

PERFORMANCE REPORT

STATE: Alaska

GRANT NO.: F-31-29

GRANT TITLE: Aquatic Resource Education

PERIOD COVERED: July 1, 2017 - June 30, 2018

STUDY NO. AND TITLE: AE-2-2 Region II Information Services

STUDY OBJECTIVES:

1. Provide support to management and research biologists in presenting and disseminating public information; and
2. Act as media liaison for Division of Sport Fish

RESULTS/DISCUSSIONS:

Publications and Information Services staff continued to gather input from ADF&G staff on needs for public information. Several updates were made to existing information online and new content was generated to promote sport fishing. Specifically, staff integrated information from area management and assistant area management biologists and research staff into weekly public fishing reports which were available online, on a phone hotline, and in the ADF&G offices. Fishing reports were also disseminated to news media. Information Services staff updated, edited, and provided new photographic support for informational fishing publications and collected high-resolution video footage which has been used in various applications. Publications staff worked with regional staff to create specific area sport fishing in Alaska brochures, which were geared toward providing sport fish-related information to resident and non-resident anglers. New content continued to be created and reviewed by area staff for accuracy.

Information Services staff worked with area biologists and research staff to disseminate information to the public about the Rockfish Deep Water Release mechanisms, including their importance and how to use them. Information staff assisted with handing out Deep Water Release mechanisms and obtaining angler contact information for follow-up research.

Information Services staff continued to coordinate and promote the Trophy Fish Program, which recognizes anglers who catch a trophy fish in Alaska waters. Information Services staff continued to promote the Five Salmon Family Challenge and assist with Salmon in the Classroom program and egg takes.

Information Services staff continued to promote the Rod Loaner Program through the Sport Fish Information Center. The Rod Loaner Program provided an on-going opportunity for licensed anglers to check-out fishing equipment, such as fly fishing rods,

light, medium and heavy duty open water spinning rods and ice fishing equipment, for up to seven days free of charge.

Information Services staff remained involved with continued efforts to introduce youth anglers to sport fishing opportunities. These efforts included assisting with youth-only events to promote fishing throughout Alaska – specifically in areas that are stocked by ADF&G (Ship Creek Youth-Only King Salmon Fishery, Campbell Creek Youth-Only King Salmon Fishery, Outdoor Youth Days, and ice fishing at Cheney, Mirror, and Jewel lakes.) These events were available free of charge and fishing equipment was made available to youth anglers during the events.

Information Services staff provided advice to area biologists and research staff on how to best present and disseminate information and results of research to the public. Information Services staff assisted area biologists with development of presentations on current research to be used at large venues such as outdoors and trade shows. Examples of this effort included developed responses to frequently asked questions and creating a cohesive “theme” associated with presentations.

FINAL REPORT STATUS:

This performance report constitutes the final report of activities for project AE-2-2 during the F-31-29 grant period.

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DATE: August 3, 2018