

OUTREACH WORKING GROUP

Chair: Jenifer Wisniewski (TN)

September 8, 2021

1PM – 3PM (Eastern Time)

people = 44

** Meeting was recorded

Agenda

- Welcome from Jen W.
- Social listening about hunting, focus group research on minorities and hunter ed grads – Matt Harlow (DJ Case)
 - Hunter Education 2 types of customers
 - Traditional
 - New Adult Hunters → the group we're here to learn about
 - Expect hunter Edu to teach you how to hunt; were typically disappointed
 - New Adult Hunters
 - Looking for a more in-depth version of hunter education
 - Segmentation:
 - Family First- spending time with family
 - Locavores- locally sourced meat
 - Independent Eater- self reliance
 - Recreationalists- hunting for the sake of hunting
 - MAFWA project- using focus groups looked at what photos should be used to reach a more diverse audience
 - Created a set of guidelines
 - A white person with a person of color is often seen as 'fake diversity'
 - Teaching moment pictures were well received (but not men teaching women).
 - Social Media- 75% of US adults use social media (avg 3 platforms)
 - Social listening → looks at those platforms, filters, and allows you to target the audiences you want
 - Anti-hunting messages (crusade) spread differently than most hunting (sharing a personal experience) posts
 - Twitter is the main social platform to spread bad news (incl anti-hunting)
 - Applied for a grant to look at trends nationwide.
 - Locavore guide 2.0 – make R3 programs locavore friendly
 - Will have weekly Q&A Sept – Nov. about certain modules
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- Canva and other useful tools – Kelsey Hersey (Brandt)
 - It's like photoshop for dummies
 - Makes being able to make professional style graphics easy
 - GIPHY- is another useful tool to create stickers and other graphics for social media
- Latino Outreach Toolkit – Jared Romero (TRCP)
 - A recorded video

- Latino outreach program through TRCP
- Association for Conservation Information Annual Communications and Outreach Awards Winners Overview – We will highlight winners of the national awards program in several categories
 - Check out the ACI YouTube Channel
 - Can also check out the ACI Contest Gallery to get ideas to help your agency/organization to achieve your goals
 - Feed your inner ‘idea monster’
 - All links on the ACI website www.aci-net.org
- Roundtable discussion topics
 - Social influencers
 - There are some companies out there to help match you with appropriate influencers; will try to create a list to share
 - Can be intimidating to do on your own
 - Always a concern that an influencer may do something that would damage the agency brand (ex. Get a DWI/DUI)
 - Good reference to help: ‘WILD TO TABLE “HUNTING SOCIAL INFLUENCER” 2021 CAMPAIGN, TEXAS PARKS AND WILDLIFE DEPARTMENT
https://www.aci-net.org/download/news/r3_grants/TPWD-Social-Influencer-Campaign-Final-Report-7.9.21.pdf
 - Conservation funding story – How are you telling the story?
 - CT- has been using the Making It Last template to help tell the conservation success stories in our state; help promote state and tribal wildlife grants and the importance of that funding
 - Hard to reach new audiences
 - TX- creating a comms plan for Recovering America’s Wildlife Act; working on a tiered approach to best reach their target audiences that funding for conservation is good for YOU! Should be ready later this month.
 - How are you using PR Modernization to increase outreach/R3
 - It’s been 2 years since PR Mod has been passed
 - New guidance ([click HERE](#)) has been issued showing that most of the R3 work we do as communicators can be funding through WSFR funds
- Outdoor Stewards of Conservation Foundation –Jim Curcuruto (OSCF)
 - StewardsofConservation.org - a 501c3
 - HATS = hunters, anglers and target shooters
 - The future of wildlife conservation
 - Fill a Bag while filling your tag → asking people to pick up other peoples litter on public lands while out hunting #TrophyTrash
 - Come With --And hunter/angler mentor campaign
- Adjourn