


Quick Reference Guide

for BearWise Representatives from Member State Wildlife Agencies



CONTACTS:	<i>email</i>	<i>call or text</i>	<i>for questions regarding:</i>
Dan Gibbs, TWRA	dan.gibbs@tn.gov	423-426-7102	General program questions
Linda Masterson	lmastercom@aol.com	970-231-7500	Marketing, communications
LaVonne Ewing	support@bearwise.org	303-810-2850	Website, outreach materials
Sarah Yoder	social@bearwise.org		Social media

<p>Complete our questionnaire (Google Form)</p>	<p>As the BearWise representative for your state, please use this link to provide the following:</p> <ul style="list-style-type: none"> • Contact info, including shipping address • Your agency's web page that we should link to • Best way for the public to report bear issues in your state • State's estimated black bear population • Best agency person to answer the media's questions about bears in your state
<p>Email your agency logo</p>	<p>Email your high-resolution state agency logo (JPG, PNG or EPS format) to LaVonne: support@bearwise.org</p>
<p>Look for your outreach materials</p> 	<p>After we receive your info, we will create your state-branded flyers and bulletins in English (and Spanish, if requested). PDFs will be emailed to you. You may print these handouts in-house or you can order printed copies from BearWise (see next page for download link to discounted member pricing).</p> <p>We will also email your state's BearWise logo (see example).</p>
<p>Put BearWise on your website</p>	<p>Add the BearWise logo to your state agency's website and link to BearWise.org</p> <p>Click here to download BearWise logos and photos.</p> <p>SUGGESTED COPY: Visit BearWise.org for more information and resources about living responsibly with bears.</p>

<p>Subscribe to our eNews</p>	<p>Sign up yourself and your agency staff to receive our articles and eblasts (suitable for PIO, Communication manager, Education & Outreach folks, other bear biologists).</p>
<p>Keep your agency informed</p>	<p>Forward all BearWise press releases and other useful information to your communications, education and outreach teams.</p>
<p>Connect with BearWise on Social Media</p>	<p>Ask your social media team to connect with us on Facebook, Instagram and Twitter, and tag us when referencing BearWise.</p> <p>Instagram bebearwise</p> <p>Facebook BearWise.org</p> <p>Twitter BeBearWise</p> <p>Use popular established hashtags to build BearWise awareness:</p> <p>#BeBearWise #BearWise #BearWiseNeighbors #BearSafety #KeepBearsWild #BearWiseBasics</p>
<p>Order BearWise materials</p> <p>Member Price Sheet</p> <p>BearWise Store</p> <p>support@bearwise.org call/text 303-810-2850</p>	<p>A percentage of all purchases goes back to BearWise.</p> <p>To view BearWise outreach materials, please visit our store.</p> <p>To order materials (flyers, bulletins, door hangers, banners, etc.), download member price sheet with discounted prices for state wildlife agencies; contact LaVonne to place pre-paid orders.</p> <p>NOTES</p> <ul style="list-style-type: none"> • <i>Your logo will be added to items when possible and proofs emailed before printing.</i> • <i>State stickers will be added to the store after you place your first order and we reserve 100 stickers for our inventory.</i> • <i>Your State flyers & stickers will be added to the “State BearWise Stuff” store category.</i> <p><i>BearWise content is copyrighted and cannot be modified.</i></p>
<p>Request Custom BearWise stuff for your state</p>	<p>Ask Linda and LaVonne for a quote to create your custom BearWise project. All content will be approved by the committee. Examples include posters, trail and campground signage, etc.</p> <p>Some custom projects may be later adopted for national use. For example, Dan Gibbs (Tennessee) commissioned a Vacation flyer which was later added to the BearWise store and made available to all member states.</p>

<p>How to use the BearWise logo at your agency</p> <p>Logo Usage Guidelines</p> <p>Download BearWise Logo Package</p>	<p>BearWise is a registered trademark of AWFA. Please download, review and distribute the trademark usage guidelines.</p> <p>The BearWise logo is your guarantee that any materials it appears on are consistent with the BearWise mission and message and have been approved by the committee.</p> <p>Member states may use the logo on promotional items and other items used by agency personnel. Use of the BearWise logo on any state-created educational materials or items meant to be sold requires prior review and approval.</p>
<p>Monitor and enforce BearWise logo and messaging by others in your state</p>	<p>Many parks and forests, other agencies, NGOs and businesses want to include BearWise information or list the BearWise Basics in their materials. The BearWise state rep and committee needs to review and approve the use of BearWise information and logo.</p>
<p>Send bear photos</p>	<p>We always need photos for the website, eblasts, social media and BearWise materials. We are happy to give photo credit and thanks to photographers who donate their work. Ask LaVonne to send you a custom link for uploading photos.</p>
<p>Media Interviews</p>	<p>Any state-specific requests will be forwarded to the state media contact you provide when you complete the questionnaire. Requests that are national in scope will be forwarded to the Chair.</p>
<p>BearWise Communities & Businesses</p>	<p>BearWise supports state-managed recognition programs for communities and businesses.</p> <p>As an example, if your state implements a BearWise recognition program utilizing the BearWise Basics as its core, we can provide sign artwork master files so you can recognize your BearWise partners.</p>

