

Outreach & Marketing Working Group  
September 19, 2022  
AFWA Annual Meeting

Notes:

Welcome and Introductions

Guest Presenters

Justin Grider, R3 Coordinator, Alabama Dept. of Conservation and Natural Resources

- Justin presented on Education, Enforcement, and the Big Picture. Education and enforcement play a big part in interaction with our user groups. Actions = Return customers. CEO's use their discretion when interacting with the public. In Alabama, the average officer interacts 7 times a day with the public. Educate over enforce. Each interaction is a tiny building block to a big picture. Build bridges to communities. Helping them purchase the license can go so much further.

Becky Bloomfield, Cook Wild Kentucky

- Becky presented on the partnership with Kentucky Dept. of Fish Wildlife. Hunters for the Hungry donated meat was not being taken because they didn't know what to do with venison. Folks running the pantry could not provide any guidance. Kentucky Dept. of Ag, Hunters for the Hungry, KDFW, and Extension all partnered together to develop and share 34 recipes. Making a calendar with recipes available. Included "field notes" related to the game species.

Micah Holmes, Assistance Chief of Communication & Education Division, Oklahoma Department of Wildlife Conservation

- Micha talked about how his agency not only comes up with the best social media posts, but also meets their outreach goals to diverse audiences. Challenge to reach out to a different audience means they tried a different strategy. With these new strategies came some risks. Don't talk about religion, race, politics. Have to trust your team, set goals, and be held accountable to those goals. Use the analytics to share with wider staff so they understand how social media is engaging positively with the public. Find creative ways, using pop culture, to communicate information about wildlife.

Jeff Rawlinson, Education Manager, Nebraska Game and Parks

- Jeff talked about hunter access, perceptions, and impacts. Many hunters report crowding being an issue. His agency looked into this at a national scale asking: how is crowding defined? How does limited access affect participation? And What are the limitations on availability of hunting opportunities? Can contact Lou at Southwick if you are interested in providing data from your state.

Some more announcements:

- Alex with International Hunter Ed Association – IHEA created a video channel called "Hunters Connect"; how-to videos for new hunters. Over 150 videos in the series. But even if you think it's going well, continue to examine it to make it even better.

- Matt from DJ Case: Continuation of a project of new adult hunters in Missouri. If you would like, DJ Case will help you segment your new hunters and give you back the data. With Missouri, they did that with their CRM system. They've been working with ACI on social listing for state agencies. Every other week, they generate a report on what's happening on social media and can send you a report of the demographics of who is posting, who is the most influential, and the top 25 stories. matt@djcase

#### Roundtable Discussion

- Wrapped up the Making it Last campaign, so in order to keep this a working group, we need to have something to work on.
- Can we take that campaign to the next level? Do more pilot states. 10 states so far. ACI gives out \$50k grants. Can ask for multi-year multi-state grants now. Focus on making an activity last (i.e. kayaking, camping, etc.). Might need to do another focus group to ensure the message still resonates. Making it translatable into gifs and TikToks and working with influencers.

Meeting adjourned