

**Fishing Report Blog**  
*10 Years of Serving the Public*

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**Cleveland Metroparks**

**Relevancy**

**Protection**



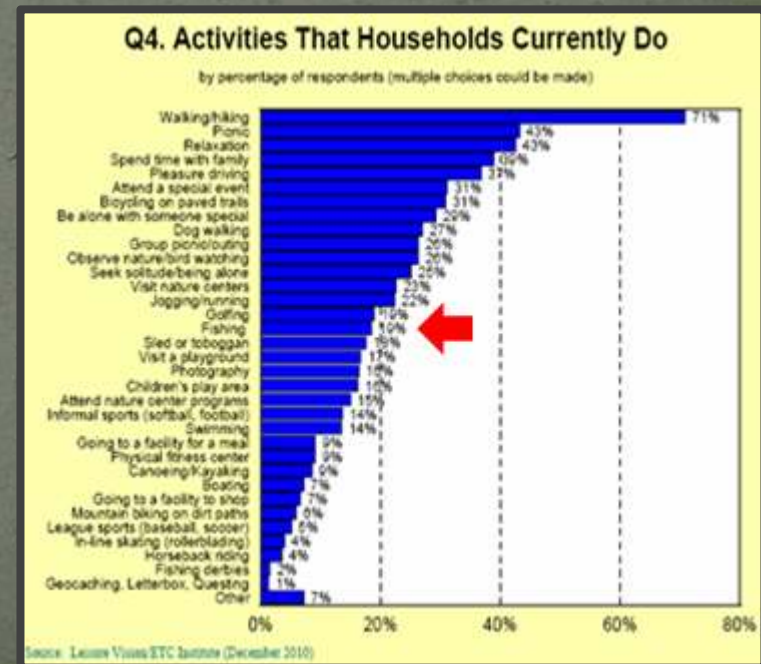
**Organizational Sustainability**

**Come Out & Play**



# Overview

- Initiated in Fall 2005 to provide the public with timely fishing information
- *Consistently* updated weekly (Thursdays) September-May, and monthly June-August
- Has switched platforms 3x over those years, but now resides as part of the Cleveland Metroparks website
- Basic format is a text report followed by photographs, with various links throughout



# Benefit: Serves Many People

- Among our most popular social media/website offerings, averaging 3,000 visits/week
- Only takes approximately 2-3 hours/week to maintain
- Wide reaching audience

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
/Main/Home.aspx	403,646	311,934	0:01:10	267,593
/Main/JobPostings.aspx	274,411	173,032	0:00:48	61,355
/Main/EventsProgramsCalendar.aspx	154,805	100,324	0:01:11	28,777
/Main/Employment.aspx	145,169	111,521	0:00:26	7,002
/Main/Fishing-Report-Blog.aspx	136,408	99,176	0:00:54	87,864
/Main/Reservations-Partners.aspx	106,519	73,153	0:00:44	7,806
/Main/toboggan-chutes.aspx	104,601	76,431	0:02:15	63,714
/Main/FullTimeJobs.aspx	88,072	65,929	0:00:39	19,099
/Main/Recreation.aspx	77,728	59,285	0:00:29	3,696
/Main/EventsProgramsCalendar/Edgewater-LIVE-3829.aspx	62,606	50,473	0:02:28	43,422
	5,582,583	4,237,815	0:01:14	1,824,531

# *Benefit: Engagement (photos, comments)*

- Includes between 12-50 photos submitted by the public weekly!
- Comments section has been added



*The Darr  
Family*



*Come Out & Play*

## *Benefit: Engagement (“eyes and ears”)*

- Receive several dozen reports annually including perceived WQ issues, natural resources observations, and reported violations

### **Comments:**

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3/30/2015 8:13:39 AM by **Mike Durkalec**

Frankie- while that is bad news, I greatly appreciate your detailed observation. I'll be working in that area later this morning and will inspect Beyer's Pond, as well. This was a terrible winter for fish kills around the region.

3/30/2015 5:57:53 AM by **Frankie G**

Mike, not sure how extensive the report was on Beyer's Pond that you received but I have to say that place took a real big hit this winter. The wife and I stopped by and counted over a 80 channel cats, two real nice large mouths with about 4 smaller ones, a real nice crappie and all kinds of little fish. Pretty sure I saw the 3 Fish Ohio Channels I caught last August/September as well. So I spent about an hour casting my sonar phone covering as much of the pond as possible and could not find even one live fish.

# Benefit: Engagement (“eyes and ears”)

- Rocky River fish kill – earliest chronological observation came via fishing report, ended with \$300K settlement to CM

## Thousands of dead fish found in Rocky River



Thousands of fish killed in the Rocky River last spring. The fish were found in the Rocky River last spring. The fish were found in the Rocky River last spring.

### State investigators best water, search for clues in East Branch

By James F. McCarty  
Plain Dealer Reporter

Four of thousands of fish from two tributaries to central western Ohio, died in the Rocky River last spring. State investigators are now searching for clues in the East Branch of the river, which is the source of the water, said the state's top water quality official.



State and local officials were shown fish killed in the Rocky River.

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## Grafton couple accused of causing fish kill

Duo dumped cyanide into sewer, feds charge

By James F. McCarty  
Plain Dealer Reporter

Federal authorities accused a Grafton couple Wednesday of causing a massive fish kill in the Rocky River by dumping 50 gallons of cyanide into a storm sewer last spring.



U.S. Attorney Steven Detelbach, flanked by law officials and representatives from state agencies, announces the indictments of Renato Mastrom, 78, and his wife, Teresita, 74, on charges of conspiracy and obstruction of justice, Renato Mastrom is also accused of violating the Clean Water Act.

U.S. Attorney Steven Detelbach, flanked by law officials and representatives from state agencies, announces the indictments of Renato Mastrom, 78, and his wife, Teresita, 74, in the dumping of cyanide into the Rocky River last April that killed 20,000 fish.

# THE PLAIN DEALER

MORE THAN 1.6 MILLION READERS IN PRINT AND ON CLEVELAND.COM WEEKLY | 75¢ (circulation 629)

## Deal in Rocky River cyanide spill calls for restocking steelhead trout

Metals company owner will pay ODNR \$30,800

By James F. McCarty  
Plain Dealer Reporter

A metals company owner will pay the state \$30,800 to restock the Rocky River with more than 20,000 steelhead trout — the number killed in a cyanide spill last year.

The company will be required to pay a fine to the Cleveland Department of Natural Resources totaling more than \$1,000 for the spill. The most amount will be determined by prosecutors and will be based on the worth of the company. Attorney D.E. Stewart said the company is the owner of the facility.



More than 20,000 fish died in the Rocky River from cyanide poisoning in April 2012, state environmental officials said.

# Benefit: Event Promotion

- CM events and programs can be promoted to a highly targeted audience

**FISHING REPORT BLOG**



Rocky River and Lake Erie were each named among the "150 Best Places to fish in America" in *Field and Stream* magazine.

Like 155 Tweet 1 Pin 89

[Drop Us A Line - Email Us Your Fishing Photos](#)

### Ice Fishing Fundraiser Derby - Saturday February 14, 2015

Posted: 1/28/2015  
Posted By: Mike Dunklele

**WHO:** Cleveland Metroparks is hosting, for the general public of all ages. Sponsors (price donors) committed so far include Eric Outfitters, Stink's Bait and Tackle, Redmaker's Shop, Butcher and the Brewer, and Cleveland Metroparks.

**WHAT:** An ice fishing derby with prize packages to be awarded for the three largest trout (1st, 2nd, and 3rd place). Prize packages outlined below.

**WHEN:** Saturday February 14, registration starts at 8:00am, fishing from 9:00am-2:00pm, fish must be checked in by 2:15pm to qualify.

**WHERE:** Wallace Lake in Millstream Run Reservation of Cleveland Metroparks in Berea, registration onsite at tent adjacent to swimming area parking lot on the lake. Click [here](#) for location and site map/info.

**WHY:** To host a fun public ice fishing event for all ages. Admission (\$10 per person) and on-site bait (\$2/peck) sales will support Cleveland Metroparks Fishing Fund. For more information on the Fishing Fund, or to make a separate donation anytime, please visit <http://www.clevelandmetroparks.com/Main/FishingFund.aspx> (please note, you cannot pay event registration at this webpage, though. That is done at the registration tent at the event).

**Details/Rules:**

On Saturday February 14 Cleveland Metroparks will host a public ice fishing derby at Wallace Lake in Berea (site location at link above) to benefit our Fishing Fund. Registration begins onsite at 8:00am, fishing begins and ends at

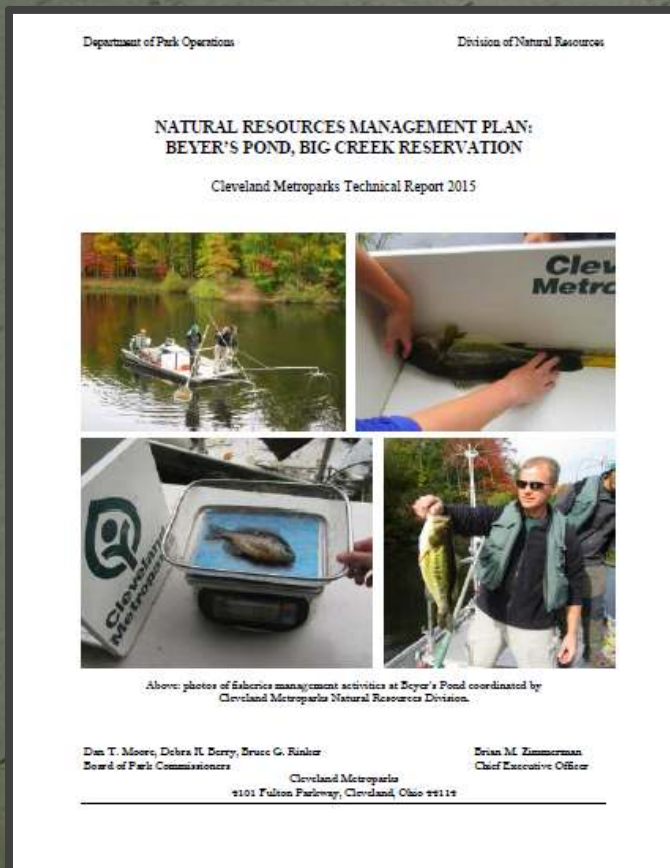


*Come Out & Play, Org. Sustainability*



# Benefit: “Painless Education”

- Every week there is a highlight section that has included Natural Resources Division project updates, publication availability, science/conservation education (ie – winter fish kills)



# *Benefit: Volunteer Recruitment*

- Many fishing event, fisheries management, river clean-up, and restoration project volunteers have come to us through the Fishing Report connection



# *Benefit: Content Acquisition*

- Highly engaging CM social media content has come through the Fishing Report



# Benefit: Promoting Fishing Fund

- Link at end of the blog for web based donations
- We even had a donation all the way from California in March 2015!

## Cleveland Metroparks Fishing Fund

Cleveland Metroparks Fishing Fund helps provide a rewarding fishing experience to Northeast Ohio anglers through the stocking of rainbow trout, channel catfish, largemouth bass, and other sport fish. The Fund also supports children's fishing derbies and creation and restoration of essential habitat in the ponds, lakes, and rivers within Cleveland Metroparks.

For more information or to make a gift to Cleveland Metroparks Fishing Fund, including a web donation option, please visit: [Cleveland Metroparks Fishing Fund Donations Online](#)

## FISHING FUND



Donations to Cleveland Metroparks **Fishing Fund** help provide a rewarding fishing experience to Northeast Ohio anglers through the stocking of rainbow trout, channel catfish, largemouth bass, and other sport fish. The Fund also supports children's fishing derbies and creation and restoration of essential habitat in the ponds, lakes, and rivers within Cleveland Metroparks.

All donors and persons being honored or memorialized will be recognized in Cleveland Metroparks *[Emerald Necklace](#)* newsletter and the annual *[Gift of Nature](#)* report.

### To make a gift to Fishing Fund

Please print the [Fishing Fund](#) donation form and mail to:

Cleveland Metroparks  
Gift and Donor Development  
4101 Fulton Parkway  
Cleveland, Ohio 44144

[Donate Online](#)

### For more information, please contact:

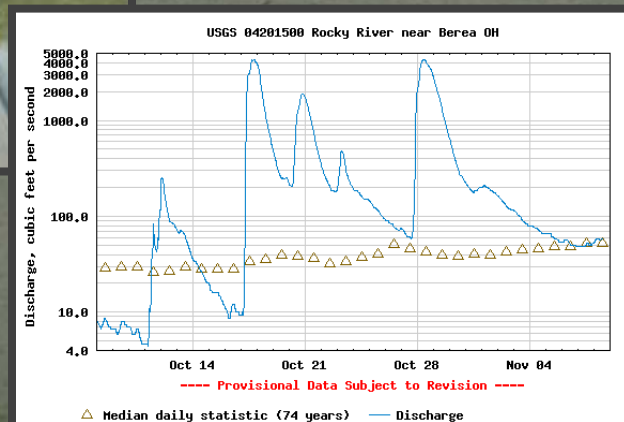
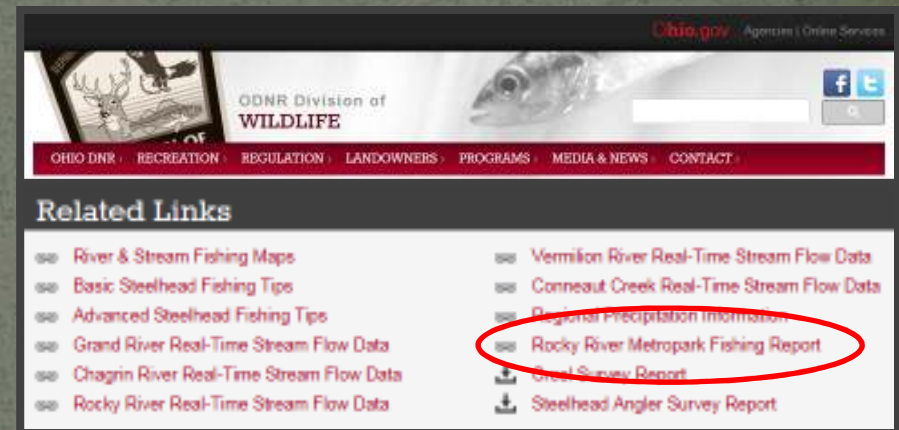
Karen Kannenberg  
Manager of Gift and Donor Development  
Cleveland Metroparks  
4101 Fulton Parkway  
Cleveland, Ohio 44144  
216-633-3217  
[kik@clevelandmetroparks.com](mailto:kik@clevelandmetroparks.com)

Thank you for supporting Cleveland Metroparks!



# Benefit: Collaboration (USGS, ODNR)

- USGS Flow Gage Upgrade spearheaded by CM as community sponsor, the link is popular through Fishing Blog
- ODNR has Fishing Report Blog as their only external fishing report link



*Relevancy, Come Out & Play*

# *Unexpected Benefit: Growing Up Before Us!*

*Justin Telep*



*Come Out & Play*

# *Unexpected Benefit: Serving Veterans*

- Several homesick military servicemen and contractors have relayed that they appreciate the connection to home
- Example: Army Major Chuck Preble



# *Recognition*

- 1st Place – Ohio Professional Writers contest (Blogs/Web Content)
- APEX Awards For Publication Excellence (Blogs)
- 2<sup>nd</sup> Place – NFPW awards (Blogs, Not-for-Profit Org)
- 2<sup>nd</sup> Place – OPRA awards (Blogs/Web Content)
- Lake Metroparks Fishing Report – “imitation is the most sincere form of flattery”!
- *Most importantly* – countless “thank you” notes via email, social media, phone, and word of mouth over the past 10 years from the people we serve





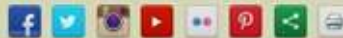
April 2015

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**Webcams**

**Blogs**

Fishing Report  
Along the Trail



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## Lake Metroparks Fishing Report

Friday, March 27, 2015

### Rain, snow?! Steelhead Spring

Unfortunately this week's rain took both the Chagrin and Grand Rivers back up to high and muddy. Last weekend several anglers reported good fishing in the Chagrin River, and fish were reported caught in Big Creek, Paine Creek and even one report out of Mill Creek at Hogback Ridge. Early in the week the Grand River started to look very promising, and then the rains hit and the level headed back up. Keep an eye on the levels through the weekend as the Chagrin is headed back down and could become fishable dependent on the amount of precipitation.

Reports have come in that the creeks are fishable, however we aren't seeing a large amount of activity yet.

Many have commented on the smaller size of the Steelhead lately, so when I saw this interesting information on the Cleveland Metroparks Fishing Report, I got permission to copy it and pass it on.

From the desk of Phil Hillman, Ohio Division of Wildlife Fisheries Supervisor, District 3: "Anglers should be expecting plenty of steelhead in two length groups this Spring: 16-18" fish as well as 24-26" fish. The reasoning for this is that the last

# Questions?

THANK YOU support staff!

- Marjorie Thomas
- John Daters
- Tanetta Jordan

Contact information:

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Aquatic Biologist  
Office: (440) 331-8017  
[md@clevelandmetroparks.com](mailto:md@clevelandmetroparks.com)



*“Enriching Lives One Fish  
at a Time!”*