



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

OUTREACH WORKING GROUP AGENDA
Chair: Renny MacKay (WY)

Tuesday, September 11, 2018- 8:00 AM to 10:00 AM
National Conservation Outreach Strategy Workshop- 10 AM to 3 PM

Association of Fish & Wildlife Agencies 108th Annual Meeting
Tampa Marriott Waterside Hotel
Tampa, FL

Agenda

8 am- 10 am

Call to order, introductions and review of the agenda- *Renny MacKay*
(10 Minutes)

Overview of the National Conservation Outreach Strategy
A short presentation for those who cannot attend the workshop (15 minutes)

Communications and outreach in support of America's Alliance for Fish and Wildlife.
What is available to states and how to use in support of Recovering America's Wildlife Act (30 minutes)

Marketing campaign successes
Georgia's marketing campaign to increase the sale of fishing licenses. (20 minutes)

States and the outdoor industry collaboration update
A discussion on the state agencies and outdoor industries efforts to better tell the story of how wildlife conservation is funded. This includes an update on the Wildlife and Sport Fish Restoration Program's communications planning. (15 minutes)

Chronic wasting disease communications
A discussion on current efforts to collaborate on communications about this wildlife disease (15 minutes)

10:00 am

Adjourn Outreach Working Group Meeting

10am- 3pm

National Conservation Outreach Strategy Workshop (break for lunch on your own)
A workshop to showcase and teach states how they can use the resources available to them from the National Conservation Outreach Strategy.