



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

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**OUTREACH WORKING GROUP**

**Chair: Renny MacKay (WY)**

**Monday, September 12, 2017**

**10 am- 12 pm**

**Association of Fish & Wildlife Agencies 107<sup>th</sup> Annual Meeting**

**Snowbird Resort**

**Sandy, UT**

**Agenda**

10am - 12 pm

Call to Order/Review Agenda

The National Conservation Outreach Plan-. What is it? Why are we doing it? How can you help? (30 minutes)

The states' toolkit for supporting the Alliance-. How to use it and what the outreach campaign might look like for a state (20 minutes)

Up close and personal with a state outreach campaign:  
*Developing a compelling narrative framework and persuasive messaging to share the story of Colorado Parks and Wildlife with users, prospective users, partners, and oppositional voices* (30 minutes)

Up close and personal with a collaborative outreach campaign:  
*SageWest- A platform to advance stakeholder collaborations on outreach efforts that support a sustainable sagebrush ecosystem, for the benefit of people and wildlife.*  
(15 minutes)

12:00 pm

Adjourn