



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

OUTREACH & MARKETING WORKING GROUP

Chairs: Tanna Wagner (KS), Christy Firestone (NE)

89th North American Wildlife and Natural Resources Conference

March 25, 2024

3:00PM – 5:00PM (local time)

Agenda:

- Introduction of working group and members
- Results of the SEAFWA Relevancy Project- Rob Southwick, Lou Cornicelli
- Multistate Conservation Grant Update: *Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit - Part 3*
 - Status
 - Methodology
 - DJ Case
 - Southwick
 - Discussion
- Fall Flights Communications/Marketing - Andrew Raedeke
- General Discussion
- Partner Updates
- Dismiss