

Outreach & Marketing WG

2024 AFWA Annual Meeting - notes

Agenda

Introduction of working group and members

- Review of 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.*
 - No change to charge

Public Perceptions of State Fish and Wildlife Agencies Update – Southwick Associates

- What we did, what we learned, and what we're doing next
- We don't know a lot of information about the people who don't use our product
- Perceptions = reality; shape the world around you
- Goal: learn how the public understands us as their state fish and wildlife agencies (Southeast states):
 - Are they even aware of their fish and wildlife agency?
 - Do the public's priorities match their state agencies actions?
 - Do they think their agency is doing a good job? Do they trust you?
 - Funding issues, how to improve engagement, and more.
- Divided public into 3 groups:
 - Licensed anglers and hunters -15%
 - Other outdoor participants- 40%
 - Do not participate in any outdoor recreation – 45%
- Over half of the population knows little about their state fish and wildlife agencies
 - 25% don't care what the agency does
 - Almost 60% of those who do not participate in the outdoors don't connect or agree with the agency values;
 - 18-34 yr olds are less likely to feel engaged, and hold neutral or negative opinions of state agencies; this age group expects to be engaged (need to meet them where they are using their platforms)
 - *Non-participants* believe agency priorities should be: protect environment, protect F&W habitat; control pollution
 - *Other Outdoor Participants* believe agency priorities should be: protect environment, protect F&W habitat, Protect game animals
 - *License Holders* believe agency priorities should be: Protect FW Habitat, Protect Game animals, manage lands, provide access
- Publics view of how the FW agency should be funded:

- Most think the funding should be balanced between the public pay and users pay
- Recommendations:
 - Support state efforts to increase relevance
 - Understand values and benefits held by various segments of the public for FW
 - Understand how to best engage
 - Engage, monitor and evaluate, improve, release
 - → initial efforts are underway
 - For non-participants- new services may not be feasible. Instead, focus on showing how you support their values
 - Communication- go to them. Think FB, YouTube, and TikTok
- Will be expanding this survey to the MAFWA states.
- SEAFWA report is available online at SEAFWA.org

Multistate Conservation Grant Update: *Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit*

- Background
 - Had created the [Making It Last campaign/toolkit](#).
 - Was a success but found that not all states could use it.
 - Looking at creating a strategy and relevancy messaging framework that all states can use.
 - Using the positive takeaways from the Making It Last toolkit and findings from the SEAFWA perceptions survey DJ Case has tested updated/new messages to create a framework of messaging that all state can use.
- Current Status
 - Goal: reboot the Making It Last campaign by not giving another theme or tagline, but give a formula that will work and be adaptable for your states
 - Message topics selected:
 - Access
 - Habitat
 - Control (regulation and wildlife conflict)
 - Species (conservation)
 - Each topic was researched in regards to consumptive, non-consumptive, and clean water and air message for all states
- Findings
 - Original concept
 - [agency name] AT WORK
 - Images and stories specific to states
 - Focus groups
 - Created 13 messages per state
 - Highlights: images
 - People doing activities
 - Animals

- “Backgrounds” for text, logo and button
 - Highlights: copy
 - Short copy with bullet points—illustrates a story
 - **Broaden the story**—more outdoor activities, more ecological impacts, more species [*a critical learning point to study*]
 - Don’t directly mention hunting or fishing
 - Highlights: language
 - **NO**
 - Jargon
 - Scientific language
 - Long words
 - Target 5th grade reading level
 - Examples
 - Access
 - Management (of species)
 - Stocking
 - Production (of species)
 - Upland birds
 - Acronyms (WMA, WPA)
 - Highlights: Call to Action
 - Make it look like a button- shape/depth, curser
 - What will they see?
 - Payoff for message
- Next Phase
 - Southwick & Associates getting ready for qualitative survey testing groups (non-outdoor folks, hunters/anglers, outdoor recreationists) in 2025
 - State specific participants
 - See the ads for their states
 - Will be starting this after the election process is done; don’t want to compete for that space
 - Live testing planned for late spring 2025 and will include: paid social media for each state; testing for engagement (clicks, likes, shares); starts after election

NOTE: lots of great assets available in the R3 Clearing House →
<https://find.nationalr3community.org/media/?viewType=grid>

Wildlife Diversity Conservation and Funding collaboration opportunity – Shelly Plante

- There is a joint working group between the Engagement and Education Committee (EEC) and the Wildlife Diversity and Conservation Funding (WDCF) Committees Joint Working Group
- This group initially formed to do proper messaging around the Recovering America’s Wildlife Act (RAWA); needed communicators to help tell the story the biologists were trying to tell as to why RAWA is needed

- Historically, the WDCF folks were more engaged with this joint working group than the communicators; we need more EEC people.
 - We need more storytellers to help tell the why we need RAWA; to help resonate with the public
 - Help share assets
 - **THE ASK:** please be involved in the EEC+ WDCF Joint Working Group; join our meeting TODAY at 4pm

New Resources and Partnership Opportunities with National Deer Association (NDA)

- Ways the NDA can work with your state agencies
 - R3 Coordinators
 - Deer Management Assistance Program (DMAP)
 - Deer Concierge (facilitator in getting deer off the landscape and feed people; deal with deer overpopulation issues)
 - Hunters for the Hungry (pay processors to pay for processing deer to give to the hungry)
 - Grants
 - Communications/Marketing (NDA can do this for or with state agencies; ex. talk about CWD for state agencies—sometimes too much of a hot topic for state agencies to address the way they want to → NDA can do it for you)

Partner Update

- DJ Case:
 - New Hunter Personal and Journey [personas ↓] -- have 385 editable ads ready for state use
 - **Recreationalists** enjoy: being outdoors, learning new skills, challenge of the hunt
 - **Family-Firsts** enjoy: spending time with family, prioritize time together over successful harvest; *'family memories that last a lifetime'*
 - **Self-sufficient** enjoy: independence; *'Discover your independence'*
 - **Locavores** enjoy: reduce carbon footprints, try to eat food sourced within 100 miles from home; *'your link to the food chain'*
 - Recommendation: run at least one ad for all 4 personas; to find your target audience → paid searches, meta suite, display retargeting
 - YouTube for Hunters
 - LearningHunting.org Pilot State Marketing
- Fall Flights:
 - AFWA's powerful partnership program for state fish and wildlife agencies. It helps drive state economies by supporting outdoor recreation, tourism, and hunting opportunities. It advances important local and international conservation goals by making a long-term investment in critical waterfowl habitat conservation work in Canada.
 - Looking for communicators to help get the word out internally about Fall Flights and the important work they do and how it benefits their state fish and wildlife agencies
 - Fall Flights Communication Plan

- Strategic overview
 - Communication platforms
 - Messaging
 - Evaluation
- Have a monthly newsletter called Fall Flights Newslines; anyone can sign up to receive
- Have resources available to states
- Learn more by visiting: <https://www.fishwildlife.org/afwa-inspires/fallflights>
- Association for Conservation Information (ACI) <https://www.aci-net.org/>
 - The Association for Conservation Information (ACI) is a non-profit organization of natural resources communicators. We serve to further natural resource conservation and exchange. We are made up of professionals representing state, federal and Canadian wildlife conservation and parks and natural resource agencies as well as private conservation organizations.
 - We are the content creators for our agencies and organizations
 - Next ACI Conference will be in Atlantic City, NJ- July 22-24, 2025
 - Have a very popular awards program; can act as inspiration or sharing of ideas
 - ACI MSCG Updates:
 - Since 2019, ACI received \$2.3 million MSCG dollars
 - 6th year of R3 through marketing for pilot states- 5 state gets \$50K each to implement a r3 marketing campaign
 - YouTube Part 2- WI, AL, NY and OK will publish Deer Hunting 101 videos
 - Social Listening reports end in 2024. All 50 states receive
 - ACI photo library grant- over 10K photos uploaded to the [R3 Clearinghouse](#)
 - Student Air Rifle Program- how to turn students into hunters
 - ACI scholarship program- can apply for all expenses paid to one of our conferences for new people

Roundtable Discussion

- What collective needs/barriers can this group address?
 - More needs to be done with how we can relate to our audiences that aren't our traditional users
 - [Words Matter report](#)- need to dust off
 - Spend more \$\$ on a relevancy campaign (more than \$15K, that we've done in the past)
 - Research for how we can reach urban dwellers; including images and messaging; have something that focuses on that group

LINK to 2024 AFWA Outreach Marketing Presentation:

<https://www.dropbox.com/scl/fo/b3l271ud6318rzkpuvat9/ALPB1iaZTrQNTzpv5RG0qk?rlkey=g1hbhgo7tdnjdms0dvacig0pj&e=1&st=e5ar416a&dl=0>