



ALABAMA DEPARTMENT OF CONSERVATION AND  
NATURAL RESOURCES  
MARINE RESOURCES DIVISION

K9 PROGRAM

# FILET CASE COMPARISON

PROGRAM START: 2015

THE NUMBER OF FILET CASES IN THE STATE OF ALABAMA HAS STEADILY DECLINED EACH YEAR SINCE THE BEGINNING OF THIS PROGRAM.

THIS CASE DECLINE IS NOT DUE TO K9 ALERTS, RATHER K9 PUBLICITY.



## PUBLIC RELATIONS

- THE ALABAMA MARINE RESOURCES DIVISION K9 PROGRAM HAS MADE NUMEROUS MEDIA APPEARANCES ON WALA AND WKRG – TWO LOCAL NEWS STATIONS WITH THOUSANDS OF VIEWERS ACROSS THE GULF COAST.
- THE K9 PROGRAM HAS SPARKED CONTROVERSY, CONVERSATION AND AWARENESS ON SOCIAL MEDIA OUTLETS – PARTICULARLY FACEBOOK.
- THE ALABAMA MARINE RESOURCES DIVISION HAS MADE COUNTLESS APPEARANCES AT LOCAL SCHOOLS, BOAT SHOWS AND COMMUNITY EVENTS – BRINGING A POSITIVE LIGHT AND WIDESPREAD AWARENESS TO THE PROGRAM AND WHAT IT IS DOING FOR CONSERVATION.







## SOCIAL MEDIA AWARENESS

- THE VIDEO UPLOADED BY PARADISE MARINE HAD OVER 9,000 VIEWS, 73 SHARES AND 90 PEOPLE ENGAGING WITH THE ORIGINAL POST.
- THE VIDEO SHOWCASES OFFICER CHRIS COX AND K9 GAINES BOARDING AND SEARCHING A VESSEL THAT CAME IN TO THE DOCK.
- PUBLICITY SUCH AS THIS PROVIDES A 'SCARE TACTIC' TO FISHERMEN WHO MIGHT OTHERWISE HAVE ILLEGALLY CAUGHT AND HIDDEN FISH FILETS.
- WE FIRMLY BELIEVE THAT THE SUCCESS FROM THE DECLINE IN CASES IS A DIRECT RESULT FROM PUBLIC AWARENESS AND COMMUNITY RELATIONS SUCH AS THIS.

# PARADISE MARINE VIDEO K9 GAINES



# VESSEL TO VESSEL BOARDING K9 MORGAN

