#) [Boost post](#)

343 22 comments 63 shares

Like Comment Share

Most relevant

KANSAS Write a comment...

Mary Carrillo de Magallanes
A mi nieto le encanta pescar



Campaign Performance



Objective 1 – Increase license sales with Return On Ad Spend (ROAS of 2X or higher: ROAS of 1.31X
For every \$1 spent on the campaign there was \$1.31 returned in license purchase revenue.

Objective 2 – Increase Explore Your Element landing page traffic by 50% YOY: Pageviews to the to Explore Your Element landing page increased by 650% YOY during campaign timeframe

Objective 3 – Increase Spanish language resources page traffic by 50% YOY: Unique pageviews to the Spanish language resources page on KDWP website increased by 985% YOY during campaign timeframe

Objective 4 – Increase awareness of local fishing opportunities through targeted promotion of the Spanish Fishing Atlas

Display Ads:

- Impressions: 5.6M
- Clicks: 7,816

Social Media Ads:

- Impressions: 4.9M
- Clicks: 24,005

Lessons Learned & Future Plans

Continuation of Marketing in Spanish

- Ads in both English and Spanish, focusing on Social Media Advertising

Gathering Additional Information

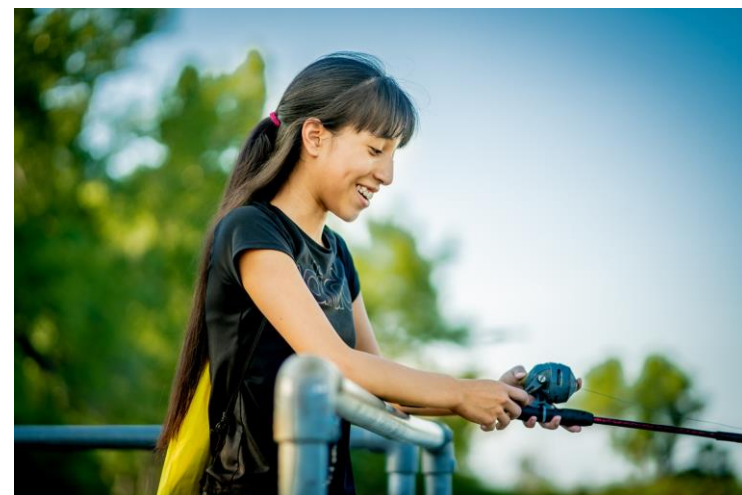
- Identifying barriers for online license purchases among the Spanish-speaking constituency.

Improvement/Expansion of Translation

- Ensuring a consistent, quality, Spanish-language user experience.

Commitment to Relationship Building

- Brand consistency with the Spanish-speaking communities in Kansas.



“Every act of communication
is an act of translation.”

–Gregory Rabassa
American Literary Translator

Brody Latham

Marketing Manager
Kansas Department of Wildlife & Parks

brody.latham@ks.gov

KANSAS
WILDLIFE & PARKS

Fishing Perspectives in the Hispanic Community

Florida Fish and Wildlife Conservation Commission
2023 RBFF State R3 Program Grant

Brandon Stys | R3 Fishing Coordinator



Survey Goals

- Learn how to better reach and relate to Florida's Hispanic population by identifying:
 - Fishing motivations
 - Attitudes towards fishing
 - Barriers to participation
 - Best communication channels
- To gather data to inform future marketing campaigns



Survey Methodology & Strategy

Groups:

- Licensed vs. Non-Licensed
- Fishing Activity: Recent, Lapsed, or Never

Delivery:

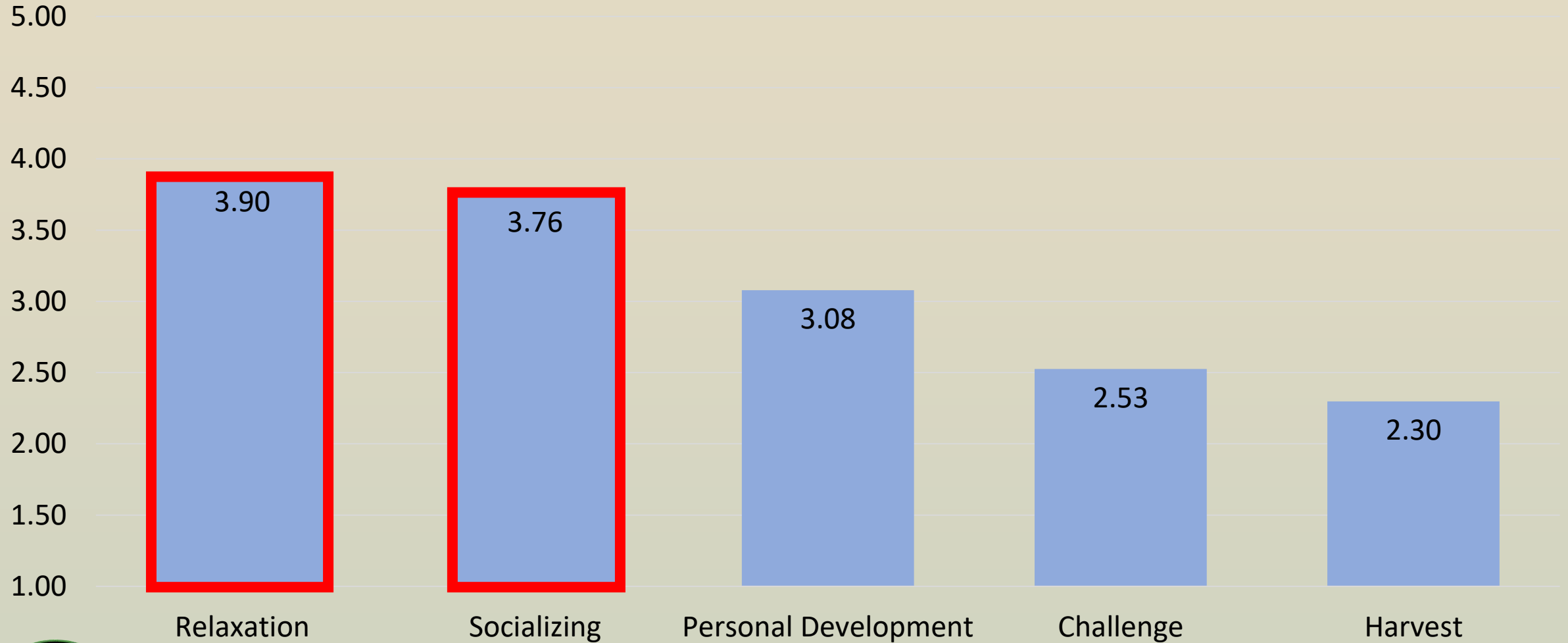
- FWC surveyed licensed anglers
- Dynata (vendor) surveyed non-licensed anglers

Language:

- English and Spanish

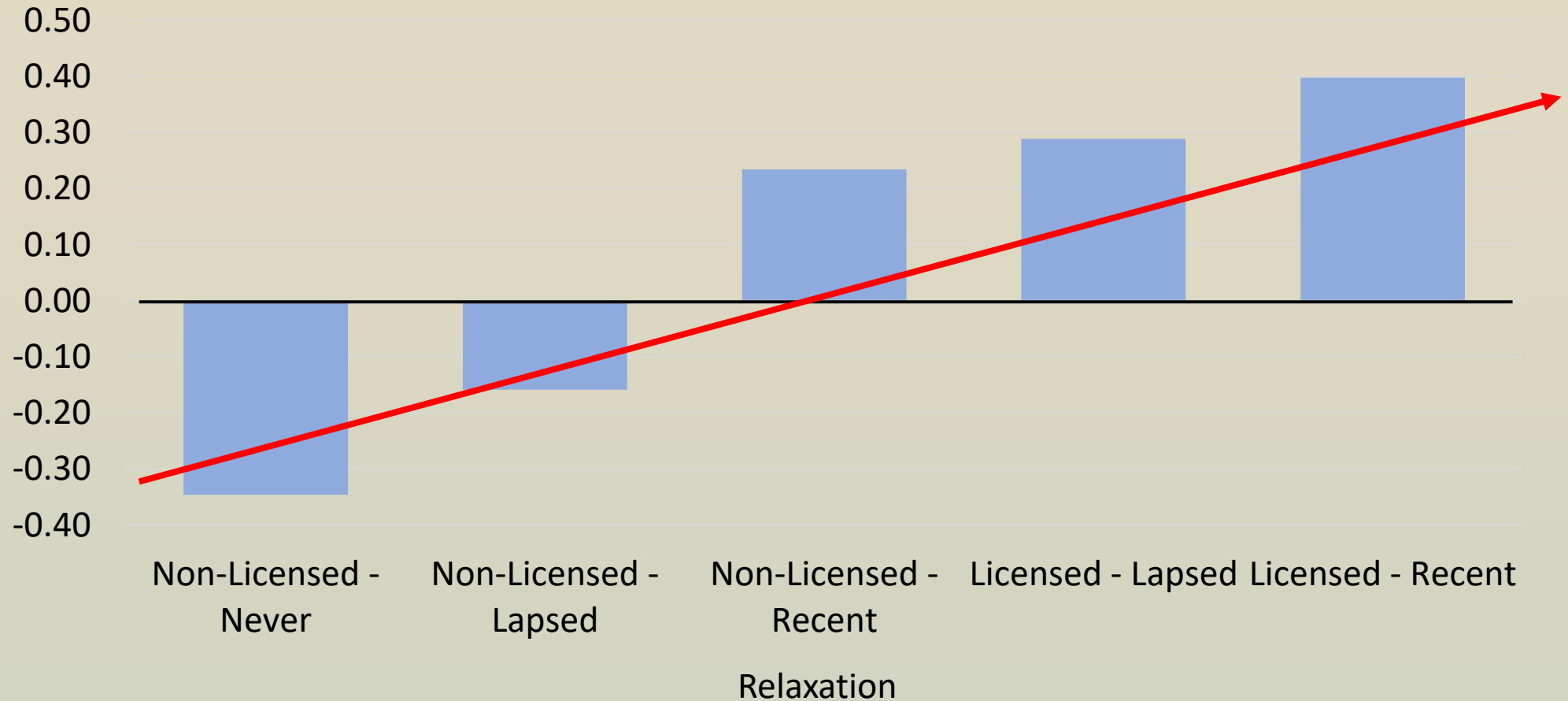


Fishing Motivators



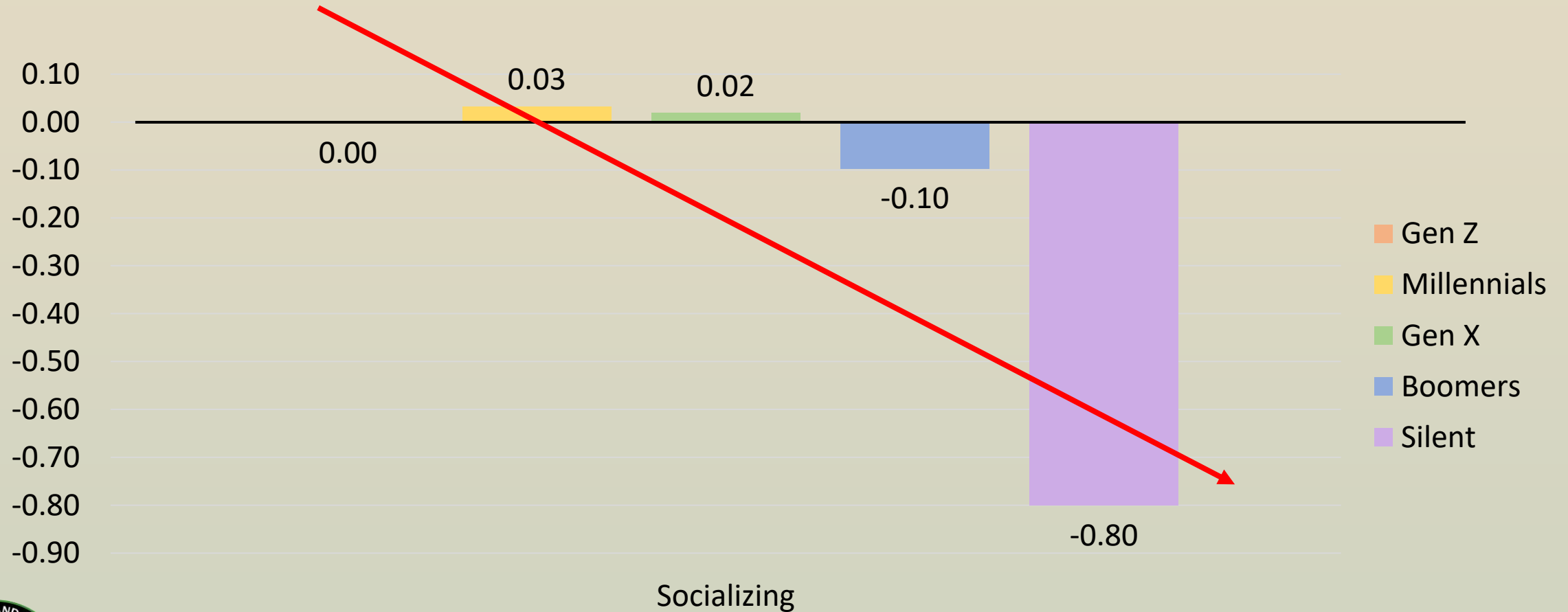
Fishing Motivators

Licensing Differences for Relaxation



Fishing Motivators

Generational Differences for Socializing



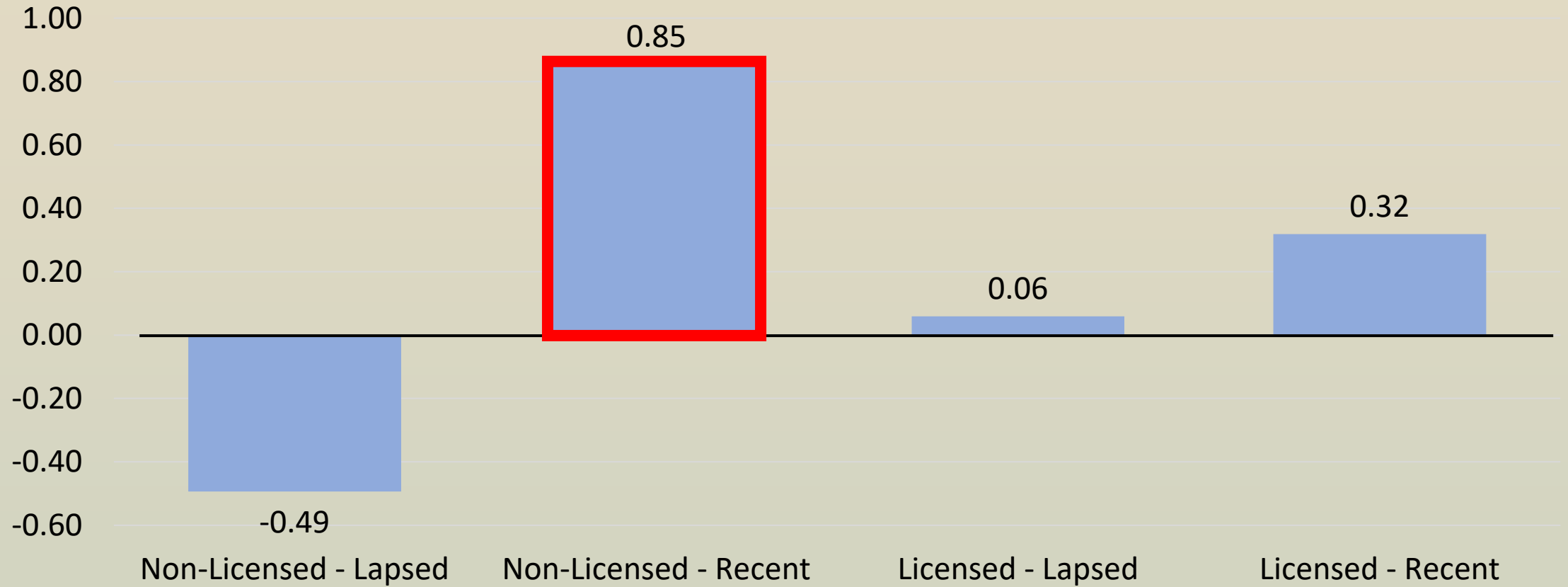
Fishing Motivators

- **Top fishing motivators:**
 - Relaxation
 - Socializing by spending time with friends and family
- Relaxation most valued by those who have been licensed
- Socializing is less valued with increased generational age
- **Future marketing:**
 - Message relaxation to licensed anglers
 - Create socialization content including younger generations



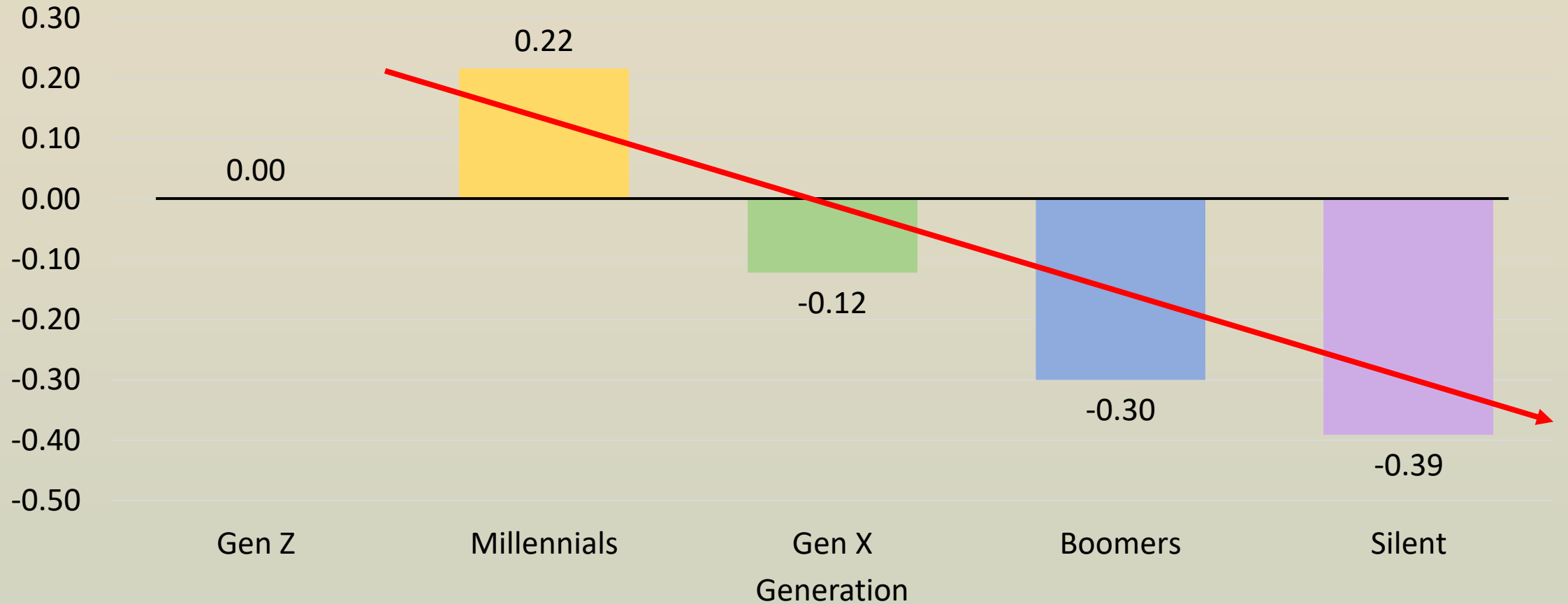
Fishing Attitude

Centrality of Fishing to Lifestyle



Fishing Attitude

Centrality of Fishing to Lifestyle



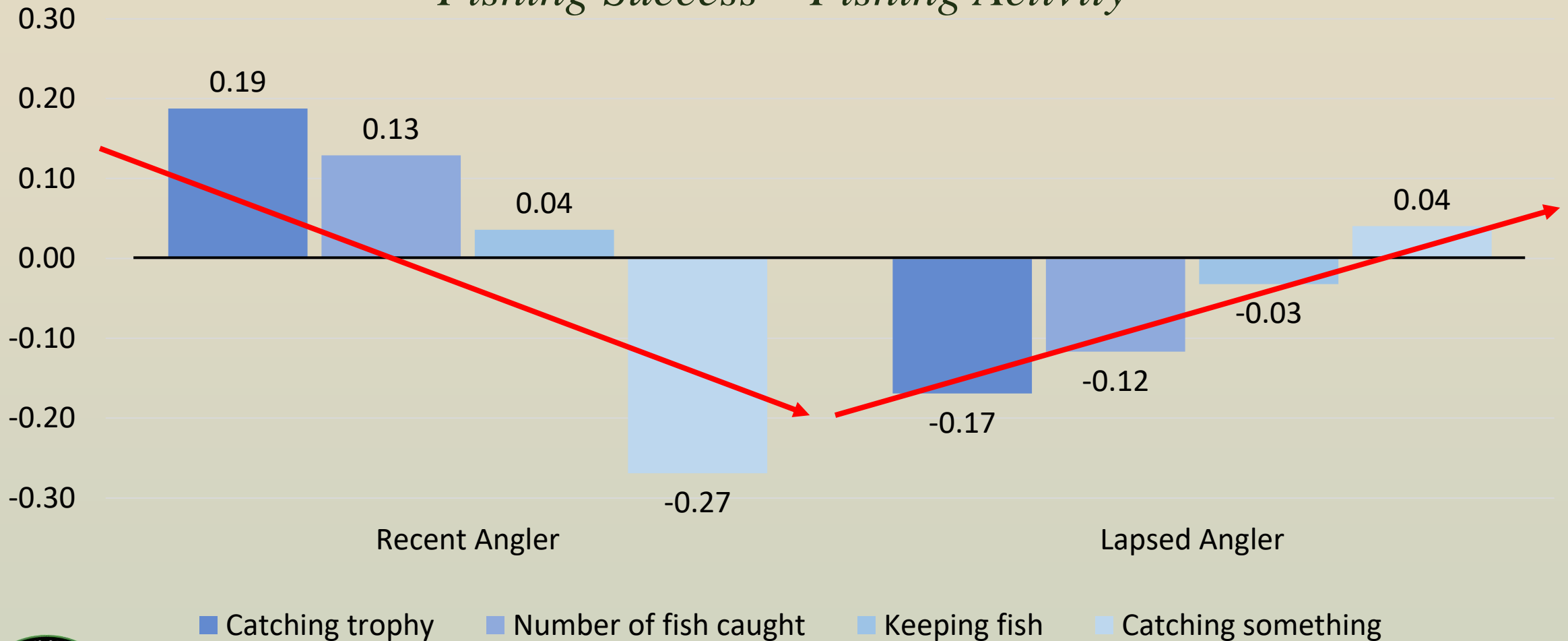
Fishing Attitude

Measuring Fishing Success



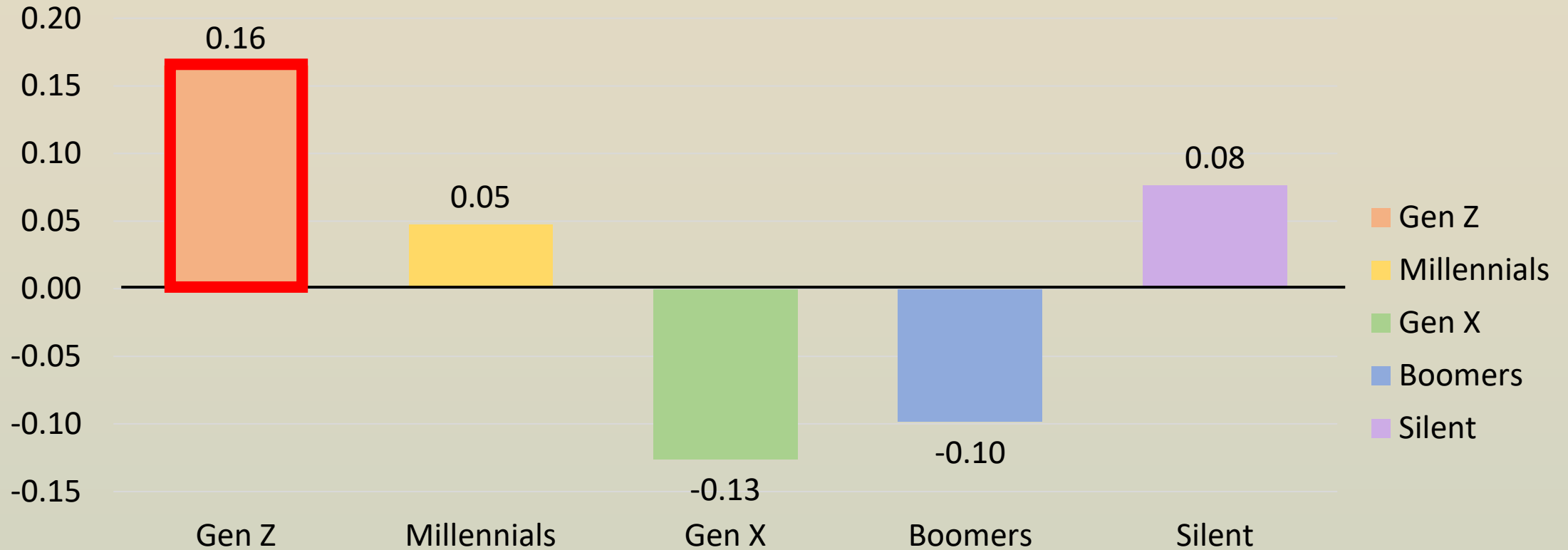
Fishing Attitude

Fishing Success – Fishing Activity



Fishing Attitude

Fishing Success – Generational

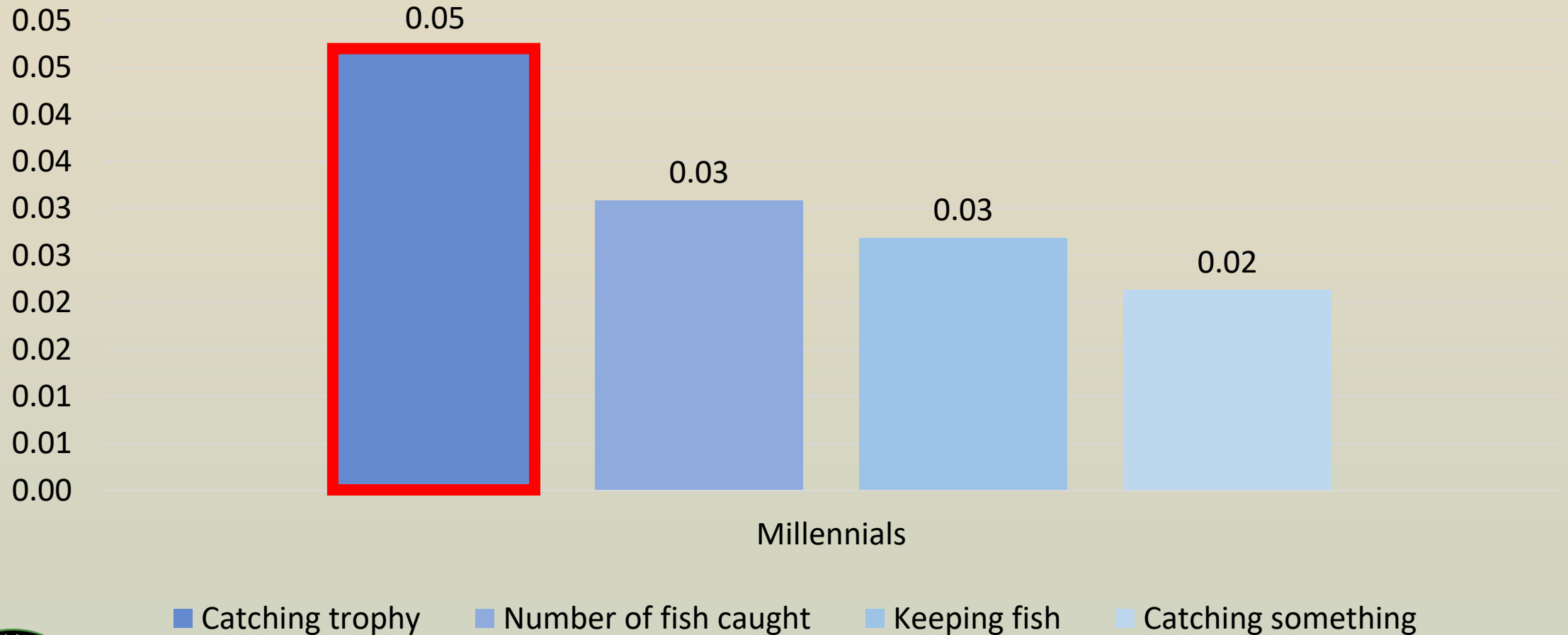


Catching a Trophy



Fishing Attitude

Fishing Success – Millennials

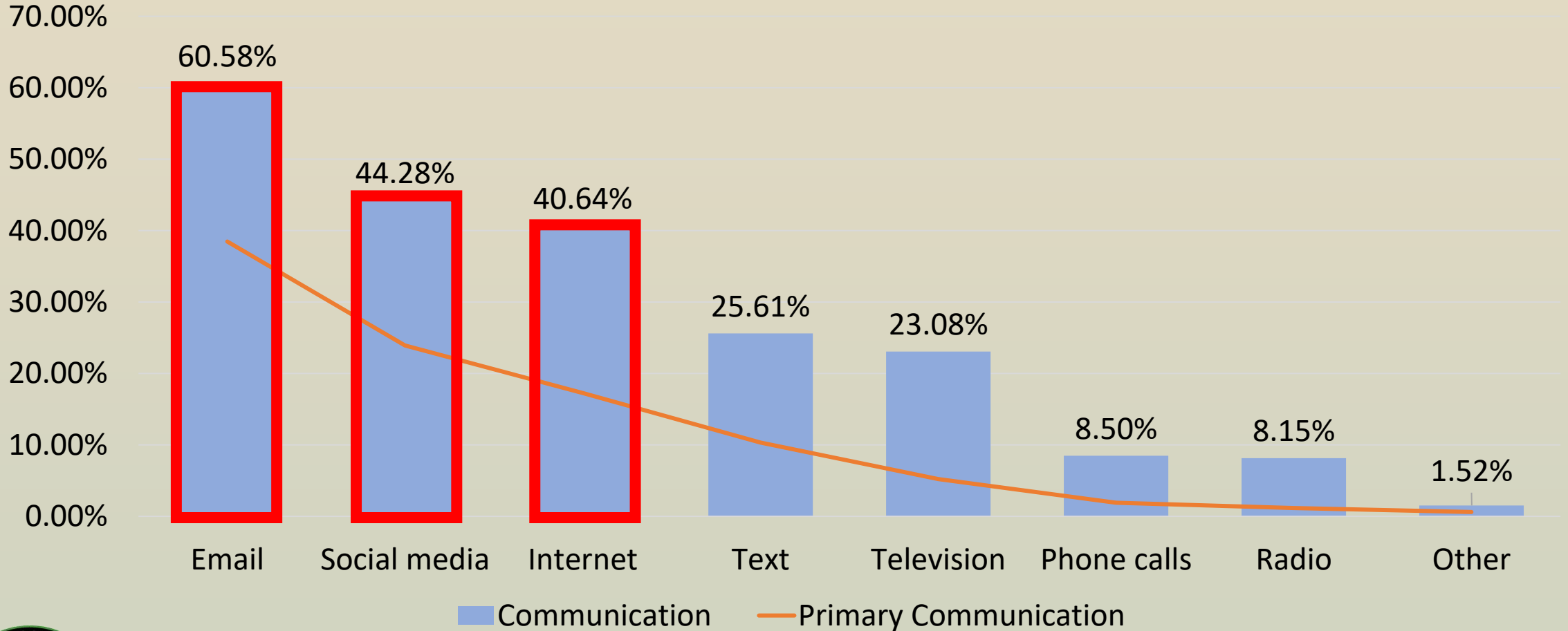


Attitudes

- **73.2%** view outdoor recreation as important or very important
 - Fishing is **not** central to lifestyle
- **Top measures of fishing success:**
 - Catching a trophy
 - Number of fish caught
- **Future marketing:**
 - Connect fishing with motivations to increase centrality, targeting non-licensed anglers
 - Connect Gen Z and Millennials with Florida's angler recognition programs

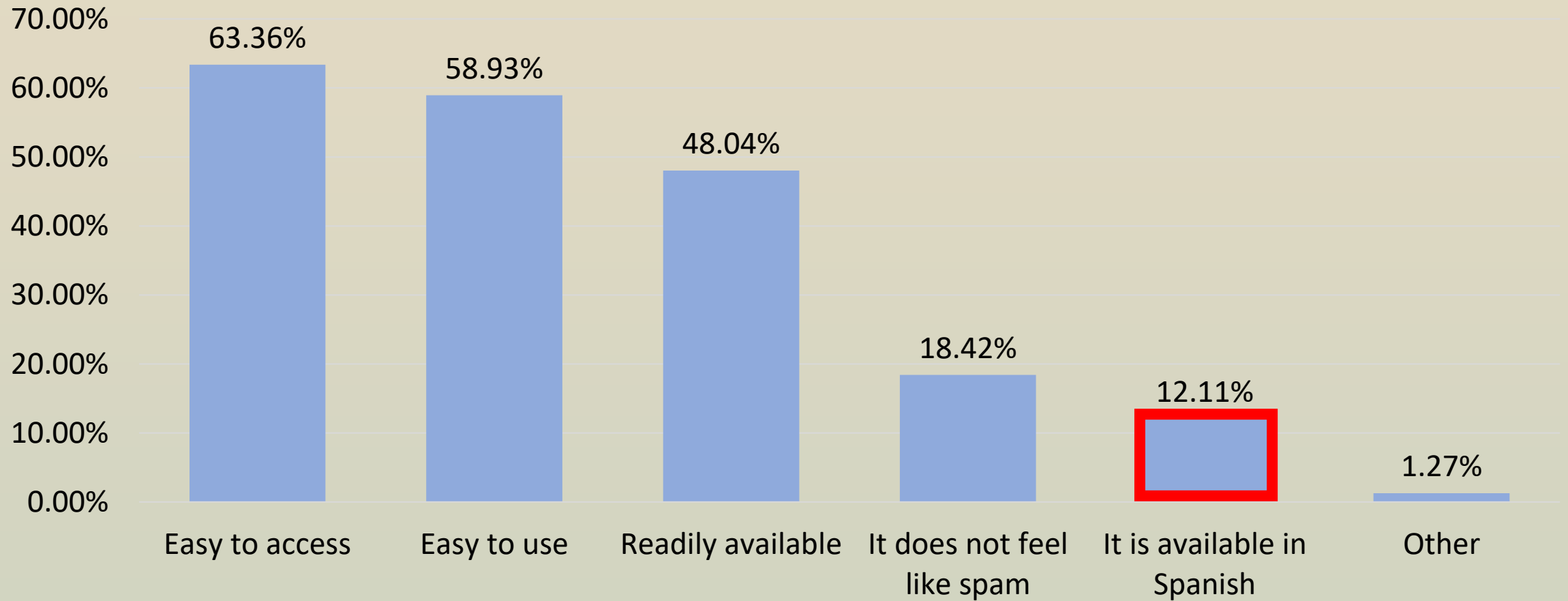


Communication Channels



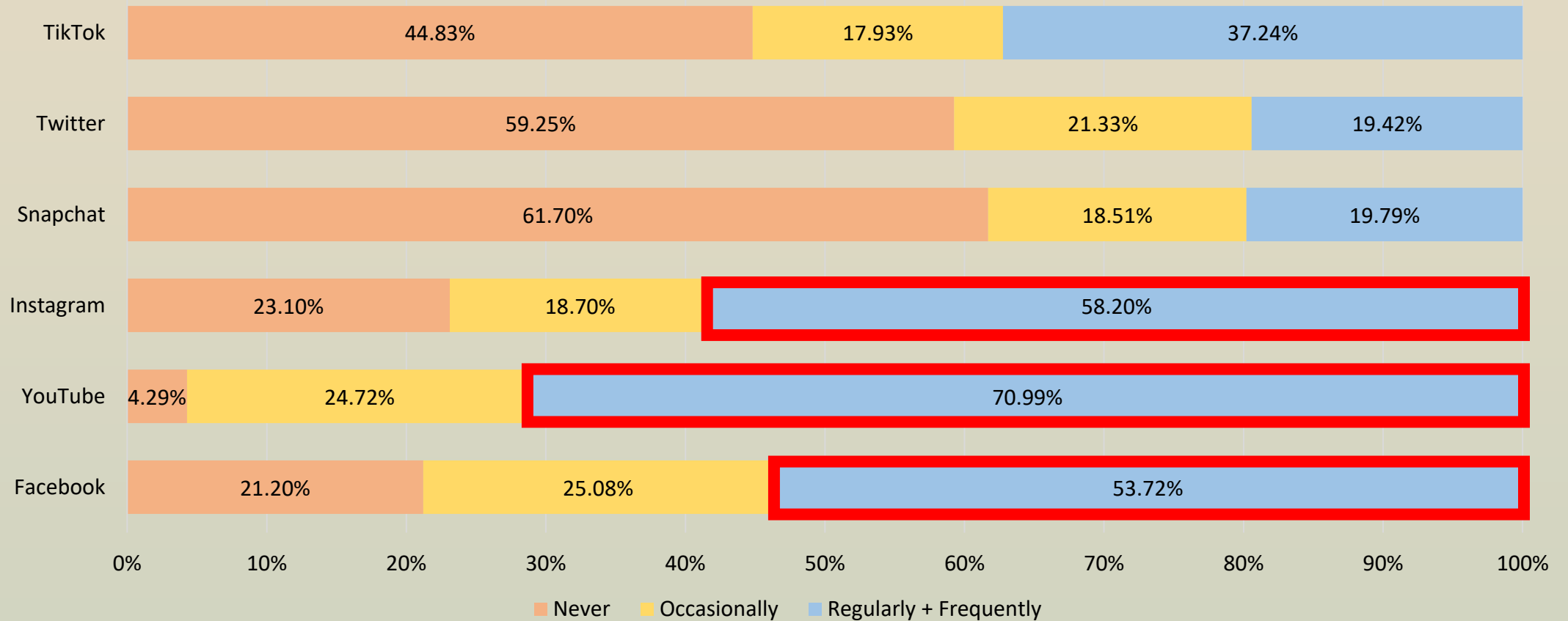
Communication

Reasons for Preferred Channel



Communication

Social Media



Communication

Spanish Translations

- **78%** of respondents reported proficiency in English
- Among reasons why use their preferred communication channel, the availability of Spanish was ranked the lowest
- **Future Marketing:**
 - Focus on utilizing project budget to gather engagement rather than providing a translated version



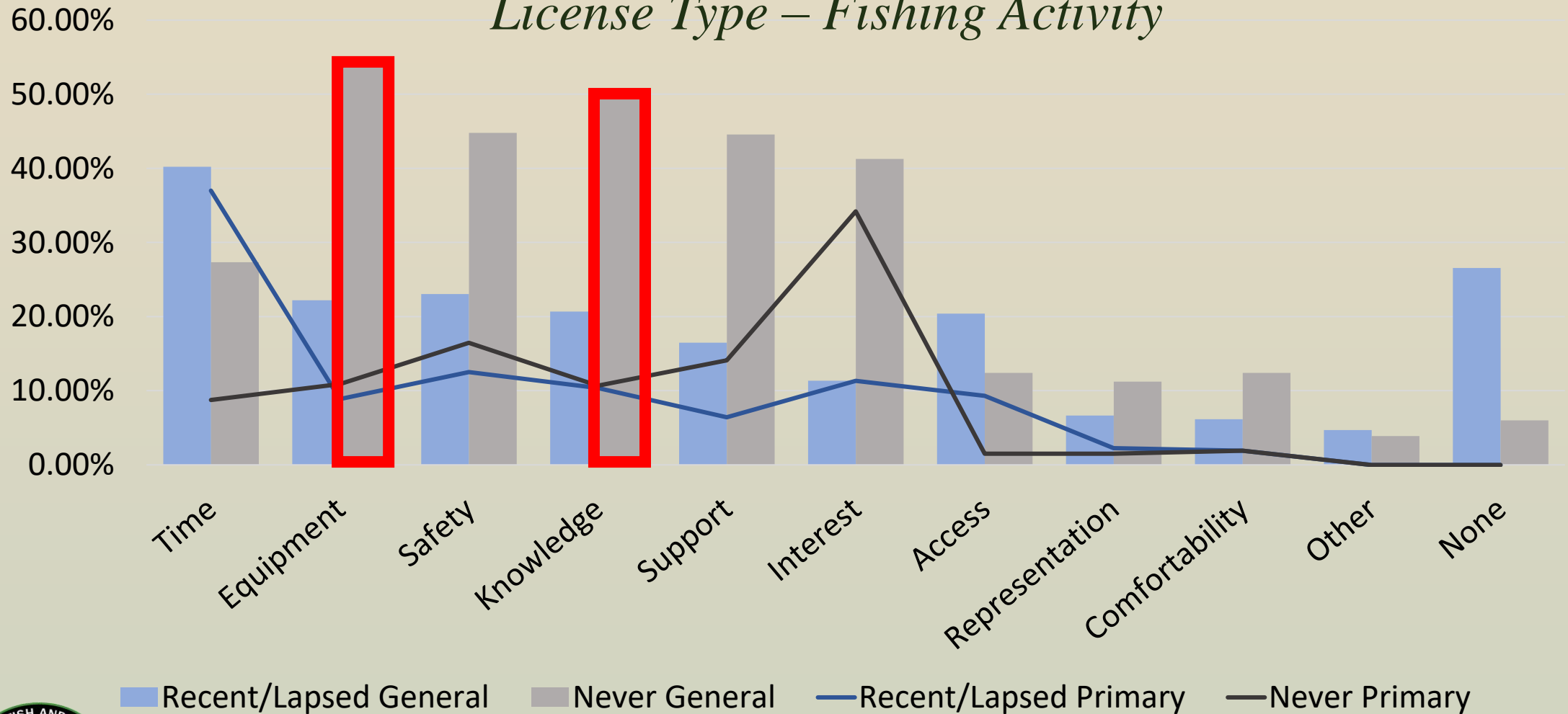
Communication

- **Top communication channels:**
 - Emails
 - Social media
 - Internet
- **Top social media platforms:**
 - YouTube
 - Instagram
 - Facebook
- **Future Marketing:**
 - Increase video content
 - Continue promoting engaging pictures on Facebook and Instagram



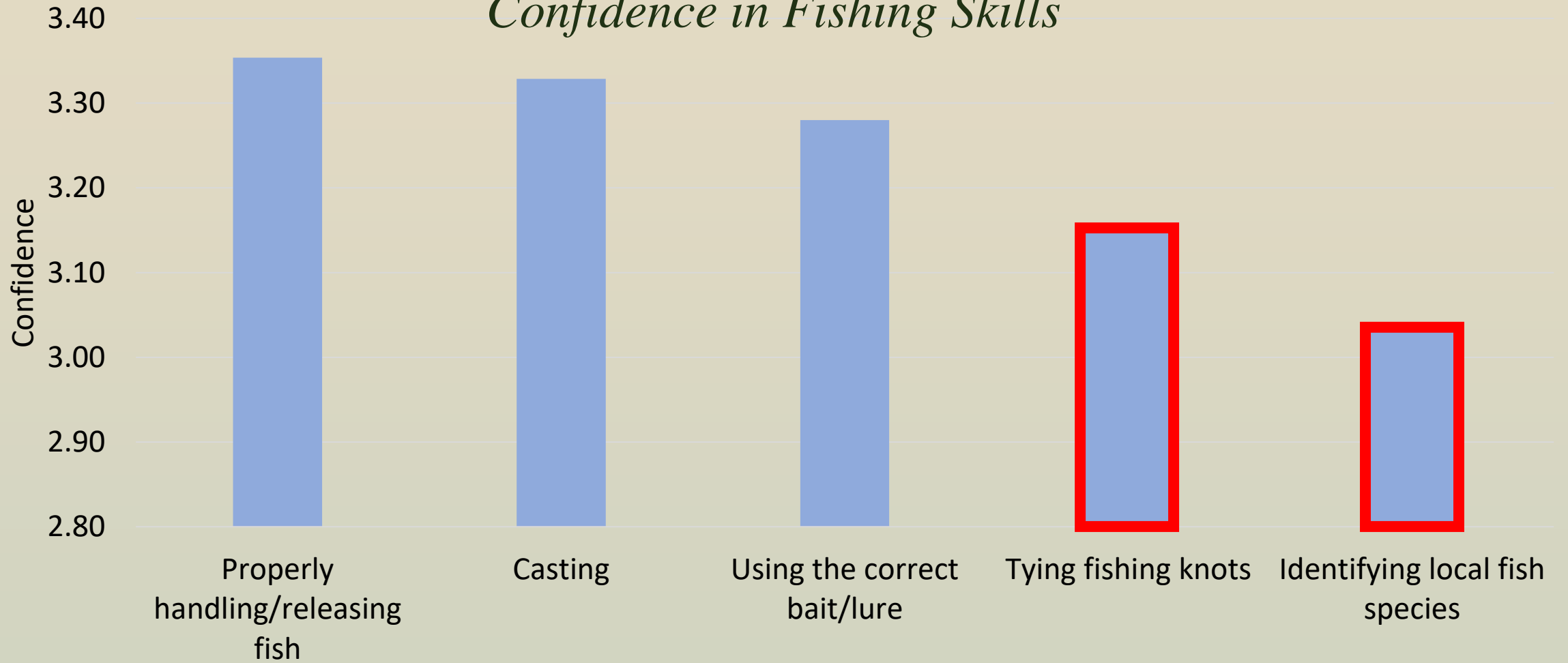
Barriers to Fishing

License Type – Fishing Activity



Barriers to Fishing

Confidence in Fishing Skills



Barriers to Fishing

- Time is the predominant barrier overall
- Among those who have never fished, equipment and knowledge were the top barriers
- **Future Marketing:**
 - Direct marketing engagement to online educational resources, specifically fish ID and knot tying



Upcoming Marketing Campaign

- Target engagement via:
 - Email
 - Internet display ads
 - Social media (YouTube, Instagram, Facebook)
- Relate to specific motivations:
 - Fishing with friends and family
 - Relaxing environment
- Direct engagement to:
 - Licensing
 - Fishing skills
 - Fishing locations
- Connect audience with Florida's angler recognition programs





Contact

Brandon Stys | Fishing R3 Coordinator

Brandon.Stys@MyFWC.com

850-617-6012

620 S. Meridian Street

Tallahassee, Florida 32399



Reeling in Hispanic Anglers: Strategies & Insights

Utah Division of Wildlife Resources

Utah R3 Underserved Communities Marketing Campaign



Faith Heaton Jolley | Public Information Officer
Division of Wildlife Resources

Goals of the campaign

Overall: Increase awareness of our role in caring for and managing fish species and their habitats to underrepresented audiences (specifically to reactivate & recruit women and Spanish-speaking communities to fishing)



Goals of the campaign

- Increase attendance of Hispanic community members at our fishing events by 5% in 2023.
- Increase accessibility for the Hispanic community through providing Spanish language materials.



It's **more** than catching fish.

TEAM WILDLIFE



Campaign Strategies

- Create new digital beginner fishing content
- Translate Fishing Guidebook and other fishing resources into Spanish
- Create fishing ads for TV, radio, online in English and Spanish
- Hold 5 beginner fishing events for Spanish-speaking communities around the state
- Install Spanish signs at community fishing ponds with regulations
- Highlight local “influencers” in profile series



Challenges



Getting internal
buy-in



Figuring out logistics
(how to translate/
what to translate?)



How to reach the
communities



Results / Key Findings

- Saw a 5% increase in overall fishing participation rates when doing a year-to-year comparison



TEAM WILDLIFE



REBECCA GRANILLO | WHY I FISH



Results / Key Findings

- Had our first ever translation of a guidebook into another language!



PESCA

— GUÍA —



Results / Key Findings

- Held our first events targeted specifically for Spanish speakers.



<http://bit.ly/3Ku3sQw>

Price

Introducción a la pesca

Detalles:

ase a la División de Recursos de Vida Silvestre de Utah para asistir a un interesante taller de pesca gratuito diseñado para principiantes! Si alguna vez ha pensado acerca del placer de lanzar un sedal y pescar sus propios peces, este es el momento ideal para usted. Tanto si es un principiante como si ya tiene experiencia en la

Aug. 12, 10:00 a.m.–noon.



Utah Division of Wildlife Resources

wildlife.utah.gov

Results / Key Findings

- Posted our first Spanish-language signs.



Pescadores de caña

Se aplican reglamentaciones especiales en esta área.

- El límite de posesión es de 2 peces.
- Los pescadores de 12 años en adelante deben tener una licencia de pesca válida de Utah.
- Consulte las reglamentaciones de este cuerpo de agua en wildlife.utah.gov/guia o escanee el código QR de la derecha.
- ¿Necesita una licencia de pesca? Obtenga una en línea en wildlife.utah.gov/licencia.



GUÍA
DE PESCA



LICENCIA
DE PESCA

Results / Key Findings

- Increased website traffic during campaign

Let's go fishing!



Ready to learn how? Get started with these simple steps so you're ready to **GET OUT AND FISH!**



DWR pushing to make fishing, outdoor recreation more accessible for Hispanic Utahns

By Sydnee Gonzalez, KSL.com | Posted - July 27, 2023 at 8:32 p.m.



A fisherman fishes at the Provo River on Sept. 27, 2020. The Utah Division of Wildlife Resources is translating a number of its resources into Spanish to make fishing, hunting and other activities more accessible for Utah's growing Hispanic population. (Yukai Peng, Deseret News)



Lessons Learned

- Don't reinvent the wheel— find out who has done this before and replicate that!
- Find good partners (organizations & community members)
- Not just leadership — get buy in from team members/ other employees too
- Prep as much content in advance as possible
- Just start and do something!



Next Steps

- Building upon our resources translated into Spanish (including hunting content this year too!)
- Working to build partnerships with more local Latino groups
- Planning to hold more beginner fishing events this year





Thank you.

Faith Heaton Jolley: fjolley@utah.gov

Utah Division of Wildlife Resources

wildlife.utah.gov

1594 W North Temple
Salt Lake City, UT 84114-6201
(801) 538-4700

