



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

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**OUTREACH WORKING GROUP**  
Chair: Renny MacKay (WY)

**Monday, September 12, 2017**  
**10 am- 12 pm**

**Meeting Minutes**

*Attendees: 37*

Agenda

- NCO Overview
  - The project is aimed at advancing the case for why state wildlife management agencies matter.
  - 17 states involved.
  - Helps to meet both of AFWA's Outreach Working Group Goals:
    - Engage state I/E divisions and practitioners to develop a tool kit of best practices to enhance states' abilities to tell diverse audiences the successful stories of wildlife conservation, highlighting the roles of states.
    - Blue Ribbon Panel Support: help create communications strategies, outreach plans, and implement the recommendations of the Blue Ribbon Panel on Sustaining America's Diverse Fish & Wildlife Resources and help states put these strategies and plans into use to better tell their stories.
  - The anticipated outcomes of the plan are:
    - Elevated appreciation and recognition of state-based fish and wildlife conservation and state fish and wildlife agencies as a whole.
    - Use by the states of unified, tested key messages about state-based conservation
    - Increased awareness of how fish and wildlife conservation is currently funded.
    - Increased understanding of how nature benefits people
    - Increased diversity of partners and stakeholders, including the wildlife viewing community, state parks
    - Increased support of agencies.
    - Understanding of the economic benefits of outdoor recreation
    - As a community we will have a sense of shared purpose, share messages.
  - We continue to seek feedback from states and other partners. Watch for a survey coming soon.

- The States' planning tools for supporting the Alliance
  - The communication planning tool → we will send back out for reference
    - This is general tool resource to be used by states to support the Alliance
  - The goal is to have the communication ready and teed up for when the campaign is officially launched
  - Standing up 'coalitions' within the state to move forward with the Alliance agenda
    - Texas is really stepping up and making progress with this; have a task force putting this together along with information for use by stakeholders; has funding to support these efforts
  - Patty → send out email with updated talking points (including for stakeholders talking points- updated); send out state communication tool kit out to group again (AAFW)
  - Texas Taskforce (AAFW)
    - Activated the older TWW coalition
    - Told them the AAFW is coming and we need to prepare for it
    - Used a lot of AFWA's and AAFW information and logo to create their own focused toolkit (with AFWA and AAFW permission)
    - The task force was used to inform TXPW staff
    - Talk with 'early adopters'
    - Created a list of what we'd do with the money if the funding came thru
      - Make a plan with priority list with SGCNs
      - Project lists (dream big)
      - List of goals (ex. stewardship, education, communication, participation)
      - Created an allocation guidance document; types of work (not specific line items)
    - Advice- start your process now with making your project plans
    - Texas will let you use theirs as a template (or just use it as your own)
    - Texas will share their draft report with the group (Richard/john)
- Looking for new presentations and presenters on topics important to this working group
  - Please contact Renny or Patty
- Up Close and Personal with a state outreach campaign- messaging study (Gary- CO)
  - In CO we're experiencing massive population growth
  - With growth there is a diversity of people and opinions of the outdoors
    - Many of the 'new' people don't understand the government re: management, logistics, who does what etc
  - Worked on fee increase bill in early 2017, didn't pass and will continue work—to help with financial sustainability
  - CO has a merged agency – allows them to work with a number of partners
  - The 'Hug A Hunter' and 'Hung an Angler' program has been successful

- Working with Great Outdoors Colorado and working on program together on Generation Wild—working on moms and having them get their kids outside (5 yr campaign just launched)
- Building the Big Picture (Presentation)
  - To gain enthusiastic public support for CPW
  - This project was about 25K and a 5 month project
  - Continued implementation and education of CPW staff
  - Project Purpose- create a new narrative for the agency that oversees all the CPWs, and addresses diversity, audiences, and moves the public to enthusiastically support CPW
  - Increase CPW credibility and awareness
  - Deliverables:
    - A narrative framework
    - Messaging matrices
    - Training for staff
    - New campaign concepts
    - New taglines for the agency
  - Methodology
    - Leveraging existing benchmark research
    - Interview key CPW team members
    - Initiate a cross-functional WG
    - Building and deploy surveys and brainstorming exercises with WG
    - Interview park patrons
    - Analyze 10-15 wildlife and SP agencies around the country and non-profit messaging
  - Recommendations
    - Train staff to talk about their why
    - Move from BG AGENCY language to people-first language
    - Use the new narrative framework to create simple campaigns
    - More
  - Solving awareness/credibility
    - Show your work
    - Keep it simple
    - Show happy employees doing good work
  - Create ownership of mission for Coloradans
  - Align prosperity with conservation
  - Shift from mandate to choice
  - Define- and discuss- your villains
  - Keep it simple
- Need to work on classic messaging from the business world
  - Keeping messaging simple

- Patty → send links to AZ commercials/videos (Kellie will send to Patty, Patty send out to group)
- Up close and personal with collaborative outreach- Hannah Ryan (Intermountain West Joint Venture) – SageWest: A sagebrush communications network
  - SageWest= a network of participants focused on advancing communications around the work being done within the sagebrush community
  - Vision: a sagebrush country that is sustainable managed ,and restored in a balanced and collaborative manner for the benefit of people and wildlife
  - Wide range of participants- state and fed agencies, tribes, ranchers, energy industry, sportsmen groups, conservation groups and NGOs
    - Use this network to amplify existing efforts
  - Survey Results- three main obstacles
    - Too many competing issues
    - Limited resources
    - Finding the right messaging
  - Created numerous WG to battle these obstacles
  - Social Media Campaign
    - People of the sage
      - Goal- demonstrate human value on the landscape
  - Developing internal resources
    - Comms resource guide
    - Calendar of public outreach opps
    - List of media outlets
    - List of organizational social media accounts
  - Working together to tell the sagewest story
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