

Joint EOD + WDCF Working Group

March 11, 2020

3-4:30pm

Attendees: 30

Agenda:

Call to order- Shelly Plante and Brad Feaster

Charge includes assisting with promoting the Recovering America's Wildlife Act (RAWA)

- What can we help create that will help support RAWA on the Hill

Story Map

- Can be used by any state to promote RAWA
- A quick and easy way of what's going on in each state
- Can be added (embed) to any website easily
  - Link via AFWA: <https://www.fishwildlife.org/story-map-rawa>
  - Standalone link: <https://arcg.is/1qrPbn>
  - Embed script for the story map: `<iframe width="100%" height="800px" src="https://arcgis.dnr.state.mn.us/portal/apps/MapJournal/index.html?appid=7155aa5e8feb4c2b9749e84acc77cfbd" frameborder="0" scrolling="no"></iframe>`
  - Edits or questions: 651-259-5444, kristin.hall@state.mn.us
- When you click on a state it shows: featured wildlife, state apportionments if RAWA passes, what issues need to be addressed in the state, challenges, links to more information, and how you can help
  - Quick easy reference
  - Can be used to show legislatures
- A living document that gets updated as needed
- Shows a diversity of issues that RAWA would address on a national and state scale

Fact Sheets

- This group completed 6 new fact sheets this year and is working on two more currently
- There are currently 6 states missing (DC, Hawaii, Massachusetts, Mississippi, N Carolina, N Dakota)
- In the Alliance toolkit and available for anyone to download (<https://www.fishwildlife.org/afwa-acts/alliance-americas-fish-and-wildlife>)
- These fact sheets are meant for state agency staff to use to help promote and talk about RAWA
- Consistent formatting and messaging

OurNatureUSA Facebook page

- If you take content and make it 'yours' it performs better (better than just sharing a post)
- Use the hashtag #RecoverWildlife

- Canva.com is a free resource to help create graphics to use on social media (Facebook, Instagram, etc)
- There are a lot of free images that can be used if you don't have any state photos available
- Share information with our partners in outside organizations (NGOs, other agencies, etc.)
  - Some states can't post about RAWA, but the state partners can → help them out

May be a good idea to check with your state agencies to define what is considered advocacy → help define where you can work and where you can't.

#### RAWA Update- Sean Saville

- Currently have 178 co-sponsors on the house bill
  - Passed the Natural Resources committee in December 2019
  - There is a new legislative fact sheet available on the Alliance toolkit and AFWA website for use
  - The corrected state apportionment table has been distributed to state agencies
  - Pushing House leadership to get the bill on the floor → should be able to do easily once we get 200 sponsors; possibly get it through the House within the next 2 months
  - Still working on the Senate version of the bill; need to confirm senate champions for the bill
  - Major upcoming challenge is timing with the upcoming elections
  - May look to pair up the senate bill with other senate packages being pushed through the Senate
- The story map has proven to be very helpful and useful to use on the hill
- State fact sheets have also been useful to use on the hill with standardized messaging
- Discussion:
  - Is there anything we need to look at adding to the story map?
    - Not at this time
  - Need fresh social media content
  - The new T-shirt → sale will go to help with funding the campaign (25% goes to AAFW)
    - Can purchase shirt at [www.RecoverWildlife.com](http://www.RecoverWildlife.com)
    - Partners can sell this shirt and their logo added to the shirt → reach out to Sean for details
  - Are there any plans/is there a need for more video content for the AAFW page and social media?
    - Yes! If any state has any in house capacity to produce these videos, it would be greatly appreciated
  - Note: Michigan DNR now has a Recovering America's Wildlife Act footer on their press releases → perhaps other states can follow suit..

#### Making It Last Campaign- update

- Addresses the second recommendation of the Blue-Ribbon Panel on Sustaining America's Diverse Fish & Wildlife → state fish & wildlife agency relevancy
- This was created through a multistate conservation grant as a public awareness campaign to increase state fish and wildlife agency relevancy
- The tagline 'MAKING IT LAST' was developed using a professional marketing firm, then we tested the tagline and used that information to fine-tune the toolkit
- Notes of interest:
  - Defining the 'IT' in 'MAKING IT LAST' → provide copy that describes what's going on in the photo, where it is generally (confirm it is in state)
  - Photos- 'Boots on the Ground' photos tested best; landscape photos tested worse.
  - The audience are the not your traditional audience (hunters/anglers), but it tested well with both non-traditional and traditional state fish and wildlife agency audiences
  - Even if you have NO budget, the toolkit is still something you can use; it has strategies for both paid and non-paid advertising/posts
    - State agencies with no marketing staff can easily use this toolkit
  - Go to MakingItLast.org for more information
- We were able to do a Making It Last implantation- phase 1
  - Had 5 states (located the WAFWA and MAFWA regions) implement this toolkit through a multistate conservation grant
  - The best practices from this project will be used to update the toolkit and used in phase 2 of implementation (NEAFWA and SEAFWA regions)
    - Application process for the Making It Last implementation- phase 2 is now OPEN until the end of March 2020 (DUE TO COVID-19 EMERGENCY, THE DEADLINE HAS BEEN EXTENDED TO APRIL 15, 2020)
    - Contact Jen Wisniewski for more information @ [Jenifer.Wisniewski@tn.gov](mailto:Jenifer.Wisniewski@tn.gov)

#### Anything else?

- Will look at creating an updated/new communication strategy
- Looking for a new co-chair on the WDCF side → Brad Feaster needs to step down due to changes/shuffle in duties at his state agency (Since meeting: Daren Riedle has accepted this position)