

## Outreach Working Group Meeting

March 8, 2017

3:30- 5:30pm

82<sup>nd</sup> North American Wildlife and Natural Resources Conference

Attendees= 26

### Agenda:

- Introductions- round table
  
- Overview
  - Goal- 1) creating a national conservation outreach toolkit for the states to use to help 'tell the state story', 2) help support the BRP campaign (ACTIONS)
  - Looking to create a steering committee to help create this national conservation outreach toolkit.
  
- Presentation: Hug A Hunter- *Gary Thorson (CO Parks & Wildlife)*
  - A number of partners have helped with this initiative, which is overseen by the Colorado Wildlife Council.
  - showing the role sportsmen play in conservation
    - Videos were very popular
  - The issue: most Coloradans have no idea that hunting and fishing license fees help pay to conserve CO key wildlife habitat and to manage all wildlife species in the state
  - Campaign Objective: to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing
    - Education (target audience): non-hunters and non-anglers; statewide; primarily adults 25-54 yrs
    - Campaign Resources: research, creative, web, social media, coalition building, media
  - Hug a Hunter/ Hug an Angler Campaign
    - New creative campaign launched March 1, 2017
    - Shows where money goes from hunting and fishing licenses
    - Marketing:
      - TV: broadcast & Cable
      - Digital advertising/displays: pre-roll video, rich media, custom content
      - Radio: streaming (Pandora)
      - Social Media (FB, Instagram)
    - There will be a second campaign launched this spring and summer to educate about Great Outdoors Colorado (GOCO) that will be similar. Directing people to their website- [hugahunter.com](http://hugahunter.com)

- Use the website with further messaging about how they can help/participate/contribute, etc
  - \$850,000 a year for marketing, funded by additional fee on licenses.
- BRP Campaign Discussion- *Sean Saville (AFWA) and Skipper Bond (Bond-Moroch)*
  - Sean- want to get a feel for what our needs are and how they can help; what materials you (the states) need as we move forward
  - Skipper- looking for the most efficient way to work with you (states) to get the materials you need and what would be most resonant with your states constituencies.
  - PR campaign- working on media relations on national level as well as state level; creating website (multi-pronged approach)
    - Utilize BRP campaign members
    - Use of celebrities
    - Business communities and trade groups
  - A steering committee was created to provide strategic guidance to the PR campaign
  - Brand name- when you look at it you know what it means at a glance; cannot have the title BRP going forward as there are BRP's on many issues and may be confusing
  - 3 Handouts: "Alliance for America's Fish & Wildlife' Message Points; Alliance for America's Fish & Wildlife Wyoming Fact Sheet; Alliance for America's Fish & Wildlife Nevada Fact Sheet
    - Audience for these factsheets = hill staff (not general audience)
  - Campaign Name: **Alliance for America's Fish & Wildlife**
    - Logo is still being developed
    - First draft of fact sheets → still need review of content
    - Materials are not to be shared until after main launch this Spring
  - Fact Sheet Comments
    - Too many words
    - Needs a call-to-action
    - Sean- we can customize as needed for specific target groups; creating a suite of materials; target audiences with this is mostly partners/ for advocacy → this version is too high level for general public distribution
    - Bob Ziehmer- create a wakeup call/call to action that inspires people to want to invest in our conservation future; 'proud American'; communicate to those who are not hunters/anglers
    - Kellie- we need to have materials for the different layers of 'the why'- depending on your audience
    - One important and unique why→ It's NOW that we have an opportunity to do something about it.
    - Skipper- video and animation will be used to reach the general audience with simpler messaging
    - It may be better to have a generic fact sheet where we can add the state's info at the end instead of having individual fact sheets for each state.

- Need to add that connection to people in the fact sheets in order to connect to a broader audience
  - Used a brand truthing workshop to help figure out the brand name with what works and resonates with the public. Helped with deciding to use the branding name 'Alliance for America's Fish & Wildlife'
  - Skipper B. - will be reaching out to each state to figure out who are the best contacts to get info and to send info out; see what current resources and tools each state has to work with
    - Maybe look into a school campaign if possible
    - Agree it's important but may be difficult and would have to be a long term commitment
  - Bob Z. - it's not just the responsibility of state fish & wildlife agencies → they're a big player, but it's all America. We need to use the diversity of the BRP members
    - Agree we need to utilize these valuable resources
  - Naomi N. - we do need that state by state information (fact sheets) as selling points to members on congress
  - Will create more general tools for states to use
  - Kellie T. - can you reach out to the states and ask use what you need so we can gather it (it will take time to gather) → request to communicators (not wildlife diversity managers) (ACTION)
- National Outreach Strategy (ACTION)
  - Looking to create a steering committee
  - Create a path a relevancy → a blueprint that states can use
  - Who wants to be involve with creating this National Outreach Toolkit?- Renny
    - Let Renny know ASAP
  - Create a 'best practices' type of toolkit for states
    - Involve calls, webinar, meetings, etc
  - Renny will send out an email to solicit volunteers

#### ACTION Items:

- Support the Alliance for Americas Fish & Wildlife (AAFW)
- Reach out to the states to put together necessary material for AAFW Campaign as needed
- Create a National Outreach Strategy
  - Create steering committee; solicit volunteers
  - Create Blueprint for states to use (toolkit)