

### Angler Outreach Approach Update

Partners Meeting May 5, 2010

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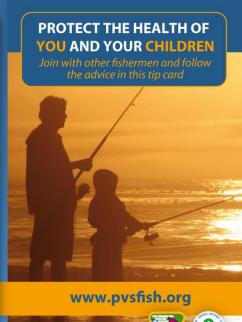


# Angler Outreach Approach

Messaging:









# Angler Outreach Approach

#### Intervention:

- Convey messages
  - Capture responses through "Intervention Tally Sheet"
- Field test Tip Card
  - Rotate one open-ended question per month to assess Tip Card understanding
- Obtain commitments
  - Have anglers commit to releasing DNC fish





## Angler Outreach Approach

- Monitoring:
  - Survey focuses on intervention messages
  - Capturing non-responses
  - We've included additional demographic questions

