



OUTREACH WORKING GROUP
Chair: Jenifer Wisniewski (TN)

September 24, 2019
8AM- 10AM

Association of Fish & Wildlife Agencies 109th Annual Meeting
InterContinental Saint Paul Riverfront Hotel
Saint Paul, Minnesota

Agenda

- Call to Order/Review Agenda- *Jenifer Wisniewski – TN Wildlife Resource Agency*
- Introductions - *Jenifer Wisniewski – TN Wildlife Resource Agency*
- WSFR Strategic Communications Plan and Locavore Workshop Results- *Matt Harlow – DJ Case*
- How to motivate the 24 million Americans who don't yet own a firearm but say they want to buy one – with messages, recommended visuals and more! And regional dashboard updates - *Patty Hogan – Southwick*
- Slot for VA about Refer a Friend campaign
- BearWise Outreach going regional to nationwide
- Making it Last Update - *Patty Allen – AFWA*
- How are you using the making it last toolkit? - *Jenifer Wisniewski – TN Wildlife Resource Agency*
- Work Plan Review
- Wrap-up Discussion
- Adjourn