



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

OUTREACH & MARKETING WORKING GROUP

Chair: Jennifer Wisniewski (TN)

Vice Chair: Tanna Fanshier (KS)

September 19, 2022, 1PM – 3PM (Central Time)

Association of Fish & Wildlife Agencies 112th Annual Meeting

Agenda

- Introduction & Update (1:00-1:15)
- Guest Presenters (1:15-2:10)
 - Education over Enforcement (15 min)
 - Justin Grider, R3 Coordinator, Alabama Department of Conservation and Natural Resources
 - Cook Wild Kentucky Fish Publication (15 min)
 - Becky Bloomfield, Field to Fork Coordinator, Kentucky Department of Fish and Wildlife Resources
 - Oklahoma's fresh take on social media (15 min)
 - Micah Holmes, Assistant Chief, Communication & Education Division, Oklahoma Department of Wildlife Conservation
 - Hunter Access, Perceptions, and Impacts (10 min)
 - Jeff Rawlinson, Education Manager, Nebraska Game and Parks
- Roundtable Discussion (2:10-2:50)
 - Purpose of Working Group
 - Project Ideas
 - Needs Assessment
- Resources Review and Action Items (2:50-3:00)
- Dismiss

Workgroup Work Plan		
Date: October 2021		
Workgroup Name: Outreach and Marketing		
Chair: Jenifer Wisniewski (TN)	Vice Chair: Tanna Fanshier (KS)	Staff: Patricia Allen
Workgroup Charge: To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.		
Changes to the Charge: Added marketing to the charge.		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Added Marketing to the working group title. 2. Further promotion of the Making It Last toolkit and strategized on how to improve the toolkit to keep it relevant. 3. Create a Best Practices addendum to the Making It Last Toolkit for the whole community to utilize 4. Presented all findings from the 2nd round of 5 states Piloting the Making It Last Toolkit that made a total of 10 states in all regions to test and improve the toolkit 5. The workgroup also continued to support the Alliance for America’s Fish and Wildlife by discussion techniques that have been employed to further the campaign. 6. Furthering state outreach efforts by bringing forth innovative ideas from states that have helped advance public understanding and appreciation of fish and wildlife management. 7. Partnered with ACI and others to update the Locovore Guide site to transform into a self-guided workshop 8. Added Tanna Fanshier (KS) as the new vice-chair of the working group 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Meet a minimum of two times per year. 2. Continue training states to use the NCO toolkit (Making It Last toolkit). 3. Further update the tools and evaluate their effectiveness as the messaging campaign is used by states and report on progress made towards goals of the NCO Strategy 4. Launched online Locovore Workshop Multistate grant along with other coinvestigators NSSF, ATA, and ACI 5. Finish up implementation of pilot testing in 8 states Email Marketing Best Practices Multistate grant along with Southwick and ACI 		
Describe any Changes you Anticipate to the Work Group: We were glad to add Marketing to our working group title this year since it reflects what the focus of the working group has been for the last few years. We would like to start addressing tools that would help agencies address cultural changes in the realm of R3 and Relevancy. Work with entire EOD to address the challenge of aligning Agency culture with public values.		
List Workgroup Members: Jenifer Wisniewski (TN)		
Steering Committee Members: Linda Friar (USFWS); Micah Holmes (OK); Gary Thorson (CO); Lauren Truitt (CO); Patricia Allen (AFWA); Kellie Tharp (AZ); Al Ivany (NJ); Kristin Phillips (MI); Jenifer Hancock Wisniewski (GA); Judy Stokes Weber (Consultant); Shelly Plante (TX); Darcy Bontempo (TX); Christy Firestone (NE); Nadia Reimer (KS); Paige Pearson (VA); Robin Cahoon (UT); Jim Curcurruto (NSSF); Kirsten McIntyre (CA); Judy Camuso (ME); Emily Macabe (ME); Fairley Mahlum (NC); Lacey Creech (GA); Sara Dirienzo (WY); Stephanie Hussey (RBFF)		
Date Workgroup Formed: 2015	Expected Termination Date: TBD	
Comments		