

Outreach WG
Attendees = 40
September 24, 2019

Bobwhite Quail Outreach

- DJ Case will set up an Ads Words program for those states in the bobwhite range
- Program driven about having landowners apply to the state to have habitat on their land
- Bringbackbobwhites.org/marketing
- NABCI is starting a similar effort for native vegetation
- Matt Harlow matt@djcase.com

WSFR Strategic Comms

- Main audience is state agencies
- Created strategies to work with the states for communication purposes
 - Working on these now
- To date: done 5 WSFR workshops; 26 interviews with state agencies; 24 industry interview....
- Strategy 1: increase understanding of the state-industry-federal conservation partnership among state agency audience
 - Project briefings; provide statistics on program accomplishments; promote TRACS; develop WSFR 101 materials
- Strategy 2: support efforts to develop and strengthen relationships between industry and state agencies
 - Help states ID excise tax paying companies within their boarders
 - Create and encourage opportunities to build relationships (states + industry)—ie Partner with a Payer
 - WSFR and states attend events where industry is present
- Strategy 3: develop and strengthen relationships between state fish and wildlife agency communicators and FWS communicators
 - Designate WSFR Comms POCs for regions and HQ
 - Invite state agency staff on tours/activities
 - Share targeted content
 - Share innovated program success stories
 - Develop and deliver stories/issues important to states
- Strategy 4: Support the State's efforts to share conservation success stories with their audience
 - Make resources available
 - Communication
 - Success stories
 - Work cooperatively with state agencies to produce success stories
- Next steps-
 - Refining state and industry audience plans
 - Rollout beings late spring/early summer

Update from the Council- Kristen Black

- National R3 Implementation work group → trying to move the R3 needle
 - Collect 35 R3 professionals participate in the WG; picked 5 topic areas where they developed products;
 - Put all the success stories together and make available to states to help them with their R3 efforts
 - In the next year will have creative products for states to use

Data analysis/ regional dashboards—engaging customers to purchase firearms- Patrick Hogan

- Targeting those who want to be engaged, but are not sure how or where to start
- The traditional view of a hunter is not an effective way to engage to recruit new customers
- Motivations are different among our consumers; engaging with purchase drivers on different levels;
- There are 8 unique segments of firearm owners
- Did focus group surveys to see how to best engage potential new firearm owners
- Fun Fanatic- wants to have fun at the range; barriers → think they can't afford it or do not know what to purchase
 - Need to provide less expensive options for beginners; need more information as to where they can go shoot
 - Engagement on social media and other platforms they visit frequently
 - Need to find good images to tell the story of what they need to do and of people having fun
- Data dashboards- have 15 states online with these data dashboards
 - Can track where the needle is moving
 - For both fishing and hunting sales
 - Can see how participation is changing and determine what programs are achieving success
 - This is currently under a MSCG

Refer a Friend Program

- Live in VA and in TN
- Get a promo code to get discounts

BearWise Outreach

- Bearwise.org
- It is a southeastern program (at least for now)
- Noticed that the public wasn't going to state agencies to get info about black bears in their states (~1% go to get info from state agencies)
- Not reinventing the wheel – perfecting it

- Found that messaging wasn't being consistent and that is important to fix
- BearWise Benefits
 - Consistent messaging
 - Since sources (reliable, credible)
 - Wholistic
 - Redirects
- Developed 6 at-home bearwise basics; developed 6 Outdoor BearWise basics
- Measuring success
 - No formal measure at this time
 - Getting good feedback on educational materials being developed
 - Google analytics → showing people are using this tool
- Getting enquires from across the USA
- SEAFWA is currently funding this project
 - States in other regions are interested in joining
 - Looking to make this self-supporting
 - Looking for this to be part of AFWA to have a larger reach and will make is possible/easier for other states to join – will keep the focus on state fish and wildlife agencies as a source of information
- Exploring some funding possibilities
 - Annual memberships
 - Online store of BearWise materials
 - Sponsors donations
- Oversight : Generate goals → work with website designers → monitor progress → assist as needed with product design → monitor budget(s)

Making It LAST update

- Purpose become more relevant in changing world
- Background – blue Ribbon Panel Recommendations on funding and relevancy.
- Led to RAWA and Address the need for telling the state story and learn about agencies.
- The Outreach Work Group worked on this Toolkit to raise awareness.
- Surveyed the states – what do you need in a campaign: professional ad team to produce a campaign framework
- Hired Gud Marketing – did research and reviewed existing research, interviewed state agency members, what are barriers. Goal to gather this info to develop a useable toolkit.
- Identified target Audiences
- Making It Last thought to resonate well. During soft roll-out, ACI, WMI business Summit. Liked the campaign, but wondered about the absence of testing. No money in grant to test it.
- Presented it last year and stated this issue. We were approached with offers of research assistance WMI, DJ Case and RBFF.
- Did more research. Focus group testing with 3 representative cities. Data indicated they liked it but the “it” was not well understood. Liked the images of boots on the ground agency staff, people in the landscape doing stuff

- Attractive, informative etc goals in the test.
- Tested 3 formulas enjoying nature. Landscapes with people and animals. However the beautiful landscapes photos did not resonate with folks. Those places don't need your help.
- Wanted more information – where is it, they could visit, (use public land photo), proof that it is not a stock photo.
- What are the staff doing in the shot.
- Online survey test NJ to CA. Further refined our recipe to include additional text and a headline.
- The combo that worked best based on the 60,000 participants.
- 10 states got consistent results.
- Worked well with hunters and anglers as well the nontraditional groups.
- Increased perceptions as we bumped up ads with some text and a headline.
- Add in data if you want Patty.
- Positive results, consistent across the board.
- Finalized the Toolkit. On the AFWA website. Making It Last.org page.
- Something for every budget level you have.
- Different strategies for bill boards to magazine ads and social media.
- MSCG this year to implement 5 pilot projects. In 2 regions TX. CA, IN, WI and KS. Just launching. Will have results at No American conference. Hoping for a second pilot project series next year through another MSCG
- Can partner with other groups and organizations.

Work Plan Review

- No additions