Outreach Working Group Meeting
March 8, 2017
3:30- 5:30pm
82nd North American Wildlife and Natural Resources Conference
Attendees= 26

Agenda:
- Introductions- round table

- Overview
  - Goal- 1) creating a national conservation outreach toolkit for the states to use to help ‘tell the state story’, 2) help support the BRP campaign (ACTIONS)
  - Looking to create a steering committee to help create this national conservation outreach toolkit.

- Presentation: Hug A Hunter- Gary Thorson (CO Parks & Wildlife)
  - A number of partners have helped with this initiative, which is overseen by the Colorado Wildlife Council.
  - showing the role sportsmen play in conservation
    - Videos were very popular
  - The issue: most Coloradans have no idea that hunting and fishing license fees help pay to conserve CO key wildlife habitat and to manage all wildlife species in the state
  - Campaign Objective: to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing
    - Education (target audience): non-hunters and non-anglers; statewide; primarily adults 25-54 yrs
    - Campaign Resources: research, creative, web, social media, coalition building, media
  - Hug a Hunter/ Hug an Angler Campaign
    - New creative campaign launched March 1, 2017
    - Shows where money goes from hunting and fishing licenses
    - Marketing:
      - TV: broadcast & Cable
      - Digital advertising/displays: pre-roll video, rich media, custom content
      - Radio: streaming (Pandora)
      - Social Media (FB, Instagram)
    - There will be a second campaign launched this spring and summer to educate about Great Outdoors Colorado (GOCO) that will be similar. Directing people to their website- hugahunter.com
• Use the website with further messaging about how they can help/participate/contribute, etc
  o $850,000 a year for marketing, funded by additional fee on licenses.

• BRP Campaign Discussion- *Sean Saville (AFWA) and Skipper Bond (Bond-Moroch)*
  o Sean- want to get a feel for what our needs are and how they can help; what materials you (the states) need as we move forward
  o Skipper- looking for the most efficient way to work with you (states) to get the materials you need and what would be most resonant with your states constituencies.
  o PR campaign- working on media relations on national level as well as state level; creating website (multi-pronged approach)
    ▪ Utilize BRP campaign members
    ▪ Use of celebrities
    ▪ Business communities and trade groups
  o A steering committee was created to provide strategic guidance to the PR campaign
  o Brand name- when you look at it you know what it means at a glance; cannot have the title BRP going forward as there are BRP’s on many issues and may be confusing
  o 3 Handouts: “Alliance for America’s Fish & Wildlife’ Message Points; Alliance for America’s Fish & Wildlife Wyoming Fact Sheet; Alliance for America’s Fish & Wildlife Nevada Fact Sheet
    ▪ Audience for these factsheets = hill staff (not general audience)
  o Campaign Name: *Alliance for America’s Fish & Wildlife*
    ▪ Logo is still being developed
    ▪ First draft of fact sheets → still need review of content
    ▪ Materials are not to be shared until after main launch this Spring
  o Fact Sheet Comments
    ▪ Too many words
    ▪ Needs a call-to-action
    ▪ Sean- we can customize as needed for specific target groups; creating a suite of materials; target audiences with this is mostly partners/ for advocacy → this version is too high level for general public distribution
    ▪ Bob Ziehmer- create a wakeup call/call to action that inspires people to want to invest in our conservation future; ‘proud American’; communicate to those who are not hunters/anglers
    ▪ Kellie- we need to have materials for the different layers of ‘the why’- depending on your audience
    ▪ One important and unique why → It’s NOW that we have an opportunity to do something about it.
    ▪ Skipper- video and animation will be used to reach the general audience with simpler messaging
    ▪ It may be better to have a generic fact sheet where we can add the state’s info at the end instead of having individual fact sheets for each state.
• Need to add that connection to people in the fact sheets in order to connect to a broader audience
  o Used a brand truthing workshop to help figure out the brand name with what works and resonates with the public. Helped with deciding to use the branding name ‘Alliance for America’s Fish & Wildlife’
  o Skipper B. - will be reaching out to each state to figure out who are the best contacts to get info and to send info out; see what current resources and tools each state has to work with
    ▪ Maybe look into a school campaign if possible
    ▪ Agree it’s important but may be difficult and would have to be a long term commitment
  o Bob Z. - it’s not just the responsibility of state fish & wildlife agencies ➔ they’re a big player, bit’s all America. We need to use the diversity of the BRP members
    ▪ Agree we need to utilize these valuable resources
  o Naomi N. - we do need that state by state information (fact sheets) as selling points to members on congress
  o Will create more general tools for states to use
  o Kellie T. - can you reach out to the states and ask use what you need so we can gather it (it will take time to gather) ➔ request to communicators (not wildlife diversity managers) (ACTION)

• National Outreach Strategy (ACTION)
  o Looking to create a steering committee
  o Create a path a relevancy ➔ a blueprint that states can use
  o Who wants to be involve with creating this National Outreach Toolkit? - Renny
    ▪ Let Renny know ASAP
  o Create a ‘best practices’ type of toolkit for states
    ▪ Involve calls, webinar, meetings, etc
  o Renny will send out an email to solicit volunteers

ACTION Items:
• Support the Alliance for Americas Fish & Wildlife (AAFW)
• Reach out to the states to put together necessary material for AAFW Campaign as needed
• Create a National Outreach Strategy
  o Create steering committee; solicit volunteers
  o Create Blueprint for states to use (toolkit)