

Clearwater Online

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Staff report

Idaho Fish and Game uses e-mail to hook website visitors

St. Paul, MN—Sportsmen interested in hunting and fishing in Idaho now can have the most up-to-date information delivered right to their desktops. The Idaho Fish and Game Department and GovDocs Inc., the world's leading provider of government-to-citizen e-mail and wireless communication solutions, have partnered to provide hunting and fishing enthusiasts with e-mail notifications whenever new content is posted to its site (<http://fishandgame.idaho.gov>).

The *GovDelivery* E-mail Subscription Management (ESM) system allows visitors to the Idaho Fish and Game department's website to sign up to receive personal e-mail alerts on the content that interests them. 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, quotes, and seasons and rules for all Idaho game.

The Idaho Fish and Game Department launched GovDelivery ESM in Dec. 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 website since it started using e-mail to communicate with target audiences.

“As the demand for information about Idaho's hunting and fishing opportunities grew, we realized the need to improve communication with our residents as well as with visitors to our state,” said Roger Fuhrman, communications chief, Idaho Fish and Game. “Implementing this state-of-the-art technology allows us to make new information available to sportsmen more quickly and more efficiently than ever before – and best of all, our subscribers can select the information they want to receive.”