



OUTREACH SUBCOMMITTEE

Chair: Renny MacKay (WY)

Wednesday, March 8, 2017

3:30 pm to 5:30 pm

82nd North American Wildlife & Natural Resources Conference

Room: Meeting Room 8/ Davenport Grant Hotel

Spokane, Washington

Agenda

3:30 pm Introductions and Welcome, *Renny MacKay (WY)*

Call to Order/Review Agenda- *Renny MacKay (WY)*

From Hug a Hunter to the future. The Colorado Wildlife Council's new campaign to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing – Gary Thorson (CO Parks & Wildlife)

A look at the Blue Ribbon Panel to Sustaining Wildlife's messaging campaign

Discussion:

- How best to utilize the members of the Outreach Subcommittee to advance the campaign;
- What states need;
- How can states and Outreach Subcommittee members can best work with the PR firm- *Sean Saville (AFWA), Skipper Bond (Bond Moroch)*

Update and discussion on a steering committee to establish best practices and an outreach strategy

5:30 pm **Adjourn**