



Media Summary & Event Recap



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MERCURY

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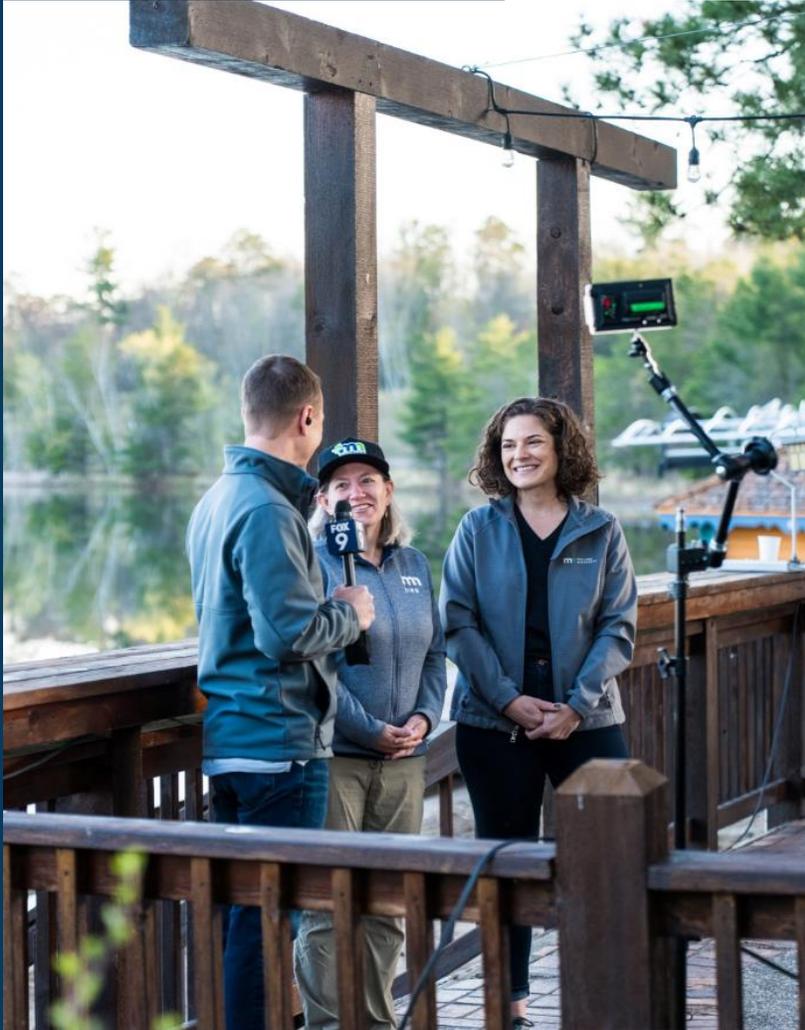












GFO Media Result Summary

- The 2025 Governor's Fishing Opener in Crosslake, MN, netted **337.8 million media impressions** and an estimated **audience reach of over 11 million people** across print, broadcast, radio, and online.
- Media Row was bustling at Manhattan Beach Lodge, with **over 22 media outlets** attending in person to interview the Governor, Explore Minnesota, the Minnesota Department of Natural Resources, and Crosslake community members.

GFO Media Highlights

The top 5 media outlets that prominently covered the 2025 Minnesota Governor’s Fishing Opener in Crosslake on May 9–10:

KSTP (5 Eyewitness News)

Provided a comprehensive guide to the event—including license info and invasive species regulations—as well as on-site coverage prior to and during the opener

Brainerd Dispatch

Showcased an extensive photo gallery capturing Governor Walz’s activities—catching northern pike, interacting with DNR, and protesters—accompanied by detailed captions

KAXE (Northern Minnesota Public Radio/NPR affiliate)

Offered in-depth reporting highlighting Walz’s fishing catch (three northern pike), the surrounding protests, remarks on economic impact, and statements from local leaders

Lakeland PBS / Lakeland News

Featured both written and video coverage emphasizing the event’s economic and community significance, including Walz’s message on fishing as an industry driver

KAAL (ABC affiliated TV channel)

Reported on Governor Walz’s participation alongside legislative leaders, capturing highlights from the launch ceremony and fishing on Cross Lake



GFO Media Highlights

77th Annual Minnesota Governor's Fishing Opener kicks off Friday



Crosslake is hosting the event for the first time this year.

Governor's Fishing Opener more than just catching walleye as state budget talks continue

Walz is also helping stock walleye on Big Trout Lake and will be fishing with kids while in the Crosslake region



NEWS MINNESOTA

Gov. Walz kicks off Minnesota fishing opener in Crosslake

Walz's day started early Friday with media interviews at Manhattan Beach Lodge



Walking shoes for elderly with poor balance

The Orthowalk

LATEST



Trump ramps up attacks on the Federal Reserve but Powell sticks to 'wa...



July 4th cookout will come at a higher price in 2025 but how much of...



Tesla shares take a hit as feud between Trump and Musk reaches a boil



Jury returns to

GFO Media Highlights



THINGS TO DO > OUTDOORS

How was Crosslake chosen to host Minnesota Governor’s Fishing Opener?

Event requirements have changed since the COVID-19 pandemic



Adobe Acrobat Pro

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May 10 at 5:28 PM · 🌐

Happy fishing opener, anglers! 🎣

Governor Walz reeled in three northern pikes this morning! Lieutenant Governor Peggy Flanagan caught six fish (northern pike, bass, and sunfish) along with Women Anglers of Minnesota. After a full day of activities yesterday, attendees at the Governor's Fishing Opener enjoyed a chance to relax and cast a line on beautiful Crosslake.

SHOW US the view that you enjoyed today! We'd love to see what you've caught. 📸

We wish you tight lines! 🎣 🇺🇸



GFO Social Media Summary

- **Potential Impressions: 7,610,909**
- **Total Engagements: 4,715**
- **Volume of Posts: 377**

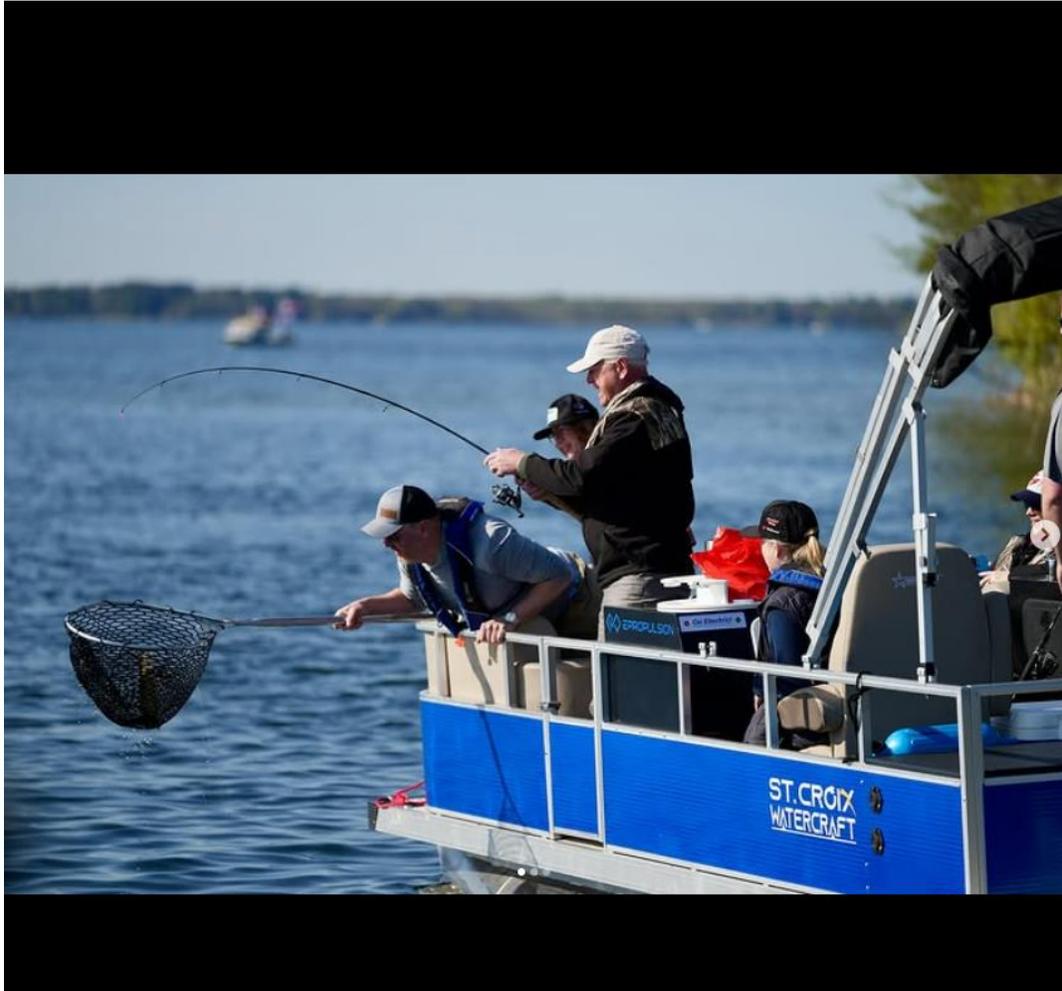
Related Keywords

| | |
|--|------------|
| minnesota fishing opener | 199 |
| take based reported individual approve | |
| minnesota | 165 |
| minnesota fishing opener review paid | |
| fishing | 123 |
| fishing opener minnesota lake 2025 | |
| opener | 121 |
| opener fishing minnesota coming one | |
| may | 120 |
| approve even individual paid review | |

Related Hashtags

| | |
|---|-----------|
| #fishing | 12 |
| fishing opener catch fish minnesota | |
| #minnesota | 9 |
| fishing minnesota opener 2025 beautiful | |
| #mngfo2025 | 8 |
| fishing chain opener whitefish fish | |
| #mnwx | 7 |
| believe currently go might open | |
| #bassfishing | 6 |
| fishing opener minnesota lake 2025 | |

GFO Social Media Highlights



mngovernor  ...

mngovernor  Three northerns and a beautiful morning on Cross Lake.
Happy Fishing Opener, Minnesota!
2w

aurea_figuredo          2w 4 likes Reply

— View replies (2)

analuzamonteiropre          2w 1 like Reply

— View replies (2)

brainfreze1 Beautiful looking lake to go fishing in  2w 5 likes Reply

joyfulinthecloud Good morning Gov!  2w 8 likes Reply

dorothyac3 You are one cool Governor!                2w 6 likes Reply

mikeschardin Great catch Gov! 2w 2 likes Reply

andybakerctk                     2w 2 likes Reply

   ...

 Liked by **laurenbenettmcginty** and 2,466 others
May 10



We just spent the weekend at
Boyd Lodge in Crosslake

lindseyranzau Boyd Lodge ⋮

lindseyranzau Our weekend summed up in a quick 20 photos 📸

Crosslake hosted this year's Minnesota fishing opener, so we had a blast exploring the area!

[@boydlodge](#) is now one of our favorite resorts in Minnesota and it's about 2.5 hours from the Twin Cities. It's so beautiful!!

[#minnesota](#) [#lookaboutlindsey](#)

2w

girlof10000lakes So fun!! A trip with the besties is the best and love that you got a sunset paddle in for yourselves! ♡

2w 1 like Reply

knead.to.roam What a fun weekend!! ♡

2w Reply

exploreminnesota Looks like the perfect weekend! ♡

2w Reply

paisleyandsparrow That looks so fun! ♡

2w Reply

kristiruschmeyer What a wonderful Mother's Day weekend you had! I'm so proud of the "mommy" you are and all the experiences you give your little loves! They are blessed beyond measure! 💖💙 And so am I! 💖 ♡

2w Reply

♡ 💬 📍 🔖

Liked by [minnesotadnr](#) and 1,091 others

May 12



bindee_vang_fishing

Cross Lake, Minnesota



bindee_vang_fishing Arrived at our destination up north. Took the family out for the Governor's Fishing opener this upcoming weekend. So far went to test out the Whitefish chain of lakes and man it's beautiful and full of fish! Love our cabin and the view of the Lake! I've already spotted plenty of gamefish ready to smash this weekend!

[#mngfo2025](#) [#onlyinmn](#) [#minnesotadnr](#) [#strikerbrands](#) [#netbait](#)

Edited · 3w



missfishwhisperer You all are the cutest family!! Jason and I really enjoyed watching your fun opening weekend video! 🐟



2w 1 like Reply



patrick.grounds The holiday by that dam has good minnows. Also, chocolate ox in Nisswa is always a fun family outing!



3w 2 likes Reply



caranormalactivities Looks awesome! Have fun!

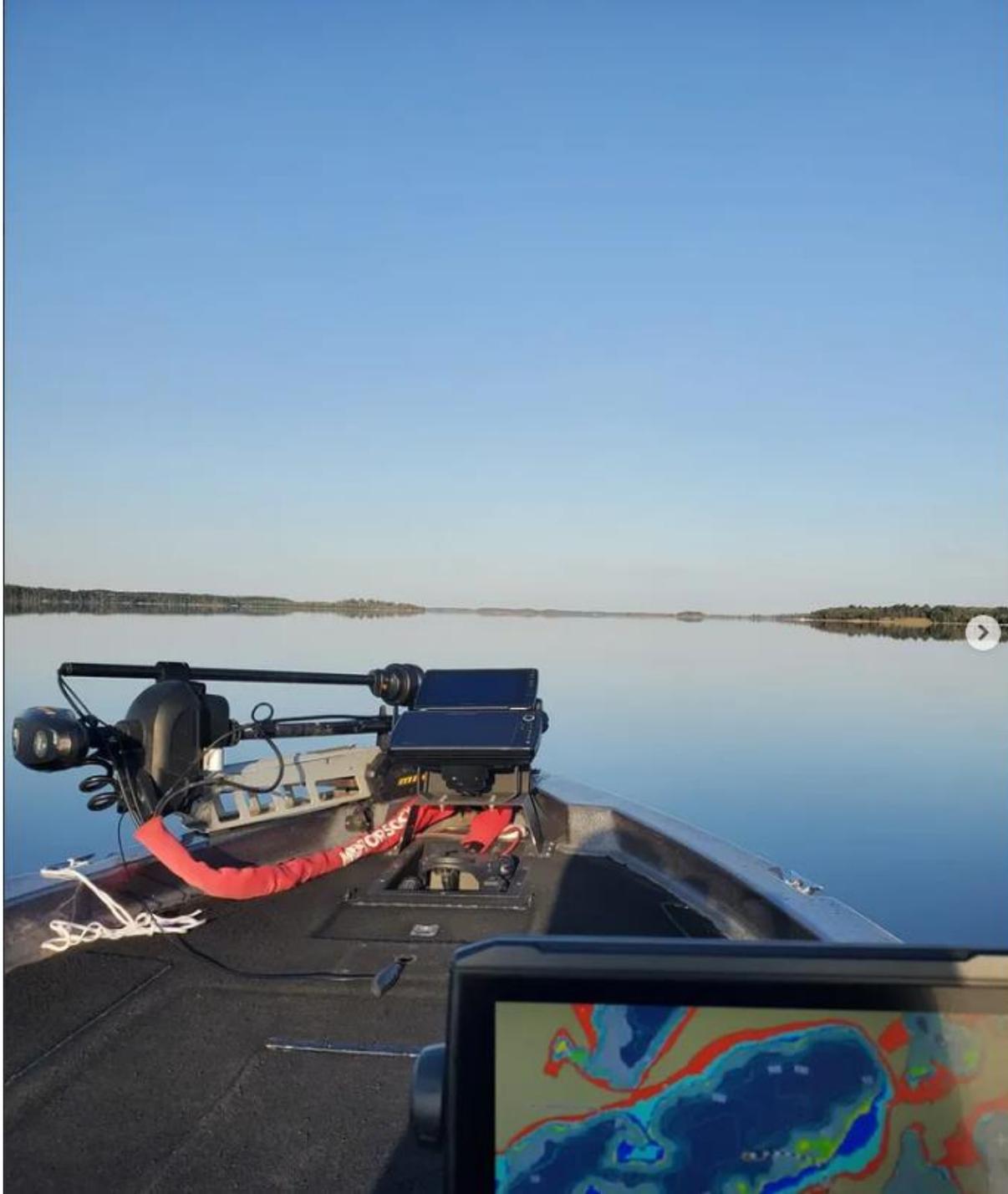


3w 2 likes Reply



Liked by **sam_sobi_** and 156 others

May 8



bindee_vang_fishing

Whitefish Chain



bindee_vang_fishing Still can't believe I get to wake up and ride the waters like this. Whitefish chain is a must visit lake. It's beautiful in everyway. Managed to find out where the giant crappies hangout. Check out the shoulders on these guys! My daughter had fun at the Youth fishing event and got to see fish in a tank and later catch one! Started the day with glass calm conditions and ending it with a bang. No one does it like the fishing opener in MN!!

[#mngfo2025](#) [#minnesotadnr](#) [#strikerbrands](#) [#netbait](#) [#fishing](#)

2w



hunterphomm.fishing Slabs!



2w 1 like Reply



lonealesman Looks fun! It's great you get to enjoy and spend time with your family. That's how great memories are made.



2w 1 like Reply

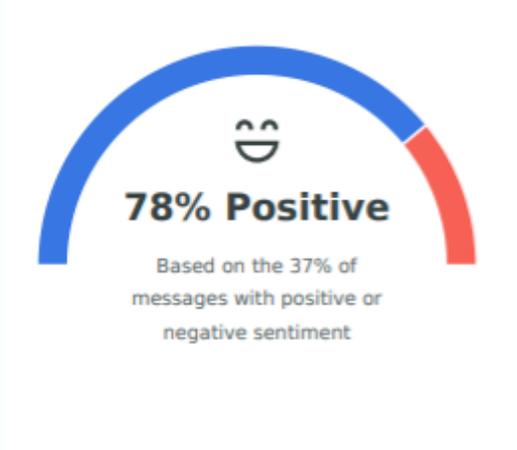


Liked by [sam_sobi_](#) and 119 others

May 9

GFO Social Media Highlights

| Total Engagement, by Engagement Type | Totals |
|--------------------------------------|--------------|
| Total Engagements | 4,715 |
| Comments | 579 |
| Shares | 53 |
| Likes | 4,083 |
| Dislikes | 0 |
| Avg. Engagements Per Day | 31.4 |



Words Recurring in Posts



The excitement is building for tomorrow's fishing opener, and we're making waves up in Crosslake!

The Governor's Fishing Opener kicked off its lineup of pre-opener activities today with media interviews, Fish School, tours of the National Loon Center, and much more. Governor Walz stocked over 100,000 walleye fry into Big Trout Lake this morning alongside DNR fisheries staff. DNR Commissioner Sarah Strommen broke ground for a public water access improvement on Lower Hay Lake, funded by Get Out MORE (learn more: mndnr.gov/aboutdnr/get-out-more/index.html).

Anglers, we'll see you out on the water! 🐟 🎣



👍❤️🔥 304

346 comments 5 shares

👍 Like

💬 Comment

➦ Share

🎣 We're reeling with excitement for the fishing opener!... See more



👍❤️🔥 1K

757 comments 34 shares

👍 Like

💬 Comment

➦ Share

Coordinated Effort



- **State Agencies**
 - Explore Minnesota
 - Minnesota Department of Natural Resources
 - The Office of the Governor and Lt. Governor
- **Local Collaborators**
 - US Army Corps of Engineers, Cross Lake
 - Whitefish Area Lodging Association
 - Crosslake Community School
 - National Loon Center
 - City of Crosslake
 - Whitefish Properties LLC
 - Crosslake Chamber of Commerce
 - Zorbaz on Crozzlake
 - Crow Wing County Emergency Services
 - Whitefish Chain Yacht Club
 - Brainerd Warrior Fishing Team/Student Angler Tournament Trail
 - North Star Fireworks
 - And many more!



FISHING OPENER AT DARK HORSE BREW

Friday, May 9, 2025 (7:00 AM - 7:00 PM) (CDT)



DESCRIPTION

Join us for the Fishing Opener at Crosslake's newest vibe hub — Dark Horse Brew! Where booshy meets cozy, and every sip & bite is crafted with care.

Come experience:

- ✓ Plush, Instagram-worthy seating
- ✓ Fresh, healthy food options that truly taste amazing
- ✓ Small-batch coffee, tea, signature cocktails & craft alcoholic beverages
- ✓ A chill, elevated atmosphere perfect for work or play

7 a.m. – 5 p.m. Fishing Opener Drink Specials ✨ 5 - 7 p.m. – Key Wellness Special Event

Dark Horse Brew
 35734 Allen Ave.
 Crosslake, MN 56442 United States



Elements of a Great Governor's Fishing Opener

Core Events



