



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

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## OUTREACH & MARKETING WORKING GROUP

**Co-Chair:** Christy Firestone (NE)

**Co-Chair:** Micah Holmes (OK)

### **AFWA Annual Meeting**

**Tuesday, September 23, 2025**

**10:15AM– 12:15PM (local time)**

### **AGENDA**

- Introduction of working group and members (10:15 – 10:30AM)
  - **Review of Working Group Charge** - *To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.*
- **Multistate Conservation Grant Update: Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Messaging** (10:30-11:00AM)
  - Review of campaign goals
  - Relevancy communication toolkit
  - Discussion
  - Next Steps
- **General and Partner Updates** (11:00AM-12:00PM)
  - Southern Wings
  - America's Grassland Coalition Campaign Update
  - Fall Flights
  - DJ Case
  - Southwick & Associates
  - National Deer Association
  - Association for Conservation Information (ACI)
  - Others
- Open Discussion (12:00-12:15PM)
- Dismiss (12:15PM)