



WY INVASIVE RESPONSE TEAM

COMMUNICATIONS REPORT

The Wyoming Game and Fish Department and the Wyoming Department of Agriculture led a multiagency communications and outreach campaign. Our goals: teach people to disposal of moss balls and raise awareness about the threat of zebra mussels for Wyoming residents and visitors.

WE SAW SUCCESS.

41
 NEWSPAPER, VIDEO
 AND RADIO NEWS
 RELEASES, PSAS, ADS
 AND SOCIAL MEDIA
 POSTS

MORE THAN
1,000,000
 DIRECT EMAILS SENT TO
 WY RESIDENTS AND
 VISITORS WITH ZEBRA
 MUSSEL AND MOSS
 BALL INFO

38
 STORIES IN
27
 WY MEDIA OUTLETS

\$1,300
 RAISED IN DONATIONS
 FOR A MOSS BALL
 TAKE-BACK PROGRAM

42
 PARTNERING AGENCIES,
 COMMUNITY AND
 EDUCATION
 ORGANIZATIONS

HOW WE DID IT.

Game and Fish developed a Communications Toolkit with talking points, graphics, videos, news releases, posters and audio clips. With these resources and frequent meetings, the interagency team seamless implemented a swift and impactful media and education campaign.

OUR NEXT STEPS.

- Continue the Moss ball take-back program. The winner receives a \$1,300 dollar raffle for returns by May 15.
- Promote Don't Let it Loose - information for pet owners to education on the impacts of dumping pets.
- Connect regularly to continue interagency communications efforts
- Further the message "Watch for zebra mussels" as a summer communications and education campaign.

WGFD.WYO.GOV/GET-INVOLVED/AIS-MOSS-BALLS

