

Fish and Game Web site offers interactive service to public

The GovDelivery E-mail Subscription Management system allows visitors to the Idaho Fish and Game department's Web site to sign up to receive personal e-mail alerts on whatever Fish and Game content they find interesting.

For example, people interested in fishing can sign up to receive e-mail alerts on such topics as regional fishing reports, fishing seasons and rules, fish counts, and tournament and contest schedules.

If you prefer hunting, topics include hunter/bowhunter education class registration, tag availability, quotas, and seasons and rules for all Idaho game.

The Idaho Fish and Game department launched GovDelivery ESM in December 2004. Since that time, the department has sent out more than 170,000 e-mail alerts to more than 4,000 subscribers. The e-mail alerts are designed to increase web traffic by directing subscribers back to the website. So far, the Idaho Fish and Game department has experienced 60,000 additional hits to its Web site since it started using e-mail to communicate with target audiences.