



**OUTREACH AND MARKETING WORKING GROUP**

**Chair: Jenifer Wisniewski (TN)**

**Vice-Chair: Tanna Fanshier (KS)**

**March 11, 2022**

**The North American  
Virtual Committee Meeting**

**Agenda**

- Social listening project update – Matt Harlow (DJ Case)
- Fill a Bag Program and update - Outdoor Stewards of Conservation Foundation –Jim Curcuruto (OSCF)
- Update on research - Southwick/RBFF
- How to market to marginalized communities – Blue Ion Marketing Firm – Jeremy Elrod
- How to communicate the health benefits of eating game meat – Functional Nutritional Therapy Practitioner - Amy Bousman
- Panel of Success Stories – TBD but asking MO, NE, and OK
- Feelers out for a psychiatrist to talk to mental/physical health and the outdoors and how to communicate about it
- Roundtable discussion topics
  - MSCG ideas for this group
  - Needs from agencies around outreach and marketing?
  - What can this group do to benefit you and your work?
- Adjourn