

# Pennsylvania Fish & Boat Commission Report

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## Recruitment, Retention, and Reactivation (R3) of Female Anglers

As the Pennsylvania Fish and Boat Commission wraps up our 150th Anniversary celebration, it is an appropriate time to look to the future and consider what the next 150 years will bring for fishing and boating in Pennsylvania.

We need to continue the momentum that we have created and continue to protect, conserve, and enhance our 86,000 miles of streams and rivers and over 4,000 lakes so that future generations have even more waters to fish than we have today. In the past, we assumed that the next generation of anglers and boaters was waiting in the wings to take advantage of those opportunities and write the next chapter.

In my conversations with colleagues from around the country, just about everyone laments the number of activities competing for our time and the challenge of staying relevant in a changing world. To stay relevant, our agency is committed to engaging targeted audiences as a priority in our strategic plan.

Foremost among those targeted audiences are female anglers.

Women comprise 49% of Pennsylvanians age 16-64, but only 18% of fishing license buyers are women. The 18% is encouraging, since only 16% of Pennsylvanians surveyed identify themselves as anglers. That means we do a pretty good job of recruiting women who consider themselves to be anglers.

The relatively low participation by females

is compounded by the fact that 56% of women who buy a license fail to do so the following year. They drop out of fishing at a higher rate than male anglers. This is part of what we call our “churn rate” and is the target of retention and reactivation efforts. In terms of youth participation, girls participate at a lower rate than boys for all age groups. This difference is even more significant for ages 13-19, where the female participation rate is half of that for males.

Recognizing that there is the potential for significantly growing the ranks of female anglers, our agency launched a formal effort aimed at the recruitment, retention, and reactivation (R3) of women a little over a year ago with the desired outcome of increasing female participation in Pennsylvania.

We convened a Female R3 Workgroup of 10 women employees with varying levels of interest and fishing expertise who represented our target audiences. Led by Dee Fisher from our Bureau of Outreach, Education and Marketing, the workgroup met monthly, identified barriers to participation, and developed a set of recommendations that were presented last fall at our Board of Commissioners meeting in Erie. The recommendations included the following:

- Develop and implement guiding principles of a female-focused initiative.
- Develop a formal framework to provide social support.
- Increase the amount of content that appeals to



Mark Nale Photo

females.

- Increase female-led educational programs for women of all ages.
- Increase the programming directed at females with families.
- Increase social media interactions.
- Contract with an advertising agency to develop a comprehensive campaign targeting females.

To help move this initiative forward, we created the position of Youth and Women’s Program Coordinator. We were happy to announce the selection of our own Amidea Daniel for the job which will be responsible for advancing programs specifically designed for youth and women. Part of the responsibility will be related to cultivating and managing the ideas that have emerged from the Female R3 Workgroup and acting as a mentor to the Governor’s Youth Council for Hunting, Fishing, and Conservation.

No one can predict what the fishing rods and other equipment of 2166 will look like. What I CAN predict is that the anglers of tomorrow will include more daughters, nieces, aunts, mothers, grandmothers, and great grandmothers than ever before if we can figure out a way to recruit, retain, and reactivate them to enjoy (and bring others along to enjoy) Pennsylvania’s rivers, lakes, and streams.

PFBC



# Voters Choose Brown Trout Pattern for 2017 Fishing License Button

HARRISBURG, Pa. (Nov. 17) – The Pennsylvania Fish and Boat Commission’s (PFBC) popular fishing license button will continue the trout theme in the upcoming season, with anglers selecting the Brown Trout pattern for the 2017 fishing season.

As it’s done each fall, the PFBC turned to anglers and asked them to cast their vote online for their favorite button. When the votes were counted, 30 percent picked the Brown Trout pattern. The Rainbow Trout pattern was close behind with 23 percent of votes, followed by pink camo with 18 percent of the votes. In all, more than 2,100 votes were cast.

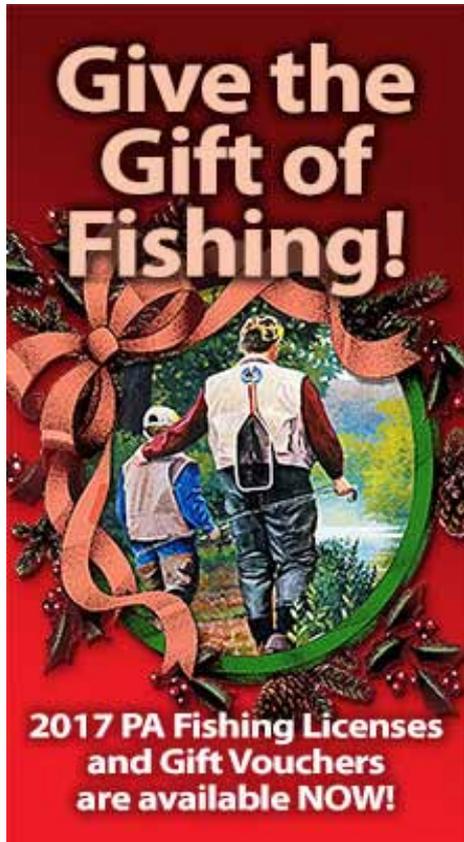
“The online survey continues to be a fun way for anglers to stay engaged,” said PFBC Executive Director John Arway. “Last year we introduced the Brook Trout pattern as a selection and anglers clearly liked it, with about 70 percent voting for it. This year we added two more trout patterns and the pink camo option. As the votes showed, it was a pretty tight race between the three.”

Buttons go on sale December 1 and are available for \$5 each. They can be purchased through the PFBC's online store (The Outdoor Shop), PFBC regional offices, and through the network of more than 900 license issuing agents.

Individuals must purchase an annual or multi-year resident, non-resident, senior resident, or senior lifetime fishing license in order to purchase a license button.

Children 15 and younger can also purchase a button if they first buy a voluntary youth license for \$1.

Brought back by popular demand in 2014, the buttons resemble ones offered by the PFBC in the 1930s, 1940s, 1950s, and again in 1974 and 1975. Each custom button measures 1 3/4 inches with a high-quality, pin-back design and features the angler's customer identification number, the same number displayed on a paper license. As long as an angler is carrying a valid paper license, a valid button is the only display requirement.



## Holidays Mark Beginning of New Fishing Season

HARRISBURG, Pa. (Dec. 1) — The holiday shopping season is underway and fishing license gift vouchers make great presents and stocking stuffers for family members and friends. Vouchers and fishing licenses go on sale today for the 2017 season.

“Purchasing a fishing license gift voucher is easy and convenient,” said Steve Kralik, Director of the Bureau of Outreach, Education and Marketing for the Pennsylvania Fish and Boat Commission (PFBC). “They are essentially a gift certificate and require only a method of payment. The recipient then redeems the voucher for a fishing license.”

Vouchers can be purchased for an annual license or for 3-year, 5-year and 10-year licenses. The 10-year license is a new product this year.

Vouchers and licenses can be purchased online at [www.gonefishingpa.com](http://www.gonefishingpa.com), at more than 900 issuing agents, at county treasurers’ offices, and PFBC regional offices:

## Life Jackets Save Lives Follow Safety Tips in Cold Weather

When sunny days tempt the boater in you, don’t forget about your life jacket, especially if you are planning to use a canoe, kayak or similar small boat. Beginning Nov. 1 and lasting through April 30, individuals are required to wear a life jacket while underway or at anchor

on boats less than 16 feet in length or on any canoe or kayak. The requirement applies to all PA waters.

To learn more about life jackets and cold water survival, visit <http://fishandboat.com/safety.htm> and [www.wearitpennsylvania.com](http://www.wearitpennsylvania.com).

