

COMMUNICATION STRATEGY FOR TRAPPING AND FURBEARER MANAGEMENT UPDATE - 2019



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Executive Summary

Effective communication about regulated trapping and furbearer management is challenging for many wildlife professionals. These topics are often poorly understood, controversial, and difficult to convey to people. State and federal agencies have put significant resources into the development of Best Management Practices for trapping and in developing effective communication messages on these topics. In 2001, the Association of Fish and Wildlife Agencies distributed a model communications plan to state agencies that was specifically designed to address these issues. This plan updates those original materials. The work was directed by the Furbearer Resources Technical Working Group of the Sustainable Use of Wildlife Committee (SUW). The Education, Outreach and Diversity Committee and DJ Case and Associates were engaged in its development as well.

This model plan provides both a guide for the work of the SUW and a model for planning, messaging, and delivering communications about regulated trapping and furbearer management for individual state or federal fish and wildlife agencies. The plan addresses public awareness and attitudes related to trapping, hunting, and the use of animals. It identifies key audiences, messages, and has resources (print and web based) for use by partners in the development of their own customized plan, all of which were tested for efficacy. The plan includes survey questions that are recommended for use when organizations are conducting public surveys about these activities. Specific professional development training is also recommended and offered within this plan.

Challenges to Trapping as a Management Tool

The Goal of Our Communication Initiative

To maintain regulated trapping as a method for managing wildlife and to ensure that the most humane methods are implemented, wildlife professionals have recognized the need to ensure the improvement of traps and trapping techniques, and to simultaneously enhance communications among their constituents.

Challenges Domestically in the United States

Furbearer management is one of the most challenging issues facing wildlife agencies today. As society becomes more urbanized, Americans are increasingly disconnected from nature. The accompanying shift in attitudes toward wildlife creates an atmosphere wherein wildlife professionals are faced with complex and often paradoxical management issues. Habitat encroachment and the adaptability of certain wildlife species contribute to a continued increase in the number of human/wildlife conflicts, notably among certain species of furbearers. At the same time reported wildlife conflicts are on the rise, some segments of American society are putting pressure on public wildlife agencies and their partners to significantly reduce or alter their management methods. Practices and principles related to the sustainable use of wildlife are not familiar to many members of the public.

Specifically, regulated trapping has come under criticism. Despite the importance of this activity for the benefits it provides to society, a majority of the public remains unfamiliar with these benefits. Public perception and knowledge of the subject are not in concert with how trapping is conducted under agency regulations and management programs.

Challenges from Beyond Our Shores

In 1991, The European Economic Community (now the European Union or EU), with the encouragement of animal activists, adopted a trade regulation (“Wild Fur Regulation”) banning fur imports from countries using “inhumane traps” or traps that failed to meet internationally accepted humane trapping standards. Because the EU’s Wild Fur Regulation had enormous implications for the future of wildlife management in the U.S. and Canada, the International Association of Fish and Wildlife Agencies (now Association of Fish and Wildlife Agencies or AFWA) took a lead role in shaping the subsequent negotiations. AFWA’s initiative to develop Best Management Practices (BMPs) to improve animal welfare in U.S. trapping programs was important in addressing concerns for animal welfare. For more details about this initiative see the *Presidential Task Force on Trapping Policy Final Report* (AFWA 2017).

Trapping is an Effective and Efficient Management Tool

State wildlife agencies and their partners all recognize the benefits of trapping as an effective wildlife management tool. Regulated trapping also is consistent with other “methods of take” which allow the public to harvest common wildlife species and follow sustainable use of wildlife practices. In states where trapping has been curtailed or eliminated, a rise in unwanted human-wildlife interactions has often followed close behind. Maintaining the use of regulated trapping offers state agencies and the public more options for dealing with the wildlife populations entrusted to their care.

Unwanted human wildlife interactions can be found in every state. Examples may include beaver activity has caused road closures, or backyard chickens have been taken by foxes, or raccoons have become aggressive when scavenging garbage. In some cases, the “conflict” is between wildlife species. Regulated trapping has been successfully used to help sea turtle and piping plover restoration programs by controlling predators and other animals that would otherwise have killed these sensitive animals or

destroyed their habitats. Having specific examples on-hand will be helpful as you develop your state-specific communications plan.

Trapping Provides Important Service to Society

Because regulated trapping is one of the tools that state agencies use to manage wildlife populations, licensed trappers are, in essence, performing an important service to society. Wildlife management problems being encountered by states where trapping has been curtailed or eliminated give some indication of the value of this service. In many cases, state agencies and/or the public now pay private animal damage control companies to remove overabundant wildlife. 70% of licensed trappers in the United States already remove nuisance wildlife on their yearly trap lines, assisting property owners with wildlife causing damage.

Fulfilling International Commitments

Prevention of a European Union trade ban on fur depends on continuing commitment from the state wildlife agencies (state wildlife agencies are the legally defined “competent authorities” regarding furbearer management) to implement BMPs for traps and trapping techniques. Fulfilling these obligations helps to ensure that the international markets for wild furs remain open, thereby enabling effective furbearer management by state fish and wildlife agencies.

Trapping Provides Many Other Benefits

Trapping is a lawful method of “take” that is regulated by state and federal agencies under principles of sustainable utilization of wildlife resources. This is consistent with the North American Model of Wildlife Conservation.

Trapping is an important mechanism by which the public is able to utilize furbearer resources. Fur garments, meat for human consumption and pet food, and many household products such as soap and paint are directly or indirectly derived from trapping.

Trapping is a safe, regulated activity that includes hundreds of thousands of participants throughout most of the United States. For many, it is an element of their lifestyle—an opportunity to spend time in the outdoors, to connect with nature, to put food on the table, and to spend time with friends and family. Members of the public who trap, along with hunters and anglers, are some of the strongest advocates for habitat conservation, which benefits a myriad of other species.

Because trapping is poorly understood by the broader public and does not have as many participants as hunting or fishing, it is often the target of opposition groups. These efforts often employ misinformation in an attempt to convince the non-trapping public that trapping is inhumane, unnecessary, damaging to wildlife, and has no place in today’s society.

Summary

Research conducted by AFWA and other organizations has demonstrated that there are effective ways to enhance public support and understanding for trapping through outreach initiatives. The objective of this publication is to familiarize AFWA members and partners with information, messaging and techniques that will better facilitate effective communications about trapping.

The Solution: A Two-Pronged Approach

In 1999, AFWA began addressing the challenges state agencies were facing regarding trapping by implementing a two-pronged approach coordinated by its Furbearer Resources Technical Work Group. This Communications Plan is a continuation of a decade's old initiative by the Association to address these continued challenges.

The first prong was to systematically evaluate and improve trapping technologies used in the United States ("Best Management Practices for Trapping" or BMPs) to improve animal welfare, selectivity, efficiency, practicality, and safety. See the following site for comprehensive information:
<http://furbearermanagement.com/>

The second prong was to simultaneously develop and test an integrated education and outreach strategy to more effectively communicate about trapping and furbearer management to trappers, wildlife professionals, and the public.

First Prong—Best Management Practices for Trapping in the United States

The purpose of the BMP process is to scientifically evaluate the traps and trapping systems used for capturing furbearers in the United States. The BMP framework provides a structure and criteria for identifying and documenting trapping methods and equipment that will continue to improve trapping and maintain it as a valuable wildlife management practice. Trapping BMPs are based on scientific research and professional experience regarding currently available traps and trapping technology. Through the BMP process, AFWA has identified and is recommending traps and trapping techniques that address the welfare of trapped animals and allow for the efficient, selective, safe and practical capture of furbearers. To date, research results and recommendations (as well as general program guidelines) are available for 22 species of furbearers trapped in the United States (Table 1). This multi-year effort engaged all 50 states at a cost of over \$40 million to develop. This is a significant investment by the Association and member agencies.

Historically, wildlife professionals, trappers and trapper associations have worked to improve trapping. Most of the advancements used today come from the efforts of trappers. State fish and wildlife agencies have a long history of regulating trapping to assure that the traps and trapping systems being used are the best available.

Trapping BMPs:

- Are intended to be a practical tool for trappers, wildlife biologists, academics, wildlife agencies, and anyone interested in improved traps and trapping systems.
- Include technical recommendations from expert trappers and biologists and a list of specifications of traps that meet or exceed BMP criteria.
- Are included in the [Techniques Manual](#) published by The Wildlife Society, as well as the national online [Trapper Education Course](#).
- Provide options for trappers (including academics and researchers—anyone capturing furbearers), allowing for discretion and decision making in the field. They do not present a single choice that can or must be applied in all cases.
- Include practices, equipment and techniques that ensure the welfare of trapped animals, avoid unintended captures of other animals, improve public confidence in trappers and wildlife managers, and maintain public support for trapping and wildlife management.
- Are recommendations to be implemented in a voluntary and educational approach.
- Are intended to complement and enhance trapper education programs.
- Are the product of ongoing work that may be updated as additional traps are identified.
- Provide technical and practical information to help trappers, managers, researchers, and others identify and select the best traps and methods available for a given species.

Table 1. Species of furbearers for which Best Management Practices are available.

Badger	Fox (Gray)	Raccoon
Beaver	Fox (Red)	Ringtail (Bassarisk)
Bobcat	Fox (Swift and Kit)	River Otter
Canada Lynx	Marten	Skunk
Coyote (eastern)	Mink	Weasels
Coyote (western)	Muskrat	Wolf
Fisher	Nutria	
Fox (Arctic)	Opossum	

All this material is readily available to state wildlife agencies (i.e., directors, public affairs staff, hunter education/information and education chiefs, furbearer biologists and law enforcement officers), federal and tribal wildlife agencies, trapper organizations, and the general public. Informational CDs have also been shared with the Canadian provinces/territories, European Union member states, and the Russian Federation. Worldwide access has been available from AFWA’s website at: <https://www.fishwildlife.org/afwa-inspires/furbearer-management>. This distribution is an important part of AFWA’s commitment to meet international obligations.

Second Prong—Effective Communications

Simultaneous with the onset of BMP research, AFWA worked on improving communication about regulated trapping. Numerous specific outreach strategies and actions were identified, implemented, and evaluated in three pilot states (Connecticut, Indiana and Wisconsin, for full results of these pilot state efforts, see [D.J. Case & Associates 2001](#)). The outreach efforts tested in the pilot projects clearly demonstrate that outreach can work to increase understanding and acceptance of regulated trapping and furbearer management. Additional work conducted in Illinois has demonstrated similar results.

Note: The outreach strategies that were tested and are presented here are NOT “emergency response” or “fire-drill” efforts, such as might be needed when a state faces a ballot initiative to ban trapping, or when a non-target capture sets off a firestorm of public opposition on social media. The strategies and tactics

needed for those situations are very different from the “ordinary,” “day-to-day” communications needed to build and maintain public support for regulated trapping and furbearer management over the long term.

Outreach Works!

Market research indicates that most of the concerns that the public has about trapping are based on a lack of information and/or misunderstanding of what trapping is and what it is not. One of the most compelling examples of the impact that information about trapping can have on people comes from a telephone survey conducted in Illinois (Duda and Young 1994a). When asked at the beginning of the survey, only 22 percent of respondents expressed approval of trapping, while 71 percent disapproved (Figure 1).

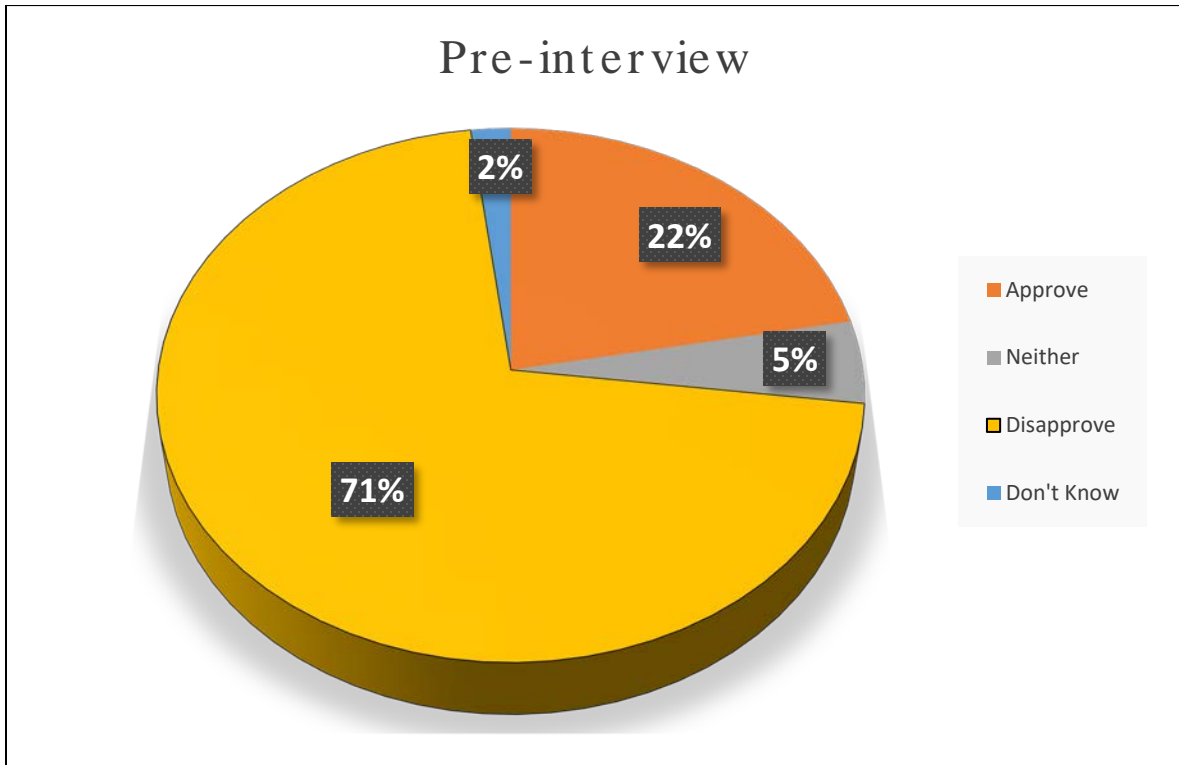


Figure 1. Pre-interview general opinion of regulated trapping among Illinois adults (Responsive Management, 1994a).

After a series of conditional questions about their approval of trapping (e.g. if it was regulated, if it did not endanger wildlife, if it is used to protect health and safety, etc.), the very same (initial) question was asked again. Keep in mind the survey was not trying to convince participants of anything, it was simply asking participants about their knowledge and attitudes about trapping. When the same question was asked again at the end of the survey, approval increased to 46 percent while disapproval declined to 46 percent (Figure 2).

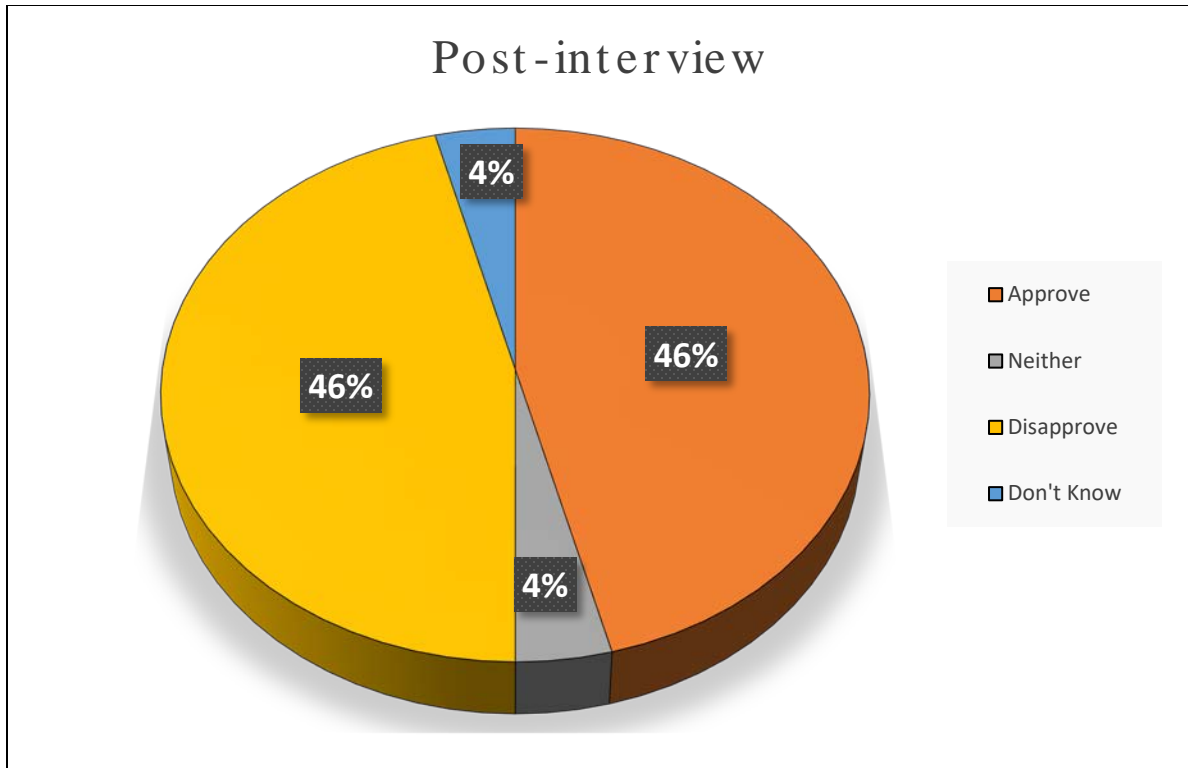


Figure 2. Post-Interview general opinion of regulated trapping among Illinois adults (Responsive Management, 1994a).

Imagine, a 24-percent increase in approval based only on information gleaned from a ten-minute phone conversation with a neutral survey technician!

This is dramatic evidence that: 1) the negative opinions people have toward trapping are not as strongly held as agencies often assume, and 2) accurate information presented in a straightforward manner can change the opinions of a substantial portion of the public.

Outreach on this topic can have a dramatic effect on public understanding and acceptance of trapping, and AFWA has developed an entire package of effective, tested outreach strategies and materials is available for states and their partners to use. The importance of effective communication on this topic is vested among many partners.

A Ground-Truthed Road Map

In simplest terms, the purpose of the communications pilot project was to identify a host of potential furbearer management outreach strategies, actions, products, and approaches; test them for effectiveness and practicality in three pilot states (Connecticut, Indiana, and Wisconsin); and then report the results to all other state agencies and their partners (other wildlife management agencies, trappers, conservation organizations, etc.) to improve outreach efforts nationwide. The “road map” for these efforts is the Model Outreach Strategy, which is described on page 14.

For any given agency, some of these tools will be applicable and some will not; some will dovetail right into existing agency efforts and some won't; some will be easy and inexpensive to implement, and some will require significant resources. The bottom line is that there is something here for every agency, and most of it has been tested and found to be effective by real people in the real world.

Many of these strategies are relatively easy to implement and states are encouraged to develop planning processes to frame the best manner for effectiveness in their respective jurisdictions. It is critical that state agencies invest time and effort to engage partners, customize strategies, and set implementation in motion. This report is *full* of strategies, tools, and ideas to help do just that.

Pilot State Process

Three pilot states (Connecticut, Indiana, and Wisconsin) in 2000 were selected by the AFWA based first and foremost on their willingness to commit to this communication project. A second criterion for selection was to maximize both geographic and demographic variability.

In all three pilot states, the entire effort was built around and upon a team approach—the involvement of multiple people with diverse backgrounds and expertise. These Teams were Agency staff and NGO members. Based on its effectiveness in the pilot state efforts, this approach is highly recommended to other states and their partners. The outreach teams were critical to the success of the projects (see *Appendix A, Effective Outreach Teams*). Diverse members engendered “thinking outside the box.”

Outreach teams were sent the Model Outreach Strategy in advance of the first meeting to bring them up to speed on the format and process. Using the model outreach strategy as a place to start, the first outreach team meeting focused on identifying:

- furbearer management issues in each state to be addressed by the outreach efforts;
- objectives; and
- target audiences.

Subsequent team meetings focused on incorporating the key messages into specific actions, timetables, and assignments. The teams looked for ways to piggyback actions onto existing outreach efforts, and they identified new actions. Some were short-term actions that could be implemented immediately; some were long-term actions that have remained in the plan for years.

Through this process, pilot states were able to work with AFWA to incorporate the key messages that had already been shown to be effective into new products, efforts, programs, and approaches that are available for other states to customize and use. These key messages are located on Page 17.

Once the outreach strategies were in place, the teams focused on implementation. Project facilitators periodically assessed progress and provided reminders of deadlines. It is critical that every state outreach team appoint a person or persons to play this role and make everyone accountable for their actions, or the entire effort is likely to be swallowed up by other priorities.

An evaluation component was included in each of the pilot state outreach strategies, to help determine which actions were most efficient and effective. In addition, a significant evaluation of the overall outreach project was conducted, in which pilot state team members were interviewed, accomplishments were documented, programs and materials reviewed, and project objectives assessed for achievement. Effective resources and processes were compiled and built into this Outreach Strategy.

Guidelines for Effective Outreach

Following are guidelines for effective outreach relating to furbearer management and trapping. These guidelines summarize the lessons learned from the pilot state projects, market research, and are the critical elements to consider in developing outreach efforts.

Build it on research.

Given limited time and financial resources, it's critical that outreach efforts be based on a foundation of market research and careful analyses and identification of target audiences, objectives, messages and actions. State agencies are encouraged to conduct research every two or three years to identify and track public attitudes and opinions. AFWA developed standardized survey instruments for this purpose and recommends their use. Included in *Appendix E*, these include a baseline survey, a trends survey, and questions that could be added to an omnibus survey. States that use these free tools will be able to directly compare results over time, as well as between and among the other states that are using them. These free tools are available at: [Responsive Management 2001](#).

After conducting initial research, the Model Outreach Strategy on page 14 provides a foundation on which to build state-specific communication strategies. National surveys on public support for regulated trapping continue. Most recently in 2016 and 2019 (Responsive Management).

Consider the context.

Market research conducted as part of this project (Responsive Management 2001; 2016) identified three underlying, fundamental issues regarding public attitudes toward trapping that must be considered in the development/implementation of all outreach efforts:

- The public cares deeply about America's wildlife resources;
- The public does not take lightly the killing of animals;
- The public is highly uninformed about trapping.

All outreach efforts (internal and external) should take these into account.

Use key messages consistently.

Extensive market research (Duda 1998, Duda and Young 1994, Duda and Case 1996, Responsive Management 2001; 2016, 2018) has identified key messages that are effective. Given limited time, space, and/or budget, these messages should be the priorities (the *first* things mentioned in any outreach event or program):

- The kinds of wildlife that are trapped are abundant—regulated trapping does not cause wildlife to become endangered.
- Trapping is managed through scientifically-based regulations that are strictly enforced by conservation officers.
- Our agency continually reviews and develops rules, regulations, education programs, and capture methods to ensure the humaneness of trapping.
- Regulated trapping provides many benefits to wildlife and people in our state, especially in helping maintain a balance between wildlife and people.

Supporting messages for these key messages are included in the model outreach strategy.

Show you care.

Communicate and demonstrate that your agency and your staff genuinely care about the welfare of wildlife and take your role in managing wildlife very seriously. The fact is, agencies and wildlife professionals care deeply, but often fail to communicate it because they try to be too "scientific" (Case 1989).

Build agency support.

Furbearer management outreach efforts will be successful only to the degree to which agency staff at all levels understand and support furbearer management. Encourage your agency and your staff to become more involved in the challenges facing furbearer management, and to continue to support the benefits of regulated trapping to society and the environment. You may find differences of opinion about furbearer management within your agency, but your focus should be on ensuring that any differences that may exist are *not* based on a lack of awareness, information, or understanding of trapping or furbearer management.

Use wildlife professionals as the primary spokespeople.

Market research clearly demonstrates that wildlife professionals are the most credible spokespeople on furbearer management and trapping (Duda 1998; Duda and Case 1996; Duda and Young 1994a,b; Responsive Management 2001; Responsive Management 2016).

To the degree possible, make direct/face-to-face contact with the target audiences.

“People change not because of something they read, but because someone they know and trust says it’s a good idea.” -Jack Pyle (Pyle 1998). Agency employees and wildlife professionals are the ones who have (or should have) the day-to-day, face-to-face contact with local town councils, school boards, zoning commissions, community leaders and media. Creating and developing relationships with these and other opinion leaders and thought influencers is very important. Developing relationships with thought influencers through electronic and broadcast media is also important (see #10).

Don’t “oversell” the benefits of regulated trapping.

The benefits of regulated trapping are many and varied. However, it’s critical that the biological and management benefits be consistently and factually portrayed. For example, population and disease control—two often-cited benefits—are only true for certain species under certain situations. By communicating only factual information, conservationists can both maintain and increase their credibility (Case and Seng 1999, Young 1996).

Outreach must be two-way.

Effective outreach efforts are built on two-way communications—listening attentively to concerns and issues as well as “communicating” about them (Ettorre 1996, Harwood et. al. 1993, Peppers and Rogers 1997).

Engage in social media.

Most state agencies are engaging their constituents in this fast-paced and ever-changing communication methodology, and it can be an effective way to deliver key messages about furbearer management. However, generating positive social media coverage of controversial topics (like trapping) can be difficult, even when done well. The story can very quickly go places you don’t want it to go. Basic guidelines include:

- It’s *critically important* for you to work closely with your communications department to understand your agency’s social media strategy.
- Carefully select and package the priority messages for your selected channels. Messages will be viewed by the broadest possible audience, so keep the stories positive and show the benefits.
- Engage social leaders and thought influencers in the social media space. When others carry your messages, it leverages their relationships and credibility, and amplifies your communications.
- Review AFWA’s brochure titled: [Regulated Trapping and Social Media](#) for tips you can share with your trapper audience.

- Caution is advised regarding selecting on-video products related to captured or harvested wildlife. These elements can sometimes be portrayed in a negative fashion.

Conduct professional development workshops related to effective communication regarding trapping and hunting.

State, federal and NGO professionals need enhanced formal training to be able to effectively communicate and speak to elements (social, cultural, biological, management) of these activities.

Remember that all the other guidelines above apply. Good communication theory and techniques work—regardless of the medium.

Lessons from the Pilot States Trapping Communication Projects

Pilot state teams were asked “What can other states do to maximize their chances for success?”

Do it now. The most important recommendation is to put together an outreach team, customize the model outreach strategy, and implement it. There are challenges and obstacles to be sure—influencing human behavior is no easy task. But, the results of the pilot state projects show it will work.

Assemble a diverse outreach team. Include diverse interests—wildlife, I&E, hunter education, upper administration, law enforcement, the trapping community, and other state conservation organizations. Don’t pad the team with too many agency people. Seek some outside influences and welcome their input.

Start with the model outreach strategy. Why re-invent the wheel? The model outreach strategy has already been developed and tested. Use the key messages but customize the delivery to fit your state’s particular needs. Use it to help view your current efforts in a critical, systematic way. Don’t rush this step. Build support within the team—members will be more willing to invest their time, energy, and money to go the extra mile for something they understand and feel part of.

Include an administrator on the team. There is no substitute for having involvement (buy-in) and participation from agency administration—someone to tell the team that this work is a priority—to assist them with resources to complete their assigned tasks.

Refer to the strategy. After customizing the outreach strategy, use it to guide day-to-day efforts, especially those involving communicating with the media or with constituents. Use the key messages in every communication. All appropriate agency and partner personnel should keep the strategy close at hand, so it can be used to help guide communications efforts. With a little practice this becomes second nature, and it makes talking to reporters and the public so much easier—the messages are already crafted!

Piggyback wherever possible. Focus on incorporating actions from the outreach strategy into programs and activities that you are already doing, not creating new or stand-alone outreach programs. Look ahead to help you weave new actions into your existing programs and schedule. Make certain all team members are doing likewise.

Strike a balance. Balance a sense of urgency (this is important to have!) with the long-term view. Get out of the blocks as soon as possible and implement short-term actions right away to create momentum; but set up the outreach program to be a long-term, cumulative process. Let it mature over time. Build, evaluate, learn and adapt.

Lay the foundation within the agency first. Do whatever it takes (workshops, meetings, memos, etc.) to ensure that agency staff are “on board” with trapping and furbearer management in general (and with your outreach strategy too, if possible), and then expand to reach external audiences. It will be very difficult to convince external audiences if you have internal audiences sending mixed messages.

Customize the outreach materials. Use the resources provided as part of this project as a place to start, but customize them to make them as specific as possible for your particular needs. However, don’t change the key messages—they have been tested and shown to be effective.

Model Outreach Strategy

Introduction

This model outreach strategy is provided as a template for state wildlife agencies and partners to customize to their specific agencies or organizations.

This approach to communicating about trapping works! This strategy was built on a solid foundation of human dimensions research, implementation through the pilot projects, and evaluation. It incorporates research and thinking from the marketing and public relations fields on influencing and understanding public knowledge and opinion about important societal issues.

For any given agency, some of these tools will be applicable and some will not; some will dovetail right into existing agency efforts and some won't; some will be easy and inexpensive to implement, and some will require significant resources. The bottom line is that there is something here for every agency, and most of it has been tested (and found to be effective!) by real people in the real world.

Most of these strategies are relatively easy to implement. It is critical that state agencies invest time and effort to engage partners, customize strategies, and set implementation in motion.

Review the full [pilot state report](#) for more details on how the strategy was developed.

Purpose

The purpose of this outreach strategy is: To maintain the regulated use of trapping as a publicly acceptable means of managing and harvesting wildlife for the benefits it provides to the public, while ensuring the welfare and sustainability of wildlife populations.

Target Audiences and Objectives

Listed below are outreach objectives for each of five target audiences (or groups of audiences) that have been identified as critically important. A partial list of specific audiences included within the five target audiences is included in *Appendix B. Examples of Target Audiences*.

Trappers

Through implementation of this outreach strategy, we want trappers in our state to:

- Know that what they say about trapping, how they say it, and that showing they are committed to the resource are crucial to the future of trapping;
- Recognize the need to identify and provide proactive, positive messages to effective communicators within their ranks;
- Know about the BMP process, the 22 BMPs, and about a [search portal](#) that can help them find over 400 trap types that are available; know that “real” trappers tested traps during the BMP process;
- Use BMP traps and trapping techniques, because how they practice trapping matters.
- Support and endorse the use of BMP traps and techniques among other trappers.

Our Agency

Through implementation of this outreach strategy, we want our agency (and other state fish and wildlife agencies) to:

- Develop and implement efforts that will build both the external support and the support within the agency needed to maintain regulated trapping as an important part of agency management programs for furbearers;

- Know about the BMP process and why it is important to furbearer management as well as to fulfilling international commitments;
- Formally recognize and endorse BMP traps and trapping techniques in our jurisdiction;
- Incorporate BMP information into trapping education programs and all appropriate internal and external communications.

Wildlife Professionals

Through implementation of this outreach strategy, we want wildlife professionals in our state to:

- Understand the need for regulated trapping—recognize the value of trapping to society and the environment;
- Proactively pursue opportunities to communicate to the non-trapping public the complex decisions that wildlife professionals face related to furbearer management, the benefits of regulated trapping, and BMPs;
- Know about the BMP process and why it is important to furbearer management as well as to fulfilling international commitments;
- Support and participate in the development of BMPs by providing their feedback, opinions, and experience;
- Formally recognize and support the development and implementation of BMPs.

Natural Resource Professionals

Through implementation of this outreach strategy, we want natural resource professionals in our state to:

- Recognize the connection between the continued use of regulated trapping and their business, organizational mission/objectives, and healthy, diverse wildlife populations;
- Formally recognize regulated trapping as an acceptable, appropriate, and regulated activity that plays an important role in maintaining ecosystems;
- Know about the BMP process, and communicate internally (and externally, where appropriate), that this is going on;
- Formally recognize and support the development and implementation of BMPs.

General Public

Through implementation of this outreach strategy, we want the public in our state to:

- Know that regulated trapping benefits society, not just trappers;
- Recognize that the state wildlife agency is the proper authority to regulate trapping;
- Feel confident that the state wildlife agency properly regulates trapping activities and does what is right to protect and conserve wildlife;
- Accept regulated trapping as a legitimate activity.

Guiding Principles

1. There are three underlying, fundamental issues regarding public attitudes toward trapping that must be considered in the development/implementation of all outreach efforts:
 - The public cares deeply about America’s wildlife;
 - The public does not take lightly the killing of animals;
 - The public is highly uninformed about trapping.All outreach efforts should take these into account.
2. Integrate trapping outreach efforts into existing communications and education programs of our agency and our partner organizations.
3. Communicate and demonstrate that our agency and our staff genuinely care about the welfare of wildlife and take our role very seriously.
4. Encourage our agency and our staff to become more involved in the challenges facing furbearer management, and to continue to support the benefits of regulated trapping to society and the environment.
5. Use wildlife professionals as the primary outreach spokespersons. Create recognizable personalities. Identify staff (biologists, public affairs specialists, enforcement officers, etc.) and train them to be more effective communicators. They are the key to success. State and Federal agency employees are the ones who often have the day-to-day, face-to-face contact with local town councils, school boards, zoning commissions, community leaders and media.
6. Provide the communicators (agency employees, other professionals, partners, etc.) with support for their outreach efforts – research, training, guidance, and tools (products, etc.).
7. To the degree possible, make direct/face-to-face contact with the target audiences. Develop relationships with opinion leaders who will affect trapping directly or indirectly.

“People change not because of something they read, but because someone they know and trust says it’s a good idea.” (Pyle 1998)
8. When engaging in social media, recognize that generating positive social media coverage of controversial topics (like trapping) can be difficult, even when done well.
 - It’s *critically important* for you to work closely with your communications department to understand your agency’s social media strategy. Know when to concede to the communications experts regarding messaging. They are professionals with extensive training, and most biologists are not trained to deal with media.
 - Carefully select and package the priority messages for your selected channels. Keep the stories positive and show the benefits.
 - Engage social leaders and thought influencers in the social media space.
9. Within all audiences, direct communications toward opinion leaders and highly informed individuals.
10. Recognize the legitimacy of other viewpoints. It shows those in your audience that you care about their concerns and it’s a way to gather useful information about what those concerns may be.
11. Don’t “oversell” the benefits of regulated trapping. The benefits of regulated trapping are many and varied. However, it’s critical that the biological and management benefits be consistently and factually portrayed. For example, population and disease control—two often-cited benefits—are only

true for certain species under certain situations. By communicating only factual information, conservationists can maintain and increase their credibility.

12. Focus on people who *do not* hold extreme animal rights or animal use philosophies.
13. Recognize the potential for regional differences regarding furbearer issues, as well as among trappers and the public within our state.
14. Recognize that public perceptions and acceptance of wildlife damage control operators may be different from other trappers.

Messages

A critical component of an effective outreach effort is the consistent use of messages that “ring true” with the target audiences.

Below are:

- Key messages
- Supporting messages
- Messages for specific audiences

Research has shown that these messages are effective with a broad cross-section of the public. That is not to say that other messages (e.g., “trapping is our heritage” or “trapping provides economic benefits”) can’t work in very specific situations and with very specific audiences, but simply that other messages have been proven to be more effective in most situations.

Key Messages

Given limited time, space, and/or budget, these messages are the priorities (the *first* things that should be mentioned in any communication event):

1. The kinds of wildlife that are trapped are abundant – regulated trapping does not cause wildlife to become endangered.
2. Trapping is managed through scientifically-based regulations that are strictly enforced by conservation officers.
3. Our agency continually reviews and develops rules, regulations, education programs, and capture methods to ensure the humaneness of trapping.
4. Regulated trapping provides many benefits to wildlife and people in our state, especially in helping maintain a balance between wildlife and people.

Supporting Messages

Following each priority message below are supporting messages that can be used to expand on and *explain* the priority messages if needed and if time and/or space is available. Use locally relevant species and examples in the supporting messages whenever possible.

1. The species of wildlife that are trapped are abundant—regulated trapping does not cause wildlife to become endangered.
 - a. State regulations vary, but in general, only common and abundant species of wildlife can be legally trapped by licensed trappers.

- b. No threatened or endangered animals are legally trapped by licensed trappers.
 - c. Some wildlife populations naturally produce a surplus of animals each year that can be removed from the wild without harming the populations.
 - d. The environment contains only enough food, water, and habitat for a certain number of animals of each species (carrying capacity).
 - e. Although not the case for all wildlife species, some wildlife populations may exceed the habitat's carrying capacity without the regulated capture and removal of some animals. Potential results include:
 - i. Threats to human health and safety;
 - ii. Damage to the animals' habitat;
 - iii. Damage to agricultural crops or other human structures;
 - iv. Death from starvation or disease outbreaks.
2. Trapping is managed through scientifically based regulations that are strictly enforced by conservation officers.
- a. Trapping is endorsed and regulated by trained wildlife professionals who dedicate their lives to sound wildlife management. (The Wildlife Society recently reaffirmed its position on the value of regulated trapping to wildlife management.)
 - b. Trapping is generally not allowed year-round. Seasons are set to prevent the capture of females with dependent young.
 - c. Our agency provides trapper education courses.
3. Our agency continually reviews and develops rules, regulations, education programs, and capture methods to ensure the humaneness of trapping.
- a. Our agency is currently involved in the Best Management Practices (BMP) project, a major national project in cooperation with other states, the U.S. Department of Agriculture, trappers' associations, and experienced veterinarians to evaluate various traps.
 - b. Wildlife professionals support the use of the best available technology to ensure humane trapping and handling of animals.
 - c. Trapping BMPs also assessed the safety of these tools and techniques, as well as improvements to selectivity.
 - d. Trappers and wildlife management professionals support Best Management Practices because they care about the welfare of wild animals and realize the benefit regulated trapping has in wildlife management.
4. Regulated trapping provides many benefits to wildlife and people in our state by:
- a. Helping to maintain a balance between wildlife and people:
 - i. By reducing or preventing damage to agricultural crops and human property;
 - ii. In certain situations, reducing or preventing threats to human and pet health and safety (e.g., minimizing exposure to diseases such as rabies).
 - b. Managing and protecting endangered species;
 - c. Collecting important ecological information about wildlife;
 - d. Funding wildlife conservation (trapping license fees paid by trappers are used for the protection of wildlife habitat and populations).
 - e. Providing food or a source of supplemental income for some participants.
 - f. Utilizing the animals: the fur to make coats, gloves, mittens, trim on coats and sweaters; the meat for human food; and the rest of the animal for other by-products such as soap, tires, and lubricants.

Messages for Specific Target Audiences

There are some specific, discrete audiences for whom additional, highly targeted messages can be effective and important. For instance, a group of trappers is likely to already know and accept the priority messages listed above. If that is the case, it helps to expand your message base to include additional messages that will be more relevant and engaging to them. See the following examples (but if you have any doubts about it, stick with the Priority and Supporting Messages).

Messages for Trappers

- BMPs will help trappers by showing the public their commitment to improving or maintaining the efficiency and selectivity of their traps while ensuring animal welfare.
- Trappers can assist in this outreach effort by learning to effectively communicate priority messages and by adopting and using BMPs.
- Fish and wildlife agencies recognize that trapping, similar to angling and hunting, follows the principles of sustainable utilization of wildlife by the public.
- New trapping devices or methods may become available in the future.
- BMPs help ensure access to international fur markets.
- BMPs are based on trapper-developed techniques and innovations, and experienced trappers participated in testing and development.
- There are over 400 traps to choose from for trapping 22 furbearer species.

Messages for Fish and Wildlife Agency

- As reflected in our mission statement, our agency is committed to maintaining and improving wildlife management techniques, including trapping.
- Use of BMPs and this outreach strategy are critical to the future of maintaining regulated trapping as a tool for wildlife management.
- Successful (or unsuccessful) implementation of this outreach strategy has implications far beyond the issue of trapping or the prohibition of certain traps (e.g., trapping is on the front line of other controversial issues such as bowhunting and even fishing).
- Having staff that is knowledgeable about regulated trapping and BMPs is critical to maintaining understanding and credibility of agency wildlife programs.

Messages for Wildlife Professionals

- Regulated trapping is an integral part of modern wildlife management and a critical tool in managing for biodiversity:
 - endangered species protection
 - habitat management
 - scientific research
 - restoration efforts
- The removal of some animals that cause human-wildlife conflicts helps to improve public tolerance of wildlife and wildlife habitat.
- BMPs provide valuable information about how to improve the effectiveness, selectivity, and humaneness of commercially available traps.
- The public who purchase licenses and selected equipment, including trappers, provide funding for wildlife conservation through license fees, habitat stamp fees, and special taxes.
- Wildlife professionals can assist with this outreach effort by effectively communicating the priority messages.

Messages for Natural Resource Professionals and Academics

- The capture and removal of some furbearers can help maintain healthy ecosystems.
- Regulated trapping is an integral part of modern wildlife management and a critical tool in managing for biodiversity:
 - endangered species protection
 - habitat management
 - scientific research
 - restoration efforts
- Natural resource professionals and academics can assist with this outreach effort by effectively communicating the priority messages.

Messages for Hunters and Anglers

- Hunters and anglers share an interest in the conservation and humane use of wildlife and habitat.
- Trapping, hunting, and fishing are all opposed by some segments of society.
- Trapping is often the first activity that opposition groups attempt to prohibit, but their philosophy generally opposes other, related activities as well (hunting with hounds, archery hunting, etc.).
- Regulated trapping is an integral part of modern wildlife management and a critical tool in managing for biodiversity:
 - endangered species protection
 - habitat management
 - scientific research
 - restoration efforts
- Removal of abundant furbearers can benefit other fish and wildlife species.
- Trappers have a vested interest in the selectivity of their traps.
- Responsible trapping, including following trapping regulations and using BMP traps, are critical to the future of maintaining regulated trapping in the United States.

Resources

Listed below are a variety of products and programs that were developed as part of the pilot state projects and are available to state agencies and partners to assist in communicating effectively about trapping and furbearer management.

Model Outreach Strategy

This strategy document provides state agencies a template for developing a customized outreach strategy for furbearer communications in their state.

Wallet Card with Key Messages

This wallet card template is handy for agency staff to keep in a wallet or purse, or in their desk near the telephone to remind them of the key messages when they communicate about trapping or furbearer management. The card lists five key messages and four tips for communicating effectively.

Trapping in the 21st Century Brochure

The pilot states identified a need to have a high-quality brochure about trapping and furbearer management that could be distributed through multiple venues—state fairs, public presentations, booths, hunter education courses, trapper’s association meetings, etc. This brochure is available for state agencies and their partners to print as-is, or to customize and print to meet their specific needs.

Best Management Practices for Trapping in the United States

This report provides an introduction to the BMP process, including background, criteria, and methodology. Much more information about BMPs can be found at: <http://furbearermanagement.com/>.

Social Media Guidelines

This fact sheet from the Trapping Matters Workshop gives guidance for how to more effectively use social media to communicate about trapping and furbearer management.

Trapping Matters Hunter Education Video

Trapping is covered in many state hunter education programs, but the accuracy and reliability of the coverage that trapping receives in any given course is largely dependent upon the knowledge and interest of the volunteer instructors. Sometimes the coverage is excellent; sometimes it is marginal; sometimes it is incomplete or absent altogether. This 15-minute video presents accurate, consistent information about trapping and furbearer management to hunter education students. It is not intended to replace live lectures or hands-on demonstrations of trapping in the hunter education course, and volunteer instructors are always encouraged to work with trappers and trapper education instructors to provide the best possible teaching to their students. However, this video can be a significant resource for instructors who have little knowledge of trapping and/or no trappers to work with in their area, or as an introduction to the topic that can then be reinforced by instructors.

Trapping Matters – National Furbearer Management Video

This ten-minute video gives a broad overview of trapping and furbearer management in North America.

National Trapper Education Program and On-line Trapper Education Course

This program is recognized by all state fish and wildlife agencies for certification of trappers. Designed for trappers of all experience levels. It was developed using trapping best management practices and using the standardized approach that has made hunter education so successful, the program is very flexible and can be adapted to the needs of each state. The curriculum provides content standards, learning objectives, student manuals, student workbooks, a student exam, an instructor's guide, and evaluation forms. It is offered free of charge at:

<https://conservationlearning.org/mod/page/view.php?id=3470>.

Trapping Matters Workshops

These one-day professional development workshops focus on developing skills and teaching messages about trapping that will help wildlife professionals communicate with the media and public about regulated trapping. The communications portions of this program were developed through numerous public attitude studies and are delivered by media experts. The workshops have been conducted in over 30 states with outreach to some 5,000 wildlife professionals. This workshop provides continuing education credits through The Wildlife Society. Contact AFWA Trapping Policy and Furbearer Research Director Bryant White for more details or to register for the next workshop (bwhite@fishwildlife.org).

Wildlife Fur Schools

This multiple day, intensive professional development short course provides a basic knowledge of furbearer management, trapping and the fur industry, best management practices and key messages that state and federal agencies and their partners can use in discussing trapping with the public and media. These workshops are delivered by professional biologists, researchers and media experts. These workshops have been delivered in every region of the United States. The workshop provides continuing education credits through The Wildlife Society. Contact AFWA Trapping Policy and Furbearer Research Director Bryant White for more details or to register for the next fur school (bwhite@fishwildlife.org).

Capture Techniques for Researchers and Managers

This one-day workshop is offered annually at [The Wildlife Society Annual Conference](#). The goal of this workshop is to provide wildlife researchers and managers with basic trapping skills and an in-depth understanding of how and why trapping is used in wildlife management and conservation.

Attitude/Opinion Survey Instruments

Survey instruments are available to state agencies to conduct public attitude surveys. Telephone surveys and focus groups were conducted by Responsive Management (2001) as part of the pilot state communications project, and the surveys were repeated in Connecticut, Indiana, and Wisconsin in 2016 (Responsive Management 2016). These documents provide results from the pilot states that can be used to give other states a good idea about the messages and approaches that will resonate with their constituents. Perhaps even more importantly, **a research methodology and three survey instruments (baseline, trends, and omnibus) were developed that are available for states to use, free of charge. States are strongly encouraged to use these instruments in future studies, so the results can be directly compared (among themselves and/or over time).**

Additional Subject Matter Information

- [Trapping and Furbearer Management in North American Wildlife Conservation](#)
- [Trap Use, Furbearers Trapped, and Trapper Characteristics in the U.S. in 2015 Brochure](#) (2018)
- [Public Attitudes Toward and Awareness of Trapping Issues in CT, IN and WI Brochure](#) (2018)
- Summary of [State Furbearer Trapping Regulations Survey Report Brochure](#) (2018)

Additional resources and information about trapping and furbearer management are available at <https://www.fishwildlife.org/afwa-inspires/furbearer-management>, or at: <http://furbearermanagement.com/>

For more information, contact Bryant White, Program Manager, Trapping Policy and Furbearer Research, AFWA (bwhite@fishwildlife.org).

Action Plan Template

A good communication strategy includes an action plan—the specific tasks, assignments, schedules, and budgets that should be developed for completing each action.

Example Matrix						
Audience	Objective	Action	Responsible	Budget	Due Date	Status
Trappers	Know that what they say about trapping (and how they say it) and how they practice trapping (and show they care) are very important to the future of trapping.	Offer public relations workshops at annual trappers meetings. Identify internal or external specialist to provide program.	Furbearer biologist with support from I & E staff.	\$500	2019 Trapper Meet	In Progress
Agency Staff	Formally recognize and endorse BMP traps and trapping techniques in our jurisdiction.	Provide professional development training to staff	Executive office with Senior Staff	\$2000	Spring 2020	In Progress
Agency Staff	Know about the BMP process and why it is important to furbearer management.	Employee newsletter fact sheet	I & E staff	N/A	Summer 2019	First draft reviewed and returned for edits.
General Public	Feel confident that the state wildlife agency properly regulates trapping activities and does what is right to protect and conserve wildlife.	Develop a 12 part Twitter series (not thread) touching on trapper education, wildlife research, and regulations	Social Media Specialist with fact checking by biological staff.	NA	August 2019	Assigned
AVMA and IHEA	Know about the BMP process and why it is important to furbearer management.	Provide professional development training to staff	Furbearer biologist with support from I & E staff.	Ongoing	August 2020	Assigned

Evaluation

This strategy provides the framework for a long-term approach to building the support necessary to maintain and improve wildlife management techniques, including regulated trapping. The success of all outreach efforts should be evaluated against the established objectives. For example, are wildlife professionals more effective and proactive communicators after project implementation than before?

Evaluation should be conducted at three levels:

- A standardized human dimensions survey focusing on furbearer management has been developed for use by all state wildlife agencies. Use of this uniform questionnaire by all states will allow for more accurate comparisons of human dimensions data across demographic and regional boundaries. This survey instrument has already been used by several states to identify opinions and knowledge of furbearer management among the various target audiences. Other states should follow suit as budgets allow.
- To get at long-term attitude data on a national level, a few questions about trapping should be included in a new or existing national, annual (or bi-annual) omnibus survey. This would be used to assess basic public opinion about furbearer management and track it over time. This type of survey is designed to measure the objectives set forth in this outreach strategy over the long-term.
- Evaluation should be built into each state action plan. Not all objectives in all states can or should be quantitatively evaluated. However, states should customize evaluation efforts that will maximize what they learn, while minimizing the overall cost. Having human dimensions research specialists serve on the state outreach team will assist in implementing the formal evaluation of objectives.

Recommendations

In developing this revision of the *Communication Strategy for Trapping and Furbearer Management*, the AFWA Furbearer Conservation Technical Work Group identified the following ongoing needs for furbearer management communication efforts, and makes the following recommendations:

1. Compile a list of actions that AFWA/states/partners need to do every year (or periodically). Because of turnover in staff and scarcity of time and resources, there are times when state agencies are not aware of the actions they need to take for the U.S. to be in compliance with its international commitments regarding trapping BMPs. AFWA should develop a comprehensive list of these actions and identify an entity that can remind the appropriate agencies of their responsibilities in a timely manner. The AFWA President's Report includes the need for ongoing communications, and this could be used to engage state agency directors. Consider sending positive BMP stories to AFWA for posting on website to keep trapping top-of-mind. This an ongoing (never-ending) process.
2. State should develop Action Teams to implement state level plans related to trapping and furbearer management communications.
3. Develop and implement an AFWA research methodology to show compliance with the Agreed Minute. The U.S. was successful in avoiding the threatened EU trade ban on American fur based on U.S. commitment (through AFWA and its member state agencies) to develop and implement BMPs for 23 species of furbearing mammals. The U.S. needs to be able to show compliance with this commitment. This is probably best done through periodic, national surveys of trappers. There is a need to implement this research, and then to develop messages based on the results that show compliance with international commitments.

4. Create outreach materials for BMPs. The BMP process is detailed and complex (for good reasons), and it can be difficult to communicate. There is need for specific materials and messaging regarding BMPs for use with various target audiences, especially trappers. Need to repackage the BMP information in trapper-friendly language, encouraging them to implement BMPs and encourage other trappers to do the same.
5. Communications theory suggests that much of what was learned in the original research should still apply to social media applications, but there is no substitute for actually testing those assumptions. Existing state agency social media efforts should be assessed for effectiveness and guidelines developed to help other agencies and their partners use this tool successfully. In addition, agencies should use appropriate mediums, podcasts, and visually friendly messaging.
6. Consider training for trappers and Agency staff specific to the use of social media—how to use it effectively, when and how to respond to posts, how to deal with inaccurate information, how to be respectful of people and wildlife on social media, etc.
7. Research and develop a “Crisis Communications Strategy.” Agencies and their partners are periodically confronted with crisis situations, such as anti-trapping ballot initiatives, social media firestorms, or other short-term, high-impact issues regarding trapping and furbearer management. Those situations require a very different communications strategy than the one presented here. Agencies need to have resources to use to address these “crisis” situations.
8. Actively pursue Letters of Intent and Multi-state conservation grants to conduct further human dimensions and social science surveys regarding the use of animals in society, harvest methodology, public opinion surveys of selected target audiences.
9. Partner with Industry and NGO groups to explore collaborative research and communications initiatives on the sustainable use of wildlife.
10. Implement a national communication “story telling” effort for delivery by state and federal agency biologists to address poorly understood issues, topics and subject matter.
11. Continue Trapping Matters workshops based on funding availability. Create a Trapping Matters curriculum (course material, presentations, and guidance) to enable agencies to conduct workshops when funding is not available to AFWA.
12. Investigate and if appropriate implement additional professional development workshops to support public understanding and acceptance of sustainable use of wildlife and scientific management (i.e. a “Trapping Matters” companion workshop).
13. Initiate continued updates and dialogue with AVMA related to status of BMPs and animal welfare interests.
14. Engage International Hunter Education Association to develop a better understanding to trapping and furbearer management.
15. Direct communication efforts at the state level (via state agencies) to create an awareness of BMP traps and encourage their use.
16. Utilize the Association for Conservation Information (the association of all agency communicators) to spread this message.

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Appendix A. Effective Outreach Teams

Identification and recruitment of representatives to serve on the Pilot State Outreach Teams was the first action taken in each of the three pilot state projects. Project facilitators worked with state agency representatives to brainstorm a list of potential participants. Based on pilot state results, it is recommended that the agency invite a diverse array of professionals from many different fields and disciplines to serve on the team. It is important to benefit from different perspectives and expertise when considering how best to conduct outreach activities. Following is a list of potential members that state agencies should consider including on their teams:

- State Furbearer Biologist
- State Public Affairs/I&E Coordinator
- State Public Information Officer
- State Hunter Education Administrator
- State Agency Administrator (Representative from the Executive Office)
- State Outdoor Education (Project WILD, WET, Learning Tree, etc.) Coordinator
- State Law Enforcement Officer
- State Naturalist or Outdoor Recreation Coordinator
- Trappers Association Representative
- Furbuyer Representative
- University Representative
- Media Representative
- R3 Coordinators
- Association for Conservation Information (ACI)
- Representatives from Partner Agencies

Appendix B. Examples of Target Audiences

Following are specific examples of audiences included under the major categories of target audiences used in the Model Outreach Strategy.

Trappers

- Trappers
- Friends and family of trappers
- Trap manufacturers (BMPs)

Wildlife Agencies

- State wildlife/natural resources/environmental agencies
- Federal fish and wildlife agencies
- Tribal fish and wildlife agencies

Wildlife Professionals--includes present and future (educators and students) professionals

- Wildlife and fisheries biologists
- Conservation biologists
- Information and education specialists
- Interpreters
- Zoo and museum staff
- Animal damage control specialists
- Wildlife rehabilitators

Universities/NGOs/professional associations (TWS, AVMA)

- Groups that write position papers that influence public opinion

Natural Resource Professionals

- Aquaculturists
- People with animal damage problems
- Timber industry
- Forest landowners
- Foresters
- Soil conservationists
- Conservation and habitat protection organizations
- Extension specialists
- Local/regional animal control agencies

“General Public”

- Decision-makers
- People who care about wildlife (farmers\ranchers)
- Hunters/anglers and their friends/families (hunter and trapper education)
- Outdoor media (including writers, nature television/documentary producers, etc.)
- Veterinarians
- Educators
- Transportation industry (county road departments, etc.)
- Medical research community
- Fur industry

Appendix C. Communication Tips

Key Message Criteria

The most important part of any outreach effort is knowing what you want to say. Whether you are using social media, doing news interviews, meeting with a civic or sportsmen's group, or developing videos, brochures, and fact sheets, having clear, concise messages is key to successful dialog.

As a rule, you should have no more than five key messages. Anything beyond that risks losing audience attention. In many cases additional messages are supporting in nature and can be used that way. Messages should be based on facts. Human dimensions data can help you better understand your audience and contribute to more effective communications and key messages.

Keep in mind these questions as you develop your messages:

1. Does it focus on the general public's interest?
2. Does it provide information regarding concerns?
3. Is it concise?
4. Is the message too strong?
5. Is the language too technical, contain acronyms or jargon?
6. Is the information timely?

Key Messages – Regulated Trapping

The following key messages about regulated trapping are based on human dimensions and wildlife management research, and they are effective for addressing the most common questions and concerns about this activity.

1. The kinds of wildlife that are trapped are abundant—regulated trapping does not cause wildlife to become endangered.

No animal populations in the U.S. have become endangered or extinct due to regulated trapping.

2. Trapping is managed through scientifically-based regulations that are strictly enforced by conservation officers.

Anyone who traps must follow very strict rules established and enforced by state fish and wildlife agencies. Some of the ways in which trapping is regulated include restrictions on species, seasons, types of traps, areas where trapping is permitted, and the fact that only licensed trappers are allowed to participate.

3. Agencies are continually reviewing and developing rules, regulations, education programs, and capture methods to ensure the humaneness of trapping.

Experts from all 50 state fish and wildlife agencies and other conservationists who care about the natural resources and animal welfare are working together to improve and modernize the technology of trapping through scientific research. They have developed Best Management Practices for trapping as a way to improve the efficiency and humaneness of traps.

4. Regulated trapping provides many benefits to wildlife and people in our state, especially in helping maintain a balance between wildlife and people.

Trapping can help keep urban and suburban residents safe from potential problems caused by wildlife and people living in close proximity to one another, assist experts in relocating species to areas where

animals can better thrive, help restore threatened and endangered species by controlling predators and other animals that would otherwise have killed these sensitive animals or destroyed their habitats.

Delivering Your Message

Repetition Equals Retention

- Repeat key messages often.

Flag Important Points

- Use phrases such as:
 - "The most important thing to remember is..."
 - "It all boils down to this ..."
 - "And don't forget ..."

Count Down Key Points

- Counting helps you keep on track.
- Counting alerts reporters and the audience that these are important things to remember.

Getting Back on Track

- Answer the question, and then come back to your point.
- Use phrases such as, "Let me put that into perspective..."; "What people really need to understand is..."

Build Trust

- Be honest and open.
- Be helpful in providing information.
- Be available to answer follow-up questions.
- Be ready and able to detail the relevance of your story to the reporter's audience.

Be Sensitive to the Following Truths

- The public cares deeply about wildlife.
- The public doesn't take lightly the killing of animals.
- The public is highly uninformed about trapping.

News Media Interview

Preparation

Know your story

The key to giving a successful, message-driven interview is to know what story you want to convey to the reporter. What is it you want to say about regulated trapping? What would you like to see written about regulated trapping? What would you like the headline in tomorrow's newspaper to be? This should be the focus of your interview. Remember that it is your story, and no one is better able to tell it than you.

Use Figures

Reporters crave quotable figures. Figures provide evidence for the story you are telling. Referring to a fact sheet from your agency (a sample is provided in this Appendix) will help you give reporters the facts and figures they need to produce a solid story.

Use Quotable Language

Reporters will listen for quotable language – one or two quotes that will help tell the story. They are looking for interesting, unusual and vivid language, quotes that will sum up an issue or explain a difficult subject with a metaphor or an analogy. Brief examples are very quotable. Support your message with one or more of them to clarify your story.

Avoid negative or defensive language. Remember that reporters find negative language ("No, we don't make that product any more."; "It wasn't a failure."; "I am not a crook.") to be very quotable. Keep what you say very positive and distance yourself from the negative.

Sit at the Reporter's Computer

The reporter must write a story that is newsworthy, takes a new look at an issue, goes beyond what everyone has already said, or reports on something new (such as an emerging trend). He or she must talk with a lot of people in the industry in order to find a good story. You can help by having a story that is useful to the reporter. As long as it is neatly summarized, supported by facts, has quotable language and is completely understandable, your story has a good chance of being told.

Consider the Audience

Think of the interview process as talking to the public through the reporter. The reporter is simply the conduit through which you can reach your audience.

Remember, an interview is not an intellectual discussion, debate or argument. Reporters like to talk to "real" people, not slick spokespersons. This approach gets your message through the reporter and to the people you want to reach.

Use Key Messages

You should be able to tell your story with a few key messages; preferably three, no more than five. This is recommended for two reasons. First, communication research suggests that three points are easy for your audience to remember and repeat. Second, three strong messages are just enough to keep firmly in your own mind during the interview process. Counting down the three points also makes it easier for the reporter to focus on your story.

Always develop personal messages. A reporter may ask you why you are the best person to be speaking on behalf of your organization. Keep in mind this is not an exercise in delivering personal opinion, but an opportunity to use your own experience to build credibility for yourself, your organization, and for trapping activities.

Anticipate

Anticipate questions (especially tough questions) and attitudes the reporter may have. Prepare answers that defuse these questions and give you room to make transitions or refocus attention on your key messages. If you are prepared to address the toughest questions and know how to make transitions to your key messages, you'll feel more comfortable talking to reporters.

Giving the Interview

Although the tone of an interview should be that of a lively conversation – engaging and enthusiastic, open and forthright – it is your responsibility to remain focused.

Decide in advance just how candid you will be. If you don't know the answer to a question, say so, and offer to follow up later. If you can't respond to a question, explain why. It is a good idea to give the reporter an indication of when you might be able to respond more specifically.

Remember to be concise. A 20-minute interview will likely end up as a seven-second sound bite on TV or social media later that night or as only three lines in print. Be able to crystallize your thoughts into a few hard-hitting sentences.

Throughout the interview proceed with caution, although never with obvious hesitation. Listed below are several procedures:

Take Control

Realize that if you have a story to tell, if you are driven by enthusiasm for that story – if your messages are, in a sense, a mission – then it will not be unreasonable for you to take control and begin to tell your story. Take the initiative. Explain. Emphasize the key messages that must be understood or taken into account. Use rich examples that help tell your story. As you answer questions that move away from your story, make transitions back to what's most important. This is how you take control. It is not a process of steamrolling over the interviewer; it is a process of letting your interest and enthusiasm carry you back to key messages again and again as you converse with the reporter.

Correct misstatements made by the reporter as soon as possible in a courteous, non-threatening manner. Your interview may live forever, and you want all the information to be correct.

Turn Negatives into Positives

If you are asked negative questions, answer with positive responses. You may have to stop the negative impression with a simple "No" or "That's not true" responses but do not dwell on it. Move on to your positive story. Don't repeat the negative language. Make transitions to your message as you respond.

Avoid Profession Buzzwords

Jargon and lack of clarity confuse the reporter, reducing the effectiveness of his or her primary tool: language. Every industry has its own jargon that will not translate well to outside audiences or to the general public. Use language that the reporter and the audience will understand, find meaningful and perceive as appropriate.

Beware of "Off the Record"

Do not say things that you don't want to see in print or on the air. Don't talk "off the record" and don't assume when the tape recorder is off, the note pad is tucked away or the cameraperson is packing up his equipment that the interview is over. Avoid off-hand comments, sarcastic remarks and inappropriate humor. Your tone, manner and discussion before, during and after the formal interview should be seamless, emphasizing the same story.

Some Points to Keep in Mind about Interviews

- Before the interview, take time to write down the three key messages on which you want to focus. Try to anticipate the three toughest questions you might be asked.
- Try to keep your answers simple and to the point. Reporters appreciate this, and it reduces the risk of being misquoted.
- If you do not know the answer to a question, say so. Most reporters don't expect you to know everything, but if the reporter asks a question that you really should know, then advise the reporter you don't have that fact at hand but will get the answer to them quickly.

- Sometimes reporters will ask questions that are speculative. That's perfectly fair; people (their audience) tend to think that way. So always be prepared for the "what if" question. However, do not answer this type of question. Speculating can often lead to misquotes or misunderstanding.

How to Build Credibility with the Media

Facts - Use simple facts to describe the situation with qualitative distinctions. "Wildlife biologists use trapping as method with which to manage wildlife populations."

Statistics - Add key figures, numbers and statistics to give incontrovertible, qualitative data. Numbers don't lie! "In this state, we have (x) number of active trappers each season."

Analogies/Comparisons - Use metaphors, similes and stories to explain complex information in plain terms. Example: "Because of trapping, we've been able to relocate otters to this area. There are as many otter living here now as when Lewis and Clark first explored this region."

Personal Experience - Give examples of your personal involvement with trapping to illustrate your point. "Trapping has been important in my line of work because ..."

Do's and Don'ts of Working with the News Media

To Do:

- Do return media calls ASAP.
- Do call reporters personally to pitch a story, to follow up on a news release or to correct errors.
- Do use key messages and use them often.
- Do talk about:
 - Regulated trapping and the improvements being made to traps.
 - Your involvement with regulated trapping. Show personal concern. Show that you care!

Not To Do:

- Do not address issues that you are not familiar with.
- Do not let a reporter put words in your mouth.
- Do not use the media to attack or criticize others.
- Do not dictate to reporters. You may ask to check their stories prior to publication to confirm the science is right, but not all reporters or news organizations provide this opportunity.

How to Sell your Story

- Know in advance whom you want to reach. Who is your audience?
- How does this audience get its information?
- Does that newspaper/radio or TV station have a reporter who regularly covers conservation-related topics?
- Don't forget to credit your organization during the interview. This also may be a good time show appreciation for a cooperator by offering him or her as an additional contact for the reporter.

Appendix D. Sample Outreach Materials

Questions and Answers about Regulated Trapping and Best Management Practices

Trapping Fact Sheet

Working to Improve Regulated Trapping

Letters to the Editor

Questions and Answers about Regulated Trapping and Best Management Practices

Why is trapping allowed?

Wildlife biologists recognize regulated trapping as an important wildlife management tool. Trapping is highly regulated and scientifically monitored by professional wildlife biologists within each state's department of wildlife to ensure that the most humane methods are used and that the population is never endangered.

What do you mean by "wildlife management tool?"

Wildlife management is a complex, scientific discipline concerned with ecology, habitat loss, animal damage control, public health and safety, and the responsible treatment of animals. Our goal is to apply this science to protect, maintain, and restore wildlife populations. Maintaining a balance between people and animals is often a big part of our job. Regulated trapping is a proven method for conserving and managing our nation's wildlife resources.

How is trapping regulated?

Anyone who traps must follow very strict rules established and enforced by the state fish and wildlife agencies. Some of the ways in which trapping is regulated include restrictions on species, seasons, types of traps, and areas in which trapping is permitted. Enforcement penalties range from fines to revocation of hunting and trapping privileges in 45 states. Only licensed trappers are allowed to participate.

Isn't trapping cruel?

Many people unfamiliar with modern trapping think of traps as big, powerful devices with teeth from centuries past. Trapping technology is very different today. Today, sizes, types, and usage of traps are strictly regulated and many sizes and types are not allowed. Ongoing scientific research is aimed at assessing animal welfare and developing improved trap designs. The results have been incorporated into best management practices, wildlife management programs, and trapper education curricula used by wildlife management agencies and organizations throughout North America.

How is current trap research conducted?

Experts from all 50 state fish and wildlife agencies and other conservation organizations who care about the environment, natural resources and animal welfare are working together to improve and modernize the technology of trapping through scientific research.

The Association of Fish and Wildlife Agencies is engaged in one of the most ambitious research projects in the history of the conservation movement: a program to develop best management practices for regulated trapping to identify efficient and humane traps and improve those tools and techniques.

The ongoing scientific research is being conducted to ensure improvements in animal welfare and wildlife management. Professional wildlife biologists, highly qualified wildlife veterinarians and experts in the field of trapping are involved in all phases of this project.

How will the BMPs be implemented?

BMPs are available to state wildlife agencies, trapper organizations, and any other interested parties. Visit <https://www.fishwildlife.org/afwa-inspires/furbearer-management> to download BMPs for 22 North American furbearer species and trapper education information. Both the BMPs and the trapper education materials have been incorporated into state and federal wildlife management programs through policy and practice.

Who has set the standards for determining whether a trap can be considered humane?

Wildlife professionals, in cooperation with wildlife veterinarians, will use the information gathered through the trapping BMP research to determine which are the best devices for restraining animals. This information is collected following standards for evaluation outlined by The International Organization for Standardization, an organization that determines standards for products around the world. Those standards for evaluation are intended for use in the United States and worldwide.

Why is so much effort and funding put into this project when trapping simply can be banned?

It does not make sense to ban trapping. In fact, regulated trapping is an indispensable wildlife management tool that many professionals rely on to help them care for wildlife populations. Because we care about wildlife, we are seeking to identify the best and most humane tools available.

According to a Utah State University's Jack H. Berryman Institute, wildlife professionals report that certain animal populations would increase over 200% across the United States over the next 10 years if hunting and trapping were banned tomorrow. In just the northeast region alone, raccoon populations could increase up to 100% over the next 10 years if regulated trapping were prohibited. Millions of tax dollars are already spent annually to reduce, alleviate, repair, or compensate for damage done by wildlife. If regulated trapping were banned, this cost could be expected to triple.

What are the benefits of regulated trapping?

Regulated trapping benefits both people and wildlife. It can help keep urban and suburban residents safe from problems caused by people and wildlife living in close proximity. It may come as a surprise, but regulated trapping is often used in urban and suburban areas to keep overabundant wildlife away from our homes and yards. In many American cities, coyotes, foxes, and raccoons have entered residential and urban areas as their populations increase and their fear of people decreases. Reported conflicts include denning under porches, tearing into garbage, and damaging buildings and landscaping. Raccoons are among the most common wildlife to have rabies in the eastern United States, making altercations with pets a concern.

(NOTE: Be sure to use an example relative to your state, if possible.)

Trapping also can assist experts in researching species, and in some cases, relocating or restoring them to areas where they can better thrive. For example, river otters were once absent from some of the Northeast and most of the Midwest and now populations are stable throughout these areas. This turn of events contrasts with conditions in the early 1900s when river otters nearly disappeared due to a substantial loss of habitat and 200 years of *unregulated* trapping and hunting. Thanks to a partnership between trappers and wildlife biologists, nearly 4,000 otters were released back into the wild in 12 states throughout the Midwest and Northeast, after being trapped in places where they are abundant, like Louisiana and North Carolina. The traps and techniques used are among those that are BMPs.

(NOTE: Be sure to use an example relative to your state, if possible.)

Regulated trapping can help restore threatened and endangered species by controlling predators and other animals that would otherwise have killed these important animals or destroyed their habitats. Sea turtles, black-footed ferrets, whooping cranes, and other rare species are protected from predation and habitat damage caused by foxes, coyotes and nutria.

(NOTE: Be sure to use an example relative to your state, if possible.)

Trapping Fact Sheet

Trapping is strictly regulated and enforced by each state's department of fish and wildlife, which is staffed by professional wildlife biologists and conservation officers.

Only abundant species of wildlife can be legally trapped. Since the inception of modern wildlife management in the 1940s, no animal populations in the U.S. have become endangered or extinct from regulated trapping.

Each state restricts which species can be trapped and which kinds of traps can be used.

Only licensed trappers are allowed to participate during a trapping season, which lasts only a few months out of the year and rarely takes place during the spring or summer seasons, when animals are busy caring for their young.

Experts from all 50 state fish and wildlife agencies and other conservation groups that care about the environment, natural resources and animal welfare are working together to improve and modernize the technology of trapping through scientific research.

Over the past 20 years, the Association of Fish and Wildlife Agencies has developed Best Management Practices for Trapping (BMPs) to document the welfare of captured animals and improvements to trap technology. The research project is one of the most ambitious in the history of the conservation movement.

Trapping is used to relocate wildlife populations to areas where they once lived but may no longer be found. For example, the restoration of wolves to Montana and river otters to Missouri was made possible through the use of trapping.

Regulated trapping is an important way for biologists to collect information about wildlife, including information about wildlife diseases like rabies that can also affect people.

Threatened and endangered species also benefit from regulated trapping. Sea turtles, black footed ferrets, whooping cranes and other rare species are protected from predation and habitat damage caused by foxes, coyotes, and nutria.

Working to Improve Regulated Trapping

Best Management Practices at a Glance

Since 1996, the Association of Fish and Wildlife Agencies has been working on Best Management Practices (BMPs) for trapping to ensure the welfare of captured animals and to document improvements in trapping technology. This research project is one of the most ambitious in the history of the conservation movement.

Why are trapping BMPs needed?

- BMPs are necessary to sustain regulated trapping as a wildlife management tool now and in the future and to maintain the integrity of wildlife management programs throughout the United States.
- We must ensure responsible wildlife management.
- The process of improving traps and trapping methods needs to continue to maintain and improve animal welfare among captured animals.
- Real and perceived problems associated with trapping need to be reduced or eliminated.

How it works...

The process of documenting improvements to traps and trapping methods must be done scientifically to ensure improvements in animal welfare and wildlife management. Professional wildlife biologists, wildlife veterinarians and experts in the field of trapping are involved in all phases of this project. With their guidance, the BMPs will be:

- developed for each of the five regions in the U.S. to address differences found in species, habitat and climate across the country.
- designed to address animal welfare, efficiency, selectivity, user safety, and practicality.
- based on the best traps available and the best methods for setting traps.
- updated and revised as new technology becomes available.

Where BMPs stand...

Ensuring animal welfare is an ongoing process. Funded by both the federal and state governments, trap testing has taken place during regulated trapping seasons since 1997. Over the past several years:

- More than 600 different trap types have been field-tested.
- 41 states have been directly involved in the project, and all 50 states support it.
- Data has been collected for 22 furbearer species in North America: badger, beaver, bobcat, Canada lynx, coyote (eastern & western), fisher, fox (arctic, gray, kit/swift, red), marten, mink, muskrat, nutria, opossum, raccoon, ringtail (bassarisk), river otter, striped skunk, weasels, and wolf.
- More than 5,000 wildlife professionals have attended continuing education courses providing in-depth information about the role of regulated trapping in wildlife conservation, BMPs, and how to communicate effectively about this controversial topic.
- Individual trappers and representatives from state, regional, and national trapper and sportsmen's organizations have participated in research and workshops about BMPs. They also provided expertise in the development of standardized education programs.

Where BMPs go from here...

BMPs have been developed for 22 species, and those recommendations are available to each state wildlife agency and any other interested party by visiting <https://www.fishwildlife.org/afwa-inspires/furbearer-management>. Those agencies will decide how to best incorporate the BMPs into their wildlife policies and programs. Trappers frequently participate by teaching trapper education programs based on BMPs.

Regulated trapping is a necessary and effective wildlife management tool. Wildlife professionals and trappers across the country will continue to work hard to ensure animal welfare is a priority. In addition to improving animal welfare in the United States, research and resulting trapping BMPs may be used by other countries to improve their wildlife programs. Trapping BMPs will be used to address international commitments to identify and promote the use of humane traps and trapping methods for capturing wildlife.

Letters to the Editor

- The Letters to the Editor section is one of the most popular sections in newspapers.
- It can be used to present a point of view on a single issue, to respond to opposing points of view, or to respond to news articles.
- When writing a letter, it is important to keep it simple and brief. If your letter is too long, it may be edited and your key messages may be lost.
- Communicate no more than one issue in any one letter.
- The letter must be timely. Don't wait a week or two to respond to a news article. Erroneous information must be corrected as soon as possible, so respond quickly.
- Keep your emotions in check. Your response is a reflection upon your organization and becomes, in effect, a policy statement.
- Be sure to include your contact information. Expect a call from the editor to verify your authorship of the letter.

Sample Letter to the Editor

Dear Mr./Ms. Editor:

I am writing in response to the article dated (mm/dd/yy), which discussed the use of regulated trapping in our area.

Some people in this region may not be aware that regulated trapping plays an important role in our lives. Regulated trapping can help balance our ecosystem, keep residents safe, assist experts in relocating species to areas where animals can better thrive and restore threatened and endangered species by controlling predators and other animals that would otherwise have killed these sensitive animals or destroyed their habitats.

Trapping is sanctioned by our state's fish and wildlife agency. Trappers in our state must follow very strict rules established and enforced by the agency. There are restrictions on species, seasons, types of traps, areas in which trapping is permitted, and only licensed trappers can participate. In fact, no animal populations in the U.S have become endangered or extinct due to regulated trapping. Only abundant species of wildlife can be legally trapped.

Currently, scientific research is being conducted by experts from all 50 state fish and wildlife agencies and other conservation organizations who care about the environment, natural resources and animal welfare. They are working together to improve and modernize trapping technology. This is one of the most ambitious research projects in the history of the conservation movement: a program to develop Best Management Practices for trapping to improve the efficiency and humaneness of traps.

With those improvements will come the ability to better manage our state's cherished wildlife for generations to come.

Sincerely,

Name

Address

Phone

E-mail address

Sample News Release – Trapping BMPs

For Immediate Release

DATE

CONTACT

The [STATE AGENCY NAME], in collaboration with the Association of Fish and Wildlife Agencies, has conducted one of the most ambitious research projects in the history of the conservation movement: a program to develop Best Management Practices for Trapping (BMPs) to identify efficient and humane traps and to improve those tools and techniques.

(STATE AGENCY NAME) and local trappers will use BMPs in trapper education and wildlife management programs. "We know the residents of (STATE NAME) care deeply about our wildlife, and the results of this research project help us manage our wildlife populations more humanely and efficiently," said (STATE AGENCY OFFICIAL). "Through this research to be able to utilize trapping as an even more effective wildlife management tool."

In addition to improving wildlife management in the United States, the research and results of the BMP program will be used by other countries to improve their programs. They will be used by the United States to address international commitments to identify and promote the use of humane traps and trapping methods for capturing wildlife.

Experts from all 50 state fish and wildlife agencies (INCLUDING STATE NAME) and other conservationists concerned about the environment, natural resources and animal welfare are working together to improve and modernize the technology of trapping through scientific research.

Currently, anyone who traps (IN STATE NAME) must follow very strict rules established and enforced by the (STATE FISH AND WILDLIFE AGENCY). Some of the ways in which trapping is regulated include restrictions on species, seasons, types of traps, and location. Only licensed trappers are allowed to participate.

Some of the ways in which wildlife management is accomplished through trapping include keeping urban and suburban residents safe from potential problems caused by overpopulations of wildlife, assisting experts in relocating species to areas where animals can better thrive, and restoring threatened and endangered species by controlling predators and other animals that would otherwise have killed these sensitive animals or destroyed their habitats. [PROVIDE A SPECIFIC CASE FROM YOUR STATE OF ONE OF THESE EXAMPLES.]

Appendix E. Survey Instruments

Three survey instruments were developed in collaboration with Responsive Management and are provided herein so that wildlife agencies or other conservation organizations may periodically assess attitudes toward regulated trapping: a baseline survey, a trends survey, and an omnibus survey. These surveys may be used on a local, state, or national level. Maintaining consistency in the wording of survey questions across time and geographic area is important for monitoring changes or differences in attitudes among the surveyed public(s).

The baseline survey is the most comprehensive survey and was designed to provide an agency or organization with a comprehensive baseline level of knowledge regarding public attitudes toward trapping. It was designed to provide a robust understanding of public opinion on, and attitudes toward, regulated trapping. Agencies and organizations may want to use this survey during the initial phase of outreach efforts to give them a strong foundation on which to build their program.

The trends survey is a subset of the baseline survey and was designed to monitor public opinion about regulated trapping in the long-term. The trends survey could be used at planned intervals (every 5 years is recommended) to monitor public opinion. The omnibus survey is a further subset of the trends survey and is designed to allow an agency to keep abreast of public opinion on trapping on an annual basis or when budget constraints limit the amount of information that can be collected.

Baseline Survey Instrument

1. PRESS RETURN WHEN INTERVIEW BEGINS

START

TIMER STARTS AFTER THIS SCREEN

2. Time when interview began

TIME1 1:1-5

|_|_|_|_|_|

Hello, my name is _____. I'm calling to ask your opinions about wildlife management in. Your answers are entirely confidential. To be most accurate, I need to speak with the adult living in your household who had the most recent birthday (at least 18 years old).

CONPER 1:6

(CHECK ONLY ONE ANSWER)

1. Correct person, good time to do survey (GO TO QUESTION 5)

2. Bad time / Schedule recall (CB) (GO TO QUESTION 4)

3. AM, RF, BG, DL, DS, NA, BZ

SKIP TO QUESTION 85

=====

4. When would be a more convenient time to call you back?

Thank you for your time.

WHENCALL

ENTER DAY AND TIME ON CALLSHEET (CB)

SKIP TO QUESTION 85

=====

5. Are you aware that people participate in trapping in (name of state)?

AWARE 1:7

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 5)

2. Yes

3. No

4. Don't know

6. Are you aware that trapping is regulated by the State of (name of state)? Regulated means that the state requires participants to buy licenses and limits how, when, what kind and how many animals can be legally trapped.

REGULATE 1:8

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 6)

2. Yes

3. No

4. Don't know

7. For your information, the (state agency) is the state agency responsible for regulating and managing trapping in (name of state). Before this survey, would you say you were very familiar, somewhat familiar or not at all familiar that this agency regulates and manages trapping in (name of state)?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

INFO 1:9

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 7)

2. Very familiar

3. Somewhat familiar

4. Not at all familiar

5. Don't know

8. Overall, how would you rate the (state agency) in regulating and managing trapping in (name of state)? Would you say excellent, good, fair, or poor?

RATEAG 1:10

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 8)

2. Excellent

3. Good

4. Fair

5. Poor

6. Don't know

9. Would you say you are very confident, somewhat confident or not at all confident that the (state agency) is properly managing the state's wildlife?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

MANAGE 1:11

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 9)

2. Very confident

3. Somewhat confident

4. Not at all confident

5. Don't know

10. In general, how would you rate the (state agency)'s performance with incorporating the public's wants and needs into the regulation and management of trapping in (name of state)? Would you say excellent, good, fair or poor?

(READ SCALE AS NECESSARY)

WANTNEED 1:12

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 10)
- 2. Excellent
- 3. Good
- 4. Fair
- 5. Poor
- 6. Don't know

11. How much have you heard about trapping in (name of state) in the past 12 months? Would you say you have heard a lot, a little or nothing at all?

HEARD 1:13

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 11)
- 2. A lot
- 3. A little
- 4. Nothing at all
- 5. Don't know

SKIP TO QUESTION 13

=====

12. YOU DID NOT USE SPACE BAR

NOSPAC1

PRESS ENTER TO TRY AGAIN

13. Within the past year, do you recall seeing or hearing any advertising, information or news coverage that showed positive things about trapping? If yes: What were they?

(DNR LIST; CHECK ALL THAT APPLY)

POSINF 1:14-26

(CHECK ALL THAT APPLY)

- 1. No, I haven't seen or heard anything
- 2. Trapping is humane/doesn't cause undue pain to animals
- 3. Trapping helps control wildlife populations
- 4. Trapping provides recreation
- 5. Trapping provides food, clothing or shelter
- 6. Trapping reduces habitat destruction
- 7. Trapping reduces damage to crops and gardens
- 8. Trapping is an honest living
- 9. Trapping is used for biological study
- 10. Trapping is used to capture & relocate wild animals
- 11. When animals are trapped the whole animal is usually utilized
- 12. Don't know
- 13. Other

IF (#13 = 0) GO TO #12

IF (#13 @ 1) GO TO #19

IF (#13 @ 13) GO TO #14
SKIP TO QUESTION 16

14. ENTER OTHER POSITIVE THINGS SEEN OR HEARD ABOUT TRAPPING.
(IN FIRST PERSON; 120 CHAR.)
POSINFST 2:1-120

SKIP TO QUESTION 16

15. YOU DID NOT USE SPACE BAR
NOSPAC1B
PRESS ENTER TO TRY AGAIN

16. And where did you see or hear positive things about trapping?

(DNR LIST; CHECK ALL THAT APPLY)

WHPOS 3:1-14

(CHECK ALL THAT APPLY)

- 1. Direct mail
- 2. Television - News program
- 3. Television - Nature show
- 4. Newspaper
- 5. Magazine
- 6. Friend/family/word of mouth
- 7. Hunting/fishing club or organization
- 8. Pamphlet/brochure
- 9. Radio
- 10. State Parks/Wildlife Management Areas
- 11. Internet/WWW
- 12. Game Warden/Park Ranger
- 13. Don't know
- 14. Other

IF (#16 = 0) GO TO #15

IF (#16 @ 14) GO TO #17

SKIP TO QUESTION 19

17. ENTER OTHER WAY POSITIVE THINGS WERE SEEN/HEARD ABOUT TRAPPING.
WHPOSST 4:1-120

SKIP TO QUESTION 19

18. YOU DID NOT USE SPACE BAR
NOSPAC2
PRESS ENTER TO TRY AGAIN

19. Within the past year, do you recall seeing or hearing any advertising, information or news coverage that showed negative things about trapping? If yes: What were they?

(DNR LIST; CHECK ALL THAT APPLY)

NEGINF 5:1-10

(CHECK ALL THAT APPLY)

- 1. No, I haven't seen or heard anything
- 2. Trapping is inhumane/causes undue pain to animals
- 3. Trapping is harmful to wildlife populations
- 4. Trapping is not an honest living
- 5. Trapping just for fun
- 6. Trapping isn't necessary
- 7. Trapping is used for biological study
- 8. When animals are trapped the animal is wasted (only fur used)
- 9. Don't know
- 10. Other

IF (#19 = 0) GO TO #18

IF (#19 @ 1) GO TO #24

IF (#19 @ 10) GO TO #20

SKIP TO QUESTION 22

20. ENTER OTHER NEGATIVE THINGS SEEN OR HEARD ABOUT TRAPPING.

(IN FIRST PERSON; 120 CHAR.)

NEGINFST 6:1-120

SKIP TO QUESTION 22

21. YOU DID NOT USE SPACE BAR

NOSPAC2B

PRESS ENTER TO TRY AGAIN

22. And where did you see or hear negative things about trapping?

(DNR LIST; CHECK ALL THAT APPLY)

WHNEG 7:1-14

(CHECK ALL THAT APPLY)

- 1. Direct mail
- 2. Television - News program
- 3. Television - Nature show
- 4. Newspaper
- 5. Magazine
- 6. Friend/family/word of mouth
- 7. Hunting/fishing club or organization
- 8. Pamphlet/brochure
- 9. Radio
- 10. State Parks/Wildlife Management Areas
- 11. Internet/WWW
- 12. Game Warden/Park Ranger
- 13. Don't know

14. Other
IF (#22 = 0) GO TO #21
IF (#22 @ 14) GO TO #23
SKIP TO QUESTION 24

23. ENTER OTHER WAY NEGATIVE THINGS WERE SEEN/HEARD ABOUT TRAPPING.
WHNEGST 8:1-120

24. In general, do you approve or disapprove of regulated trapping?
(READ SCALES AS NECESSARY; PROMPT FOR DEGREE)
APPROVE 9:1
(CHECK ONLY ONE ANSWER)
 1. Invalid answer. Select another. (GO TO QUESTION 24)
 2. Strongly approve
 3. Moderately approve
 4. Neither approve nor disapprove
 5. Moderately disapprove
 6. Strongly disapprove
 7. Don't know

25. Next I have a list of reasons why people trap. I would like to know if you approve or disapprove of trapping for each reason. The first reason is for food. Do you approve or disapprove of trapping for food?
(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)
FOOD 9:2
(CHECK ONLY ONE ANSWER)
 1. Invalid answer. Select another. (GO TO QUESTION 25)
 2. Strongly approve
 3. Moderately approve
 4. Neither approve nor disapprove
 5. Moderately disapprove
 6. Strongly disapprove
 7. Don't know

26. What about trapping for recreation? Do you approve or disapprove of trapping for recreation?
(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)
REC 9:3
(CHECK ONLY ONE ANSWER)
 1. Invalid answer. Select another. (GO TO QUESTION 26)
 2. Strongly approve
 3. Moderately approve
 4. Neither approve nor disapprove
 5. Moderately disapprove
 6. Strongly disapprove
 7. Don't know

27. Some Americans rely on trapping for food, clothing and shelter, sometimes referred to as subsistence trapping. Do you approve or disapprove of subsistence trapping?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUBSIST 9:4

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 27)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

28. Do you approve or disapprove of trapping to help control certain wildlife populations so that they do not become too numerous and destroy wildlife habitat? For example, some animals can cause coastal wetland erosion which may destroy the habitat of other species.

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

POPULATE 9:5

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 28)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

29. Do you approve or disapprove of trapping to reduce damage to crops and gardens?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

CROP 9:6

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 29)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

30. Do you approve or disapprove of trapping to reduce damage to human property?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

PROPERTY 9:7

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 30)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

31. Do you approve or disapprove of trapping wild animals for fur clothing?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

FUR 9:8

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 31)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

32. What about trapping as a way for individuals to make money?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

MONEY 9:9

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 32)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

33. What about trapping as part of a biological study?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

BIOSTUDY 9:10

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 33)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

34. What about trapping as a way to capture and relocate wild animals from where they are abundant to places where they once existed as part of a restoration program?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

RELOCATE 9:11

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 34)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

35. For your information, when animals are trapped, the whole animal is usually utilized and there is often little waste. For example, the meat is used for human and pet food and other by-products include soap, perfume and lubricants. Knowing this, do you find trapping more acceptable?

USEALL 9:12

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 35)
- 2. Yes
- 3. Maybe
- 4. No
- 5. Don't know

36. I'm going to read six statements and I'd like for you to tell me if you agree or disagree with each statement. The first statement is: I think regulated trapping is ok if the animals die quickly and without undue pain. Do you agree or disagree with this statement?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

NOPAIN 9:13

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 36)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

37. The second statement is: I think regulated trapping is ok if animals that are accidentally caught could be released. Do you agree or disagree with this statement?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

ACCIDENT 9:14

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 38)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

38. The third statement is: I think people should have the freedom to choose to participate in regulated trapping if they want to.

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

FREEDOM 9:15

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 38)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

39. The fourth statement is: Because of improvements in traps, trapping is more humane today than it was ten years ago.

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

TRAPS 9:16

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 39)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

40. The fifth statement is: Endangered species are frequently used to make fur clothing.
(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

ENDSPC 9:17

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 40)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

41. The sixth statement is: Even though trapping is regulated by the state, regulated trapping can still cause wildlife species to become endangered or extinct.

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

EXTINCT 9:18

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 41)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

42. Do you agree or disagree that trapping is more humane today than it was 10 years ago?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

HUMANE 9:19

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 42)
- 2. Strongly agree (WITH STATEMENT)
- 3. Moderately agree (WITH STATEMENT)
- 4. Neither agree or disagree (WITH STATEMENT)
- 5. Moderately disagree (WITH STATEMENT)
- 6. Strongly disagree (WITH STATEMENT)
- 7. Don't know

43. Are you aware that state fish and wildlife agencies have been working on ways to improve traps to make trapping more humane?

KNOWAG 9:20

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 43)

- 2. Yes
- 3. No
- 4. Don't know

44. For your information, there is a major project underway by state fish and wildlife agencies to make trapping more humane. How much would you say you have heard about these efforts? Would you say you have heard a lot, a little or nothing at all?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

FYI 9:21

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 44)
- 2. A lot
- 3. A little
- 4. Nothing at all
- 5. Don't know

45. Do you support or oppose the idea of state fish and wildlife agencies working on ways to make trapping more humane or are you opposed to trapping all together?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUPIDEA 9:22

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 45)
- 2. Strongly support
- 3. Moderately support
- 4. Neither support nor oppose
- 5. Moderately oppose
- 6. Strongly oppose
- 7. OPPOSE ALL TRAPPING
- 8. Don't know

46. The state fish and wildlife agencies are currently testing traps to make them more humane. Would you support or oppose trapping if you knew that traps being used have been tested to make them more humane?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

NEWTRAPS 9:23

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 46)
- 2. Strongly support
- 3. Moderately support
- 4. Neither support nor oppose
- 5. Moderately oppose
- 6. Strongly oppose
- 7. Don't know

47. Given that state fish and wildlife agencies are working on ways to make trapping more humane do you support or oppose regulated trapping?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUPTRAP 9:24

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 47)
- 2. Strongly support

- 3. Moderately support
- 4. Neither support nor oppose
- 5. Moderately oppose
- 6. Strongly oppose
- 7. Don't know

48. Do you, or have you ever known anyone who is a trapper or has trapped wild animals?

KNOWTRAP 9:25

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 48)
- 2. Yes (GO TO QUESTION 49)
- 3. No
- 4. Don't know

SKIP TO QUESTION 51

=====

49. What is your relationship to that person?

WHOIS 9:26

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 49)
- 2. Myself
- 3. Immediate family
- 4. Relative other than immediate family
- 5. Friend
- 6. Acquaintance/coworker
- 7. Neighbor
- 8. Don't know
- 9. Other (GO TO QUESTION 50)

SKIP TO QUESTION 51

=====

50. ENTER OTHER TYPE OF RELATIONSHIP.

WHOISST 10:1-120

51. Sometimes people have problems with wildlife in their neighborhoods or around their homes. Have you had any problems with any wild animals within the past two years?

WILDPROB 11:1

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 51)
- 2. Yes (GO TO QUESTION 53)
- 3. No
- 4. Don't know

SKIP TO QUESTION 59

=====

52. YOU DID NOT USE SPACE BAR

NOSPAC3

PRESS ENTER TO TRY AGAIN

53. Which wild animals have caused you problems?

(DNR LIST; CHECK ALL THAT APPLY)

WHATAN 11:2-15

(CHECK ALL THAT APPLY)

- 1. Squirrels
- 2. Deer
- 3. Bear
- 4. Raccoons
- 5. Opossums
- 6. Beaver
- 7. Birds
- 8. Bats
- 9. Skunks
- 10. Woodchucks/groundhog
- 11. Muskrat
- 12. Reptiles/Amphibians
- 13. Don't know
- 14. Other

IF (#53 = 0) GO TO #52

IF (#53 @ 14) GO TO #54

SKIP TO QUESTION 56

54. ENTER OTHER TYPE OF ANIMAL CAUSING PROBLEMS.

WHATANST 12:1-120

SKIP TO QUESTION 56

55. YOU DID NOT USE SPACE BAR

NOSPAC4

PRESS ENTER TO TRY AGAIN

56. What kind of problems did the wildlife cause?

(DNR LIST; CHECK ALL THAT APPLY)

WHTPRB 13:1-10

(CHECK ALL THAT APPLY)

- 1. Garbage
- 2. Yards
- 3. Garden
- 4. Agricultural damage
- 5. Pets
- 6. Livestock
- 7. Structural damage
- 8. Threat to humans
- 9. Don't know
- 10. Other

IF (#56 = 0) GO TO #55

IF (#56 @ 10) GO TO #57
SKIP TO QUESTION 58

57. ENTER OTHER TYPE OF PROBLEMS CAUSED BY WILDLIFE.
WHTPRBST 14:1-120

58. Did you hire anyone to remove the nuisance animal?

HIRE 15:1

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 58)
- 2. Yes
- 3. No
- 4. Don't know

59. Do you support or oppose trapping as a way to solve nuisance animal problems?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

NUISANCE 15:2

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 59)
- 2. Strongly support
- 3. Moderately support
- 4. Neither support nor oppose
- 5. Moderately oppose
- 6. Strongly oppose
- 7. Don't know

60. There are many different sources for information about trapping. I'm going to list several sources and I want to know which TWO you would consider to be the MOST CREDIBLE for information about trapping.

INFOSRCE

PRESS ENTER TO BEGIN RANDOM START OF LIST.

61. RANDOM LIST OF INFORMATION SOURCES

INFRAND 15:3

(CHECK ONLY ONE ANSWER)

- 1. Media (newspapers, television, radio, magazines) (GO TO QUESTION 62)
 - 2. State fish and wildlife agency (GO TO QUESTION 63)
 - 3. Celebrities (GO TO QUESTION 64)
 - 4. Animal rights organizations like PETA (GO TO QUESTION 65)
 - 5. Animal organizations like the Humane Society (GO TO QUESTION 66)
 - 6. Veterinarians (GO TO QUESTION 67)
 - 7. People who trap (GO TO QUESTION 68)
 - 8. Family and friends (GO TO QUESTION 69)
- SKIP TO QUESTION 72
-
-

62. Media such as newspapers, television, radio, magazines.

MEDIA
PRESS ENTER TO CONTINUE
IF (#61 = 2) GO TO #70

63. The (state agency).

STATEAG
PRESS ENTER TO CONTINUE
IF (#61 = 3) GO TO #70

64. Celebrities.

CELEB
PRESS ENTER TO CONTINUE
IF (#61 = 4) GO TO #70

65. Animal rights organizations like PETA.

PETA
PRESS ENTER TO CONTINUE
IF (#61 = 5) GO TO #70

66. Animal organizations like the Humane Society.

HUMSOC
PRESS ENTER TO CONTINUE
IF (#61 = 6) GO TO #70

67. Veterinarians.

VETS
PRESS ENTER TO CONTINUE
IF (#61 = 7) GO TO #70

68. People who trap.

TRAPPERS
PRESS ENTER TO CONTINUE
IF (#61 = 8) GO TO #70

69. Family and friends.

FAMILY
PRESS ENTER TO CONTINUE
IF (#61 = 1) GO TO #70
SKIP TO QUESTION 62

=====
70. Which of those sources would you consider to be the MOST CREDIBLE for information about trapping?

(DNR LIST; CHECK ONLY ONE RESPONSE!)

FIRSTINF 15:4-5

(CHECK ONLY ONE ANSWER)

1. Media (newspapers, television, radio, magazines)

2. State fish and wildlife agency

3. Celebrities

4. Animal rights organizations like PETA

- 5. Animal organizations like the Humane Society
- 6. Veterinarians
- 7. People who trap
- 8. Family and friends
- 9. NONE OF THESE
- 10. Don't know

71. Which of those sources would you consider to be the SECOND MOST CREDIBLE for information about trapping?

(DNR LIST; CHECK ONLY ONE RESPONSE!)

SECNDINF 15:6-7

(CHECK ONLY ONE ANSWER)

- 1. Media (newspapers, television, radio, magazines)
- 2. State fish and wildlife agency
- 3. Celebrities
- 4. Animal rights organizations like PETA
- 5. Animal organizations like the Humane Society
- 6. Veterinarians
- 7. People who trap
- 8. Family and friends
- 9. NONE OF THESE
- 10. Don't know

72. Great, we're just about through. We just have a few more questions to gather background information.

DEMO

Please press ENTER to continue...

73. Do you consider your place of residence to be a large city, a suburban area, a small city, a rural area, or a farm or ranch?

RESIDE 15:8

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 73)
- 2. Large city
- 3. Suburban area
- 4. Small city/town
- 5. Rural area
- 6. Farm or ranch
- 7. DNR: Don't know
- 8. DNR: Refused

74. Are you of Hispanic or Latino ethnicity?

HISPAN 15:9

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 74)
- 2. Yes
- 3. No
- 4. DNR: Don't know
- 5. DNR: Refused

75. What race do you consider yourself? (Read list as necessary)

RACE 15:10

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 75)
- 2. American Indian or Alaska native
- 3. Black or African American
- 4. Asian
- 5. Native Hawaiian or other Pacific Islander
- 6. White
- 7. Other
- 8. DNR: Don't know
- 9. DNR: Refused

76. Would you consider yourself to be a Republican, Democrat, Independent or a member of the Reform Party?

PARTY 15:11

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 76)
- 2. Republican
- 3. Democrat
- 4. Independent
- 5. Reform Party
- 6. Don't know
- 7. REFUSED

77. Did you vote in the last election?

VOTE 15:12

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 77)
- 2. Yes
- 3. No
- 4. Don't know

78. Which of these categories best describes your total household income before taxes last year?

(READ SCALE)

INCOME 15:13

(CHECK ONLY ONE ANSWER)

- 1. (DNR: Invalid answer. Select another.)(GO TO QUESTION 78)
- 2. Less than \$19,999
- 3. \$20,000 to \$39,999
- 4. \$40,000 to \$59,999
- 5. \$60,000 to \$99,999
- 6. \$100,000 or more
- 7. (DNR: DON'T KNOW)
- 8. (DNR: REFUSED)

79. And finally, may I ask your age?

(ENTER 999 FOR DON'T KNOW; ENTER 888 FOR REFUSED)

AGE 15:14-16

LOWEST VALUE = 1

80. That's the end of the questionnaire, thank you very much for your time and cooperation!
(ENTER ANY ADDITIONAL COMMENTS; IN FIRST PERSON; 120 CHARACTERS)
END 16:1-120

81. OBSERVE AND RECORD RESPONDENT'S GENDER

GENDER 17:1

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 81)

2. Don't know

3. Male

4. Female

82. TIME INTERVIEW WAS COMPLETED

ENDTIME 17:2-6

|_|_|_|_|_|_|_|

83. Please enter your initials in LOWERCASE ONLY!

INTVRINT 17:7-9

|_|_|_|_|

84. Enter the area code and telephone number of number dialed.

TELEPHON 17:10-19

|_|_|_|_|-|_|_|_|_|-|_|_|_|_|_|

LOWEST VALUE = 1

85. SAVE OR ERASE INTERVIEW.

DO NOT ERASE A COMPLETED INTERVIEW!

FINISH 17:20

(CHECK ONLY ONE ANSWER)

1. Save answers (GO TO QUESTION 87)

2. Erase answers

3. Review answers (GO TO QUESTION 3)

86. ARE YOU SURE YOU WANT TO ERASE THIS INTERVIEW?

ONLY ERASE IF: Terminated (record on back),

RF, BZ, NA, DS, BG, DL, AM

MAKESURE 17:21

(CHECK ONLY ONE ANSWER)

1. No, do not erase the answers (GO TO QUESTION 85)

2. Yes, erase this interview

87. Date call was made

INTV DAT 17:22-29

|_|_|_|_|-|_|_|-|_|_|_|

Year Month Day

SAVE IF (#85 = 1)

Trend Survey Instrument

1. PRESS RETURN WHEN INTERVIEW BEGINS
START
TIMER STARTS AFTER THIS SCREEN

2. Time when interview began
TIME1 1:1-5
|_|_|_|_|_|_|

3. Hello, my name is _____. I'm calling to ask your opinions about wildlife management. Your answers are entirely confidential. To be most accurate, I need to speak with the adult living in your household who had the most recent birthday (at least 18 years old).

CONPER 1:6

(CHECK ONLY ONE ANSWER)

1. Correct person, good time to do survey (GO TO QUESTION 5)

2. Bad time / Schedule recall (CB) (GO TO QUESTION 4)

3. AM, RF, BG, DL, DS, NA, BZ

SKIP TO QUESTION 41

=====

4. When would be a more convenient time to call you back?
Thank you for your time.

WHENCALL

ENTER DAY AND TIME ON CALLSHEET (CB)

SKIP TO QUESTION 41

=====

5. Are you aware that people participate in trapping in (name of state)?

AWARE 1:7

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 5)

2. Yes

3. No

4. Don't know

6. Are you aware that trapping is regulated by the State of (name of state)? Regulated means that the state requires participants to buy licenses and limits how, when, what kind and how many animals can be legally trapped.

REGULATE 1:8

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 6)

2. Yes

3. No

4. Don't know

7. For your information, the (state agency) is the state agency responsible for regulating and managing trapping in (name of state). Before this survey, would you say you were very familiar, somewhat familiar or not at all familiar that this agency regulates and manages trapping in (name of state)?
(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

INFO 1:9

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 7)
- 2. Very familiar
- 3. Somewhat familiar
- 4. Not at all familiar
- 5. Don't know

8. Overall, how would you rate the (state agency) in regulating and managing trapping in (name of state)?
Would you say excellent, good fair or poor?

RATEAG 1:10

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 8)
- 2. Excellent
- 3. Good
- 4. Fair
- 5. Poor
- 6. Don't know

9. Would you say you are very confident, somewhat confident or not at all confident that the (state agency) is properly managing the state's wildlife?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

MANAGE 1:11

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 9)
- 2. Very confident
- 3. Somewhat confident
- 4. Not at all confident
- 5. Don't know

10. How much have you heard about trapping in (name of state) in the past 12 months? Would you say you have heard a lot, a little or nothing at all?

HEARD 1:12

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 10)
- 2. A lot
- 3. A little
- 4. Nothing at all
- 5. Don't know

SKIP TO QUESTION 12

=====

11. YOU DID NOT USE SPACE BAR

NOSPAC1

PRESS ENTER TO TRY AGAIN

12. Within the past year, do you recall seeing or hearing any advertising, information or news coverage that showed positive things about trapping? If yes: What were they?

(DNR LIST; CHECK ALL THAT APPLY)

POSINF 1:13-25

(CHECK ALL THAT APPLY)

- 1. No, I haven't seen or heard anything
 - 2. Trapping is humane/doesn't cause undue pain to animals
 - 3. Trapping helps control wildlife populations
 - 4. Trapping provides recreation
 - 5. Trapping provides food, clothing or shelter
 - 6. Trapping reduces habitat destruction
 - 7. Trapping reduces damage to crops and gardens
 - 8. Trapping is an honest living
 - 9. Trapping is used for biological study
 - 10. Trapping is used to capture & relocate wild animals
 - 11. When animals are trapped the whole animal is usually utilized
 - 12. Don't know
 - 13. Other
- IF (#12 = 0) GO TO #11
 IF (#12 @ 1) GO TO #18
 IF (#12 @ 13) GO TO #13
 SKIP TO QUESTION 15

13. ENTER OTHER POSITIVE THINGS SEEN OR HEARD ABOUT TRAPPING.
 (IN FIRST PERSON; 120 CHAR.)
 POSINFST 2:1-120

—
 SKIP TO QUESTION 15

14. YOU DID NOT USE SPACE BAR
 NOSPAC1B
 PRESS ENTER TO TRY AGAIN

15. And where did you see or hear positive things about trapping?
 (DNR LIST; CHECK ALL THAT APPLY)
 WHPOS 3:1-14
 (CHECK ALL THAT APPLY)

- 1. Direct mail
- 2. Television - News program
- 3. Television - Nature show
- 4. Newspaper
- 5. Magazine
- 6. Friend/family/word of mouth
- 7. Hunting/fishing club or organization
- 8. Pamphlet/brochure
- 9. Radio
- 10. State Parks/Wildlife Management Areas
- 11. Internet/WWW
- 12. Game Warden/Park Ranger
- 13. Don't know
- 14. Other

IF (#15 = 0) GO TO #14
IF (#15 @ 14) GO TO #16
SKIP TO QUESTION 18

16. ENTER OTHER WAY POSITIVE THINGS WERE SEEN/HEARD ABOUT TRAPPING.
WHPOSST 4:1-120

SKIP TO QUESTION 18

17. YOU DID NOT USE SPACE BAR
NOSPAC2
PRESS ENTER TO TRY AGAIN

18. Within the past year, do you recall seeing or hearing any advertising, information or news coverage that showed negative things about trapping? If yes: What were they?

(DNR LIST; CHECK ALL THAT APPLY)

NEGINF 5:1-10

(CHECK ALL THAT APPLY)

- 1. No, I haven't seen or heard anything
- 2. Trapping is inhumane/causes undue pain to animals
- 3. Trapping is harmful to wildlife populations
- 4. Trapping is not an honest living
- 5. Trapping just for fun
- 6. Trapping isn't necessary
- 7. Trapping is used for biological study
- 8. When animals are trapped the animal is wasted (only fur used)
- 9. Don't know
- 10. Other

IF (#18 = 0) GO TO #17
IF (#18 @ 1) GO TO #23
IF (#18 @ 10) GO TO #19
SKIP TO QUESTION 21

19. ENTER OTHER NEGATIVE THINGS SEEN OR HEARD ABOUT TRAPPING.
(IN FIRST PERSON; 120 CHAR.)
NEGINFST 6:1-120

SKIP TO QUESTION 21

20. YOU DID NOT USE SPACE BAR
NOSPAC2B
PRESS ENTER TO TRY AGAIN

21. And where did you see or hear negative things about trapping?
(DNR LIST; CHECK ALL THAT APPLY)

WHNEG 7:1-14

(CHECK ALL THAT APPLY)

- 1. Direct mail
- 2. Television - News program
- 3. Television - Nature show
- 4. Newspaper
- 5. Magazine
- 6. Friend/family/word of mouth
- 7. Hunting/fishing club or organization
- 8. Pamphlet/brochure
- 9. Radio
- 10. State Parks/Wildlife Management Areas
- 11. Internet/WWW
- 12. Game Warden/Park Ranger
- 13. Don't know
- 14. Other

IF (#21 = 0) GO TO #20

IF (#21 @ 14) GO TO #22

SKIP TO QUESTION 23

=====

22. ENTER OTHER WAY NEGATIVE THINGS WERE SEEN/HEARD ABOUT TRAPPING.
WHNEGST 8:1-120

23. In general, do you approve or disapprove of regulated trapping?
(READ SCALES AS NECESSARY; PROMPT FOR DEGREE)

APPROVE 9:1

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 23)
- 2. Strongly approve
- 3. Moderately approve
- 4. Neither approve nor disapprove
- 5. Moderately disapprove
- 6. Strongly disapprove
- 7. Don't know

24. There are many different sources for information about trapping. I'm going to list several sources and I want to know which TWO you would consider to be the MOST CREDIBLE for information about trapping.

INFOSRCE

PRESS ENTER TO BEGIN RANDOM START OF LIST.

25. RANDOM LIST OF INFORMATION SOURCES

INFRAND 9:2

(CHECK ONLY ONE ANSWER)

- 1. Media (newspapers, television, radio, magazines) (GO TO QUESTION 26)

- 2. State fish and wildlife agency (GO TO QUESTION 27)
 - 3. Celebrities (GO TO QUESTION 28)
 - 4. Animal rights organizations like PETA (GO TO QUESTION 29)
 - 5. Animal organizations like the Humane Society (GO TO QUESTION 30)
 - 6. Veterinarians (GO TO QUESTION 31)
 - 7. People who trap (GO TO QUESTION 32)
 - 8. Family and friends (GO TO QUESTION 33)
- SKIP TO QUESTION 34
-

26. Media such as newspapers, television, radio, magazines.

MEDIA
PRESS ENTER TO CONTINUE
IF (#25 = 2) GO TO #34

27. The (state agency).

STATEAG
PRESS ENTER TO CONTINUE
IF (#25 = 3) GO TO #34

28. Celebrities.

CELEB
PRESS ENTER TO CONTINUE
IF (#25 = 4) GO TO #34

29. Animal rights organizations like PETA.

PETA
PRESS ENTER TO CONTINUE
IF (#25 = 5) GO TO #34

30. Animal organizations like the Humane Society.

HUMSOC
PRESS ENTER TO CONTINUE
IF (#25 = 6) GO TO #34

31. Veterinarians.

VETS
PRESS ENTER TO CONTINUE
IF (#25 = 7) GO TO #34

32. People who trap.

TRAPPERS
PRESS ENTER TO CONTINUE
IF (#25 = 8) GO TO #34

33. Family and friends.

FAMILY
PRESS ENTER TO CONTINUE
IF (#25 = 1) GO TO #34
SKIP TO QUESTION 26

34. Which of those sources would you consider to be the MOST CREDIBLE for information about trapping?

(DNR LIST; CHECK ONLY ONE RESPONSE!)

FIRSTINF 9:3-4

(CHECK ONLY ONE ANSWER)

- 1. Media (newspapers, television, radio, magazines)
- 2. State fish and wildlife agency
- 3. Celebrities
- 4. Animal rights organizations like PETA
- 5. Animal organizations like the Humane Society
- 6. Veterinarians
- 7. People who trap
- 8. Family and friends
- 9. NONE OF THESE
- 10. Don't know

35. Which of those sources would you consider to be the SECOND MOST CREDIBLE for information about trapping?

(DNR LIST; CHECK ONLY ONE RESPONSE!)

SECNDINF 9:5-6

(CHECK ONLY ONE ANSWER)

- 1. Media (newspapers, television, radio, magazines)
- 2. State fish and wildlife agency
- 3. Celebrities
- 4. Animal rights organizations like PETA
- 5. Animal organizations like the Humane Society
- 6. Veterinarians
- 7. People who trap
- 8. Family and friends
- 9. NONE OF THESE
- 10. Don't know

36. That's the end of the questionnaire, thank you very much for your time and cooperation!

(ENTER ANY ADDITIONAL COMMENTS; IN FIRST PERSON; 120 CHARACTERS)

END 10:1-120

37. OBSERVE AND RECORD RESPONDENT'S GENDER

GENDER 11:1

(CHECK ONLY ONE ANSWER)

- 1. Invalid answer. Select another. (GO TO QUESTION 37)
- 2. Don't know
- 3. Male
- 4. Female

38. TIME INTERVIEW WAS COMPLETED

ENDTIME 11:2-6

|_|_|_|_|_|

39. Please enter your initials in LOWERCASE ONLY!

INTVRINT 11:7-9

|_|_|_|

40. Enter the area code and telephone number of number dialed.

TELEPHON 11:10-19

|_|_|_|-|_|_|_|-|_|_|_|_|

LOWEST VALUE = 1

41. SAVE OR ERASE INTERVIEW.

DO NOT ERASE A COMPLETED INTERVIEW!

FINISH 11:20

(CHECK ONLY ONE ANSWER)

1. Save answers (GO TO QUESTION 43)

2. Erase answers

3. Review answers (GO TO QUESTION 3)

42. ARE YOU SURE YOU WANT TO ERASE THIS INTERVIEW?

ONLY ERASE IF: Terminated (record on back),

RF, BZ, NA, DS, BG, DL, AM

MAKESURE 11:21

(CHECK ONLY ONE ANSWER)

1. No, do not erase the answers (GO TO QUESTION 41)

2. Yes, erase this interview

43. Date call was made

INTV DAT 11:22-29

|_|_|_|-|_|-|_|

Year Month Day

SAVE IF (#41 = 1)

Omnibus Survey Instrument

1. PRESS RETURN WHEN INTERVIEW BEGINS
START
TIMER STARTS AFTER THIS SCREEN

2. Time when interview began
TIME1 1:1-5
|_|_|_|_|_|

3. Are you aware that trapping is regulated by the State of (name of state)? Regulated means that the state requires participants to buy licenses and limits how, when, what kind and how many animals can be legally trapped.

REGULATE 1:6
(CHECK ONLY ONE ANSWER)
 1. Invalid answer. Select another. (GO TO QUESTION 3)
 2. Yes
 3. No
 4. Don't know

4. In general, do you approve or disapprove of regulated trapping?
(READ SCALES AS NECESSARY; PROMPT FOR DEGREE)

APPROVE 1:7
(CHECK ONLY ONE ANSWER)
 1. Invalid answer. Select another. (GO TO QUESTION 4)
 2. Strongly approve
 3. Moderately approve
 4. Neither approve nor disapprove
 5. Moderately disapprove
 6. Strongly disapprove
 7. Don't know

5. TIME INTERVIEW WAS COMPLETED
ENDTIME 1:8-12
|_|_|_|_|_|

6. Please enter your initials in LOWERCASE ONLY!
INTVRINT 1:13-15
|_|_|_|

7. Enter the area code and telephone number of number dialed.
TELEPHON 1:16-25
|_|_|_|-|_|_|_|-|_|_|_|_|
LOWEST VALUE = 1

8. SAVE OR ERASE INTERVIEW.
DO NOT ERASE A COMPLETED INTERVIEW!
FINISH 1:26
(CHECK ONLY ONE ANSWER)
 1. Save answers (GO TO QUESTION 10)

- 2. Erase answers
- 3. Review answers (GO TO QUESTION 3)

9. ARE YOU SURE YOU WANT TO ERASE THIS INTERVIEW?

ONLY ERASE IF: Terminated (record on back),
RF, BZ, NA, DS, BG, DL, AM
MAKESURE 1:27
(CHECK ONLY ONE ANSWER)

- 1. No, do not erase the answers (GO TO QUESTION 8)
- 2. Yes, erase this interview

10. Date call was made

INTV DAT 1:28-35
|_|_|_|_|-|_|_|-|_|_|
Year Month Day
SAVE IF (#8 = 1)