

OUTREACH AND MARKETING WORKING GROUP

Chair: Jenifer Wisniewski (TN)

Vice-Chair: Tanna Fanshier (KS)

March 11, 2022

Attendees: 49

Agenda

Introductions and housekeeping

Fill a Bag Program and update - Outdoor Stewards of Conservation Foundation –Jim Curcuruto (OSCF)

- We are a new 501(c)3 non-profit- <https://stewardsofconservation.org>
- There are 60+ million active hunters, anglers, target shooters (HATS) in the country; primary funders of conservation
- 'research is useless, unless it is used' – we use research to drive our programs
- Fill a bag while filling your tag: a national engagement program where HATS pick up trash while out; #TrophyTrash
 - Working with state agencies to promote program and distribute bags
 - Year-round national conservation engagement program
 - Looking to partner with more state agencies
 - This doesn't have to be just an R3 program; connects both consumptive and non-consumptive users

Update possible future research project – Rob Southwick

- Starting a project to have state FW agencies successfully interact with all segments of the public. Want to get a handful of states involved.
 - Even those people who are aware of state fish and wildlife agencies are unaware of all the agency does; and vice versa→ hinders the ability of state agencies to communicate with the public
 - Want to increase public awareness of what agencies do, funding sources, etc
 - Find out what the public thinks of each state agencies
 - Outcome: can we (state fish & wildlife agencies) increase our perception to the public; a relevancy survey
 - What do states need to debunk and what do we need to work on?
 - Get to the heart of what people think about state fish and wildlife agencies
 - Would like to have 2-3 states in each region involved with this project
 - Looking to get feelers for interest for this project
 - Would cost about 230K for the entire project; possible future MSCP

How to market to marginalized communities – Blue Ion Marketing Firm – Jeremy Elrod

- Using customer mindsets and marketing to advance equity and diversity in the outdoors
- Outposts- the marketing arm of the marketing firm
 - Primary goal: Reconnecting people with the natural world
- The traditional sales funnel: attention → interest → desire → action

- Customer mindset: see → think → do → care
 - The crucial step to keeping people in the care mindset; need to keep people engaged in that product (hunting, shooting, angling, etc)
- How you reach your audience can be extremely diverse; need to be very dynamic in how you reach these people to be successful
- Creating content around real-life people and their stories
 - Started a storytelling campaign that resonated with specific pocket groups (DEI)
 - Made sure we weren't just checking a box, but had something authentic
- You must be very intentional about what you use and how you're trying to reach; there is no one-size fits all for marketing
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How to communicate the health benefits of eating game meat – Functional Nutritional Therapy

Practitioner - Amy Bousman

- Getting kids outside through wild nourishment; connecting to the foundations of ancestral health
- How to engage and unite various groups (special focus on youth, especially pre-teen and teen) in the outdoors via the concept of utilizing wild foods (plant and animal-based) for deep, cellular nutrition
- Understanding the problem:
 - Screen time
 - Lack of mentorship
 - General health/lifestyle-induced apathy + lethargy
- Project objective: to utilize various social media platforms as TOOLS to get people off their screens; #WildFed
- Marketing suggestions: fun, engaging media; education-based programs
- Ancestral Health Foundations: connection to community; nutrition; movement; connection to the natural world

Mentored Communication Toolkit- Jeff Rawlinson (NE)

- Looking at tools that can be used across the board
- Learned that 1/3 hunter ED grads = non-traditional; they are looking for someone to help them (mentor); desperate for training
- Communicating mentoring: mentees and experienced differed on what they want to see in our communications with them
 - Not looking for a hunting buddy → looking for a teacher/instructor
- Message Formula
 - **Copy**- obvious url, straight forward, headline, simple/short copy; hot learning issues (firearm handling/safety, processing and butchery, regulations and licensing, animal behavior, outdoor skills)
 - **Images**- should include 2 people; firearms (or bow), clothing and other gear should be attainable and new (not wealthy) hunter; scene should look fun; scene should be technically correct; 'sponsoring' agency logo adds credibility.
- Learnhunt.org
- Toolkit includes: Resources: images, ads (print, online, social); strategies & tactics: audiences (mentors, mentees), Tactics (free, inexpensive, affordable)

RBFF (Vamos A Pescar program)- Micah (OK)

- This program is underutilizing this program

R3 Photo Toolkit- Taniya Bethke

- Was able to get marketing assets for women and minority groups
- Photo toolkit can be found here:
<https://find.nationalr3community.org/collections/view/9CE5F6DF-1137-4ACC-AB86801E245E0E5D/>
- Moving into phase 2 to implement the toolkit to check out the authenticity and impact.

Social listening project update – Matt Harlow (DJ Case)

- Social listening generally doesn't work well for the word 'hunting'; job hunting, date hunting, etc all get mixed in
- Started a new MSCG to start a social listening report for all 50 states every 2 weeks
 - If you want the report, please contact Matt Harlow (matt@djcase.com); will get for free

Round Robin

- If you have ideas for MSCG, please email Jen Jenifer.Wisniewski@tn.gov