

# **Using Mass Media to Inform Anglers about Aquatic Nuisance Species**

*A final report to the  
Michigan Sea Grant College Program*

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**Prepared for**  
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# Executive Summary

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The Michigan Sea Grant College Program retained Public Sector Consultants Inc. (PSC) in February 2002 to perform a nationwide public education and outreach campaign with the goal of preventing the spread of aquatic nuisance species (ANS) in lakes, streams, and wetlands of the United States. The target audience included the general population with an emphasis on watercraft owners and anglers. The project tasks were carried out under a joint commitment by the Michigan, Wisconsin, and Minnesota Sea Grant College programs to the Aquatic Nuisance Species Research and Outreach Program of the National Sea Grant Office (Project No. ANS-140). The project included:

- Distribution of radio and video public service announcements (PSAs) to local and regional news and outdoor programs in ten television designated marketing areas (DMAs) and ten radio metro survey areas (MSAs) throughout the United States
- Dissemination of print media (i.e., brochures, fact sheets, identification watch cards, and watercraft stickers) highlighting the need to prevent the spread of ANS at Outdoorama, an annual event in southeast Michigan drawing over 60,000 outdoor enthusiasts
- Distribution of print media to Michigan United Conservation Clubs (MUCC) district meetings and annual convention
- Publication of an article in the *Michigan Out-of-Doors* Magazine that explains ANS problems and steps outdoor enthusiasts can take to prevent their spread
- Development of recommendations to improve future outreach efforts

Between Tuesday, July 15, and Thursday, July 31, 2003, PSC—in collaboration with Our Small Planet Multimedia Inc.—contacted 21 radio and 20 television stations (in ten geographic regions throughout the country) that agreed to receive and review copies of the ANS public service announcements. The combined audience of the 21 radio stations totals more than 55 million listeners; the combined audience of the television stations exceeds 30 million households. In most cases, the stations expressed a genuine interest in the PSA content but could not guarantee an airing until the content was reviewed to determine its relevance to the local area. Digital video effects were added to the video PSA to enhance the visual impact of the opening shot, which was then converted to a Beta format from Hi8 to accommodate requests by the television stations. The audio PSA was converted to an MP3 file and transferred to a CD-ROM for distribution to radio stations. The PSA was also converted to a script for distribution via facsimile, which was requested by a majority of the radio stations.

In addition to PSA distribution, a one-page article, *Anglers, Boaters Can Help Fight Invasion of Exotics*, was published in the May 2003 edition of *Michigan Out-of-Doors* magazine, a publication of the Michigan United Conservation Clubs (see Appendix A). The article highlights the problems with ongoing ANS invasions and describes precautions that can be taken to minimize the transfer of ANS from one waterbody to another. The monthly magazine reaches nearly 100,000 members. MUCC also agreed to review a copy of the video PSA for possible airing during its weekly television series, *Michigan Out-of-Doors*.

## **CONCLUSIONS AND RECOMMENDATIONS**

- The project was successful in meeting stated objectives to disseminate radio, television, and print media to a wide audience throughout the United States.
- In most cases, both radio and television stations could not guarantee an airing until the PSA was reviewed to determine its relevance to the local area.
- Radio and television staff were genuinely interested in the ANS issue in most cases.
- PSAs can be an extremely useful tool to reach a large segment of the population when resources are limited.
- Future PSAs should be translated to Spanish for a large and growing audience throughout the United States.
- Future radio PSAs should be reduced to 15–20 seconds in length.
- Future video PSAs for national distribution should be produced on film (e.g., super 16mm or 35mm).
- Future projects should consider the purchase of limited airtime for PSAs in order to increase overall exposure.

# Background

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The Michigan Sea Grant College Program retained Public Sector Consultants Inc. (PSC) in February 2002 to help target a public education and outreach campaign with the goal of preventing the spread of aquatic nuisance species (ANS) in lakes, streams, and wetlands of the United States. The target audience included the general population with an emphasis on watercraft owners and anglers. The project tasks were carried out under a joint commitment by the Michigan, Wisconsin, and Minnesota Sea Grant College programs to the Aquatic Nuisance Species Research and Outreach Program of the National Sea Grant Office (Project No. ANS-140).

The ANS problem in the Great Lakes and other waters of the United States is an issue of growing concern. For example, the Eurasian zebra mussel (*Dreissena polymorpha*), first appearing in North American waters in 1988, has rapidly colonized freshwater systems and is now found in all of the Great Lakes as well as rivers and lakes across the United States and Canada. Halting its spread has proven to be a difficult task. Research is conclusive that recreational transient boating activity (TBA) provides a conduit for transporting zebra mussels and other non-native species to inland lakes, streams, and reservoirs.

Four species were targeted for the public service announcement: Eurasian water milfoil, purple loosestrife, round goby, and zebra mussel. These species have the potential to cause significant ecological problems nationwide. They have been introduced into a habitat in which there are no natural controls, such as pathogens, parasites, or predators. Lack of natural controls in a new habitat may allow a species to grow at an excessively fast pace. ANS may prey upon, outcompete, or cause disease in native species. Scientists agree that the prevention of unintended introduction is critical in alleviating problems in lakes, streams, and wetlands. Once established in large, open aquatic systems, ANS have so far proven to be impossible to eradicate. Thus, the key to protecting lakes, streams, and wetlands is preventing ANS translocation from one water body to another through public education initiatives focused on TBA.

Research has identified seven mechanisms of potential transport of ANS by boaters and anglers: attachment to the exterior of the boat, anchor, or entangled aquatic weeds, as well as the engine cooling system, bilge water, live wells, and bait buckets. These latter four mechanisms have the potential to transport water containing microscopic organisms, including larval stages of ANS, to other bodies of water. This research<sup>1</sup> concludes that it is not the overall use of recreational boats on a given lake, but rather the frequency of launching (i.e., the sequential use of multiple water bodies by boaters) that determines the likelihood of invasion. The results of the study clearly demonstrate the need for a concerted public education effort to contain the species and limit secondary spread.

The public has a responsibility to prevent unnecessary introductions of those species already released in North America. Boaters, anglers, scuba-divers, and other outdoor

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<sup>1</sup> Ladd E. Johnson, Anthony Ricciardi, and James T. Carlton, "Overland Dispersal of Aquatic Invasive Species: A Risk Assessment of Transient Recreational Boating," *Ecological Applications* 11, no. 6 (December 2001): 1789-99.

enthusiasts who spend time on the water must be educated to develop a basic understanding of ANS species and how they can prevent their spread when plying waters throughout the country.

Demonstrated leadership by the National Sea Grant College Program has served an important role to help educate the citizenry and delay and prevent the ongoing spread of ANS.

## Results

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Between Tuesday, July 15, and Thursday, July 31, 2003, PSC—in collaboration with Our Small Planet Multimedia Inc.—contacted 21 radio and 20 television stations (in ten geographic regions throughout the country) that agreed to receive and review copies of the ANS public service announcements. The combined audience of the 21 radio stations totals more than 55 million listeners; the combined audience of the television stations exceeds 30 million households. In most cases, the stations expressed a genuine interest in the PSA content but could not guarantee an airing until the content was reviewed to determine its relevance to the local area. Digital video effects were added to the video PSA to enhance the visual impact of the opening shot, which was then converted to a Beta format from Hi8 to accommodate requests by the television stations. The audio PSA was converted to an MP3 file and transferred to a CD-ROM for distribution to radio stations. The PSA was also converted to a script for distribution via facsimile, which was requested by a majority of the radio stations.

In addition to PSA distribution, a one-page article, *Anglers, Boaters Can Help Fight Invasion of Exotics*, was published in the May 2003 edition of *Michigan Out-of-Doors* magazine, a publication of the Michigan United Conservation Clubs (see Appendix A). The article highlights the problems with ongoing ANS invasions and describes precautions that can be taken to minimize the transfer of ANS from one waterbody to another. The monthly magazine reaches nearly 100,000 members. MUCC also agreed to review a copy of the video PSA for possible airing during their weekly television series, *Michigan Out-of-Doors*.

### RADIO

Arbitron rating information available on the Web was used as a guideline to build a database of stations (see Exhibit 1). Arbitron Inc. is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, advertising agencies and outdoor advertising companies in the United States, Mexico, and Europe. Arbitron's core business is measuring network and local market radio audiences across the United States; surveying the retail, media, and product patterns of local market consumers; and providing application software used for analyzing media audience and marketing information data. This project targeted news, "lite rock," and "oldies" stations because of their diversity of listeners. Contact information was obtained (see Appendices B and C) and personal telephone calls were made to describe the project and PSA content and determine the best method for transmitting the PSA to the station (e.g., fax, e-mail, CD). Ten stations received the PSA via fax, four via CD audio file, six via e-mail, and one received a hard copy.

**EXHIBIT 1**  
Radio Stations that Received Audio and/or Text PSA

Metro Survey Area (MSA)	Market Population	Station and ranking by AQH share (*)	
Los Angeles	10,407,400	KFI-AM No. 3 (4.3)	KROQ-FM No. 2 (4.4)
Chicago	7,476,700	WBBM-AM No. 3 (5.1)	WGN-AM No. 1 (6.7)
San Francisco	5,951,800	KCBS-AM No. 3 (4.8)	KGO-AM No. 1 (6.0)
Philadelphia	4,221,400	KYW-AM No. 1 (7.4)	WPEN-AM No. 13 (3.2)
Washington, D.C.	3,900,000	WBQB-FM  WTOP AM and FM** No. 2 (5.2)	WGMS-FM**
Boston	3,839,000	WBZ-AM No. 1 (8.0)	WZLX-AM No. 10 (3.4)
Miami	3,377,400	WIOD-AM No. 8 (3.4)	WLYF-FM No. 2 (5.3)
Seattle	3,084,700	KIRO-AM No. 3 (5.1)	KOMO-AM No. 3 (5.1)
Tampa/St. Petersburg	2,490,000***	WFLA-AM	WHNZ-AM
New York City	11,250,000***	WINS-AM No. 3 (4.3)  WQHT-FM No. 2 (4.9)	WLTW-FM

\*AQH Share: Average Quarter-Hour—persons listening to a station during a specific quarter-hour expressed as a percentage of all persons who listen to radio during the time period.

\*\*Same contact for these two stations, for a total of 21 contacts.

\*\*\*Estimate.

## TELEVISION

A Nielsen media research guide was used to develop a list of 21 stations throughout the country to receive the PSA produced by Kolter Communications (see Exhibit 2). Nielsen is the leading provider of television audience measurement and related services active in more than 40 countries. Nielsen offers television and radio audience measurement and print readership and custom media research services. The videotape contained a 30-second PSA and 8:30 minutes of B-roll (i.e., outdoor field footage) and interviews with experts. The tape was mailed to each of the television stations. In addition, each mailing contained a self-addressed envelope for return to PSC to help document and monitor PSA airtime. CBS and NBC affiliates were the most accessible due to their large size. However, obtaining market statistics for specific designated market areas (DMAs) was often very difficult and time-consuming because of their proprietary nature; some stations would not share any market information. In those cases, market information was obtained through Web research or was not available at all.

**EXHIBIT 2**  
Television Stations that Received Video PSA

Designated Marketing Area (DMA)	TV households in DMA	Stations that received PSA (audience numbers provided where available; network affiliation in parentheses)	
New York City	7,282,320	WCBS-TV	WABC-TV
Los Angeles	5,318,040	KNBC-TV	KCAL-TV (CBS)
Chicago	3,351,330	Wiegel Broadcasting, 4 stations	WLS-TV (ABC)
Washington, D.C.	2,169,230	WRC-TV (NBC), 1.7 million households in an average week	WUSA-TV (CBS)
San Francisco	2,436,220	KBHK-TV (UPN)	KNTV-TV (NBC)
Philadelphia	2,830,470	WPVI TV (ABC), number of viewers of 18+ from 5 AM to 4 AM in one week = 2,395,000	WCAU-TV (NBC)
Boston	2,353,500	WVIB-TV (ABC)	WBZ-TV (CBS)
Miami	1,486,860	WPLG-TV (ABC)	WVIB-TV
Seattle	1,659,100	KOMO-TV (ABC)	KIRO-TV (CBS)
Tampa/St. Petersburg	1,620,110	WFLA-TV (NBC), 112,000 viewers weekly	WMOR-TV

**PRINT MEDIA**

A variety of print media (see Appendix D) were distributed over the course of the project through the Michigan United Conservation Clubs, an association of 500 affiliated clubs with nearly 100,000 members that promotes the conservation of land resources, scientific management of our natural resources, and preservation of Michigan’s outdoor heritage. A primary audience for the ANS materials was attendees of the February 2003 Michigan Outdoorama, an annual sport and travel show sponsored by MUCC held in Novi, Michigan. The event offered more than 300 exhibits, educational displays, and seminars featuring the latest in fishing, hunting, and camping equipment; recreational vehicles; and more. ANS materials were distributed throughout the five-day event, which drew approximately 50,000 attendees.

**CONCLUSIONS AND RECOMMENDATIONS**

The prevention of ANS introductions throughout waters of the United States will continue to be a significant challenge for resource managers. Mass media projects targeting specific audiences can play a pivotal role in overall ANS prevention efforts. Public education campaigns help assure that citizens have the information and knowledge they need to take appropriate actions to minimize the spread of these species—a key ingredient to the success of control programs throughout the country. In summary:

- The project was successful in meeting stated objectives to disseminate radio, television, and print media to a wide audience throughout the United States.

- In most cases, both radio and television stations could not guarantee an airing until the PSA was reviewed to determine its relevance to the local area.
- Radio and television staff were genuinely interested in the ANS issue in most cases.
- PSAs can be an extremely useful tool to reach a large segment of the population when resources are limited.
- PSAs should be tailored to local geographic conditions to ensure market penetration.
- Future PSAs should be translated to Spanish for a large and growing audience throughout the United States.
- Future radio PSAs should be reduced to 15–20 seconds in length.
- Future video PSAs for national distribution should be produced on film (e.g., super 16mm or 35mm).
- Future projects should consider the purchase of limited air time for PSAs in order to increase overall exposure
- Contacting editorial writers and using feature articles could be an important tool for further ANS dissemination efforts.

# Appendix A: *Michigan Out-of-Doors Article*

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## Anglers, Boaters Can Help Fight Invasion of Exotics

*By Mark Coscarelli, Public Sector Consultants,  
on behalf of the Michigan Sea Grant College Program*

For many of us, fishing in the cool clear lakes, rivers, and streams of the upper Midwest is one of life's pleasures, and one we want to share with our children and their children.

Today, these waters are under increasing assault by harmful exotic invaders that threaten the habitats of our native fish and wildlife. By now you may have heard about the latest threat: several species of Asian Carp (black, silver, and bighead) swimming up the Illinois River toward the Chicago Ship and Sanitary Canal, which connects the Mississippi River system to Lake Michigan.

These carp escaped from U.S. fish farms in the South into the Mississippi River system during floods in the early 1990s. Experts are concerned that these fish—used in aquaculture to control algae and snail populations and which can grow to up to 100 lbs.—will feed on zooplankton, native mussels, and fish because of their voracious appetite.

The Asian carp are now within approximately 25 miles of Lake Michigan, and the best defense against them may be a \$2.2 million electric barrier built under the Chicago canal by the U.S. Army Corps of Engineers. Originally designed to keep another invasive species, the round goby, out of the Mississippi, the barrier was turned on in April 2002 and uses a low-charge electrical current to repel fish. But finding enough money to keep the barrier turned on remains a formidable challenge.

This latest threat of a new invader is but one of myriad introductions occurring over the last 30 years. You may be aware of other invaders, such as the round goby, ruffe, zebra mussel, purple loosestrife, and Eurasian milfoil, which comprise some of the most damaging invasive species that now thrive in the Great Lakes and inland lakes and streams. While escapees from aquaculture facilities such as the Asian carp are a concern, an immediate and ongoing threat, ballast water from international ships, is the primary vector for discharging these species into the Great Lakes.

Many scientists characterize these invasions as the single largest threat to the biological integrity of our lakes, streams, and wetlands; yet meaningful progress by the U.S. Coast Guard and the U.S. Environmental Protection Agency, two federal agencies with authority regulate ballast water discharges, to prevent future introductions continues at a snail's pace, while the Great Lakes states and their inhabitants are left to cope.

Bipartisan bills were introduced recently in the U.S. Congress to reauthorize the National Aquatic Invasive Species Act and combat the massive economic and ecological damage caused by exotic species throughout the United States.

U.S. Rep. Vern Ehlers of Michigan is co-sponsoring legislation aimed at regulating the shipping industry and researching new ways to prevent exotic species from reaching North America.

If passed, the legislation would put new timelines in place to restrict ballast water discharges and create new tools to protect and manage inland waters. In addition, the legislation calls for ships put into service after 2006 to have on-board treatment systems for ballast water.

### **WHAT YOU CAN DO?**

What does this mean for anglers and boaters? Because many of these exotic plants and animals are here to stay, our primary goal should be to prevent their spread to other lakes and streams, which occurs when they *hitch* rides with anglers and boaters.

Outdoor enthusiasts should do their part to prevent moving species from lake to lake by following these guidelines adopted by the Michigan Sea Grant College Program:

- **INSPECT** your boat and equipment and remove all weeds from your trailer, propeller, anchor, and any other place found on the boat
- **DRAIN** all water from the boat, motor, bilge, live well, and bait buckets on dry ground
- **DISPOSE** of leftover bait in a trash receptacle, not in the water
- **RINSE** your boat and all fishing equipment with hot tap water, OR thoroughly dry your boat outdoors for at least five days before traveling to a new lake or stream
- **TEACH** and help others to do the same

In addition, you can call or write your representative in the U.S. House and Michigan's U.S. senators in support of the National Aquatic Invasive Species Act. Tell them that the federal government must do more to protect the Great Lakes from the ongoing invasion of harmful exotic species.

*Mark Coscarelli is a Senior Consultant for Great Lakes and Environmental Policy at Public Sector Consultants. From 1990 to 2000 he served in the Office of the Great Lakes, Michigan Department of Environmental Quality.*

## Appendix B: Radio Station Contact Information

KCBS-AM 865 Battery St. San Francisco, CA 94111 415-765-4000 Lisa Vargas	KFI-AM 610 S. Ardmore Ave. Los Angeles, CA 90005 213-385-0101 Stella	KGO-AM Public Affairs 900 Front St. San Francisco, CA 94111 415-398-5600
KIRO-AM 1820 Eastlake Ave. East Seattle, WA 98102-3711 206-726-5446 PSA Director	KOMO-AM 140 Fourth Ave. N., Suite 340 Seattle, WA 98109 206-404-4000 Kelsey Williams	KROQ-FM 5901 Venice Blvd. Los Angeles, CA 90034 323-930-1067 Boyd Britton
KYW-AM Philadelphia, PA 215-238-4657 Tracy Russel	WBBM-AM/FM 630 N. McClurg Ct. Chicago, IL 60611 312-944-6000 Jan Winters	WBQB-FM 1914 Mimosa St. Fredericksburg, VA 22405 540-373-7721 Lee Johnson
WBZ-AM 1170 Soldiers Field Rd. Boston, MA 02134 617-787-7000 Carla DiFillipo	WFLA-AM 4002 Gandy Blvd. Tampa, FL 33611 813-839-9393 Sue Treccase	WGMS-FM 3400 Idaho Ave. NW Washington, D.C. 20016 202-895-5149
WGN-AM 435 N. Michigan Ave. Chicago, IL 60611 312-222-4700 Community Events	WHNZ-AM Tampa, FL 813-832-1000 Gene Lindsey	WIOD-AM 7601 Riviera Blvd. Miramar, FL 33023 954-862-2000 Cheryl Foyer
WINS-AM 212-315-7000	WLTW-FM 1133 Sixth Ave., 34th Floor New York, NY 10036 212-603-4600 Morgan Prue	WLYF-FM 20450 Northwest Second Ave. Miami, FL 33169-2505 877-790-1015 Gayle Barton
WPEN-AM One Bala Plaza, Suite 424 Bala Cynwyd, PA 19004-1499 610-771-0933 Public Affairs Dept.	WQHT-FM 395 Hudson St. New York, NY 10014 212-229-9797 D'von	WTOP-AM/FM 3400 Idaho Ave., NW Washington, D.C. 20016 202-895-5088 Melvin Chase
WZLX-FM Prudential Tower Suite 2450 Boston, MA 02199-8001 617-267-0123 Lauren Verge		



## Appendix C:

# Television Station Contact Information

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<p>KBHK-TV, 855 Battery St. San Francisco, CA 94111 415-249-4444 Rosemary Roach</p>	<p>KCAL-TV 6121 Sunset Blvd. Los Angeles, CA 90028 323-467-9999 Stephanie Rodriguez</p>	<p>KIRO-TV 2807 Third Ave. Seattle, WA 98121 206-728-7777 Kristina Moy</p>
<p>KNBC-TV, 3000 W. Alameda Ave. Burbank, CA 91523 818-840-4444 Kip Epps</p>	<p>KNTV-TV 645 Park Ave. San Jose, CA 95110 408-286-1111 Janice Edwards</p>	<p>KOMO-TV 140 Fourth Ave. N., Suite 340 Seattle, WA 98109 206-404-4000 Pamela Bender</p>
<p>WABC-TV 7 Lincoln Square New York, NY 10023-6298 Sandra Thomas</p>	<p>WBZ-TV 1170 Soldiers Field Rd. Boston, MA 02134 617-787-7000</p>	<p>WCAU-TV 10 Monument Rd. Bala Cynwyd, PA 19004 610-668-5510 JoAnne Wilder</p>
<p>WCBS-TV, 524 West 57th St. New York, NY 10019 212-975-3450 Ellen McKenna</p>	<p>WCVB-TV 5 TV Place Needham, MA 02494 617-787-7000 Karen Holmes</p>	<p>Weigel Broadcasting, 26 N. Halsted St. Chicago, IL 60661 312-705-2600 Debra Cook</p>
<p>WFLA-TV 200 S. Parker St. Tampa, FL 33606 813-228-8888 Tara Mills</p>	<p>WLS-TV, 190 N. State St. Chicago, IL 60601 312-750-2600 Diane Palomar</p>	<p>WMOR-TV, 7201 East Hillsborough Ave. Tampa, FL 33610 813-626-3232 Lynn Conlan</p>
<p>WPLG-TV 3900 Biscayne Blvd. Miami, FL 33137 305-576-1010 Carla Hernandez</p>	<p>WPVI-TV 4100 City Line Ave. Philadelphia, PA 19131-1691 215-581-4417 Linda Munich</p>	<p>WRC-TV 4001 Nebraska Ave., NW Washington, DC 20016 202-885-4000 Aisha Karimah</p>
<p>WUSA-TV, 4100 Wisconsin Ave., NW Washington, DC 20016 202-895-5999 Madeline LaCore</p>	<p>WVIBD-TV 16502 NW 52nd Ave. Miami, FL 33014 305-621-3688 Sherese James</p>	



## Appendix D:

# Sea Grant Publications Distributed During Project

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Quantity	Description
7,000	Bait Bucket/ Tackle Box Stickers
50	Bio Invasions
100	Boaters Action to Stop Zebra Mussels OHSU#54
100	Daphnialumholtzi IL/IN #99-10
100	Field Guide to ANS MN Sea Grant
900	Hitchhikers Stop Sign Stickers
150	IPM for Inland Lakes
250	Protecting Water Systems
100	Purple Loosestrife Project Flyers
300	Ruffe Threat to Fisheries OHSU#64
100	Spiny Waterflea Fact Sheets OHSU#49
*	Frogbit "Watch" ID Cards
*	Goby "Watch" ID Cards
*	Milfoil "Watch" ID Cards
*	Purple Loosestrife "Watch" ID Cards
*	Ruffe "Watch" ID Cards
*	Rusty "Watch" ID Cards
*	Water Flea "Watch" ID Cards
*	Zebra Mussel "Watch" ID Cards

\*Actual quantity unknown



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