

Wisconsin Department of Natural Resources SWIMS Project Summary

General Project Information

Project ID: CBCW-LandingBlitz2011
Name: Landing Blitz 2011
Type: Watercraft Inspections
Subtype: Media Coverage / Landing Blitz
Status: COMPLETE
Start Date: 06/30/2011
End Date: 07/04/2011
Purpose: The 2011 Landing Blitz will take place over the 4th of July weekend when boat traffic is high and the potential to spread aquatic invasive species (AIS) is great. The 2011 Landing Blitz will begin Thursday, June 30th and continue through Monday, July 4th. As part of the event, we are encouraging all Clean Boats, Clean Waters watercraft inspectors to get out on their landings and share AIS prevention information with the boaters and anglers enjoying the lakes! Join your fellow inspectors around the state in demonstrating the required prevention steps boaters must take, providing stickers for boaters to place on their trailer posts to remind them of these steps, and educating boaters and anglers on Wisconsin's invasive species laws. Partnering organizations will be provided with Stop Aquatic Hitchhikers towels to handout at the landings and media resources to help highlight the event locally.

Objective: With the summer boating season fast approaching, we are gearing up for another successful mid-summer landing blitz. This year's blitz will take place over the 4th of July weekend when boat traffic is high and the potential to spread aquatic invasive species (AIS) is great. The 2011 Landing Blitz will begin Thursday, June 30th and continue through Monday, July 4th. As part of this year's event, we are encouraging all Clean Boats, Clean Waters watercraft inspectors to get out on their landings and share AIS prevention information with the boaters and anglers enjoying the lakes! Join your fellow inspectors around the state in demonstrating the required prevention steps boaters must take, providing stickers for boaters to place on their trailer posts to remind them of these steps, and educating boaters and anglers on Wisconsin's invasive species laws. Contact Jon Fischer (608)-261-6450 Jonathan.Fischer@wi.gov - if you or your lake organization plan to be a part of this year's efforts to increase AIS awareness during one of the busiest weekends of the boating year. Partnering organizations will be provided with Stop Aquatic Hitchhikers towels to handout at the landings and media resources to help highlight the event locally.

Comments:

Outcome: The 2011 Landing Blitz took place over the Fourth of July holiday weekend, from June 30 to July 4. This year's event was a true team effort featuring; Clean Boats, Clean Waters inspectors, DNR staff and wardens, WI SeaGrant interns, and UW Oshkosh interns all conducting boat inspections and sharing AIS prevention information at over 90 water bodies! Inspectors did a great job of demonstrating the required steps for boaters, providing "Stop Aquatic Hitchhikers!" stickers for boaters to place on their trailers, handing out towels, and educating others on the importance of AIS prevention.

The Blitz also received a great deal of news coverage, which helps to spread AIS education to the general public and boaters who were not inspected over the course of the weekend. Over 40 news agencies featured the Landing Blitz as a part of their content, and AIS prevention even appeared on 9 different TV news networks across the state!

Thank you to all of the volunteers who participated in this year's Landing Blitz. Your efforts are invaluable to protecting the beautiful natural resources that Wisconsin has to offer.

Study Design:

QA Measures:

People

Name	Role	Status	Start Date	End Date	Organization	Comments
Amnicon-Dowling Lake Mgt C	PARTICIPANT	COMPLETE	06/30/2011	07/04/2011	Amnicon-Dowling Lake Mgt Dist	
Archibald Lake Association,	PARTICIPANT	COMPLETE	06/30/2011	07/04/2011	Archibald Lake Association	
Fischer, Jonathan	COORDINATOR	COMPLETE	06/30/2011	07/04/2011	Wisconsin Department of Natural Resources	

Project Statuses

Date	Reported By	Status	Comments
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Actions

Action	Detailed Description	Start	End Date	Status
Issue News/Media Release	2011 Clean Boats, Clean Waters Landing Blitz	06/30/2011	07/04/2011	COMPLETE

Monitoring Stations

Station ID	Name	Comments
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Assessment Units

WBIC	Segment	Local Name	Official Name
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Lab Account Codes

Account Code	Description	Start Date	End Date
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Forms

Form Code	Form Name
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Methods

Method Code	Description
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Fieldwork Events

Start Date	Status	Field ID	Station ID	Station Name
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Documents

Title	Description	Author	Published	Comments
Boat checks to monitor for invasive species		Herald Times	07/02/2011	
DNR Helps Keep Invasive Species in Check	News communication	ABC 2 News-Green Bay	07/03/2011	
DNR Inspecting Boats For Invasive Species		CBS 3 News-Madison	07/03/2011	
DNR patrols for invasive species across the state this weekend		NBC 13 News-Eau Claire	07/02/2011	
DNR wardens to conduct boat checks over holiday	News communication	ABC 19 News-La Crosse	07/26/2011	
DNR working this weekend to keep invasive species from spreading on boats		Pierce County Herald	06/30/2011	
Don't Let Invasive Species Hitchhike With You		NBC 15 TV	07/03/2011	
Inspectors to check boats for aquatic 'hitchhikers'		Bill Novak, Capitol Times	07/01/2011	
Invasive Species, Aquatic Hitchhikers		Eric Peterson, NBC 26 News-Green Bay	07/01/2011	
Invasive species targeted at landings		Dave Greschner, Rice Lake Chronotype	06/30/2011	
On the trail		Paul A. Smith, Milwaukee Journal Sentinel	07/02/2011	
Police Boats Patrolling Waterways	News communication	ABC 2 News-Green Bay	07/03/2011	
Prepare for boat checks this weekend, Wardens to conduct boat checks over the 4th		FOX 11 News-Green Bay	07/02/2011	

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Title	Description	Author	Published	Comments
State Wardens To Make Boat Checks Over Holiday Weekend		CBS 3 News-Madison	06/30/2011	
Targeting aquatic invaders		Andrew Beckett, Wisconsin Radio Network	07/04/2011	
Vilas County Clean Boats, Clean Waters Volunteers - 2011 Landing Blitz (2)		Ted Ritter	07/19/2011	
Vilas County Clean Boats, Clean Waters Volunteers - 2011 Landing Blitz (3)		Ted Ritter	07/19/2011	
Vilas County Clean Boats, Clean Waters Volunteers - 2011 Landing Blitz (4)		Ted Ritter	07/19/2011	
Wardens to conduct boat checks over holiday		Eau Claire Leader Telegram	06/30/2011	
Wis. Wardens to Conduct Boat Checks over Holiday		CBS 7 News-Wausau	06/30/2011	
Wisconsin DNR wardens to conduct boat checks over Fourth of July holiday		Appleton Post Crescent	06/30/2011	
Wisconsin Wardens To Conduct Boat Checks Over Holiday		NBC 15 News	06/30/2011	
Wisconsin wardens to conduct invasive species checks at landings over holiday weekend		Fox 6 News-Milwaukee	06/30/2011	
Wisconsin wardens to conduct invasive species checks at landings over holiday weekend		The Republic	06/30/2011	

Budget

Combined Budgets:

Combined SLOH:

Combined Total:

Funding

Organization	Source	Type	Amount	Start Date	End Date
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