



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

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OUTREACH WORKING GROUP  
Chair: Jenifer Wisniewski (TN)

Tuesday, March 9, 2021

1:00 PM – 3:00 PM

86<sup>th</sup> North American Wildlife & Natural Resources Conference  
Virtual Meeting

Agenda

RBFF- Survey Research with target audience segmentation- *Stephanie Hussey*

IHEA – Alex Baer gives an overview of the new face of IHEA

Making It Last Phase 2 – LA, CT, VT, MS, SC give campaign overviews

Making It Last Next Steps Discussion – whole group

Success Story Round Robin

Open Discussion – what is needed in our community of communicators?; what other AFWA groups should we be working with?; new projects for Outreach working group?

Adjourn