

Outreach Working Group
March 6, 2019
Chair: Jenifer Wisniewski
Attendees: 45

Agenda:

Welcome/Introduction- Jen

R3 Updates- Samantha Pedder

- Description of what is the Council
 - Linked to the NSSF R3 action plan to increase hunting and shooting participation
 - First incentive to have R3 Coordinators within the state agencies; increasing capacity building
 - Trying to bring people together on a national level in a coordinated effort
 - Looking at the barriers that are preventing R3 actions plans from being implemented
- What is the future of R3?
 - Complementary to relevancy work being done in the states on a national scale
- What can communication staff to do assist in these R3 goals?
 - Becoming involved in the conversations
 - R3 doesn't replace marketing and communication, but they need to work complementary to each other (ie. Workshops, conferences, etc)
 - R3 staff need the help from communication staff
 - There is also a lot of help and connection to the AFWA committees, and that connection is growing
- What is the general background of most R3 coordinators?
 - A lot of variety
 - Starting to look at applicants that have overcome some traditional barriers to hunting/shooting sports
 - Also looking at people who have experience in marketing, communications, law enforcement, etc. Very diverse.
 - Every state has a difference need; though most coordinators now have some sort of communication and coordination skillsets.
 - The more they can get in to strategy then the more successful the efforts have been

How we can use data to inform our communications and outreach- Southwick Associates

- Working with RBFF and other partners
- Over the past 5 years there has been an increase in angling participation, but not true in every state
- 3 basic things we have control over in our state agencies
 - Fishery improvements

- Regulations
 - Marketing
- Purpose for this research: increase growth in fishing participation
- Used selection of states in each region for this research
- Information includes the following data:
 - Participation
 - Environmental
 - Economic
 - Demographic
- State agency actions- information included in research
 - R3 programing
 - Changes to fishing licenses
 - Changes to the fisheries itself
- Seeing a 'shock to the system' when R3 programing first starts in a state
- Results: which factors impact fishing? - gas prices, unemployment, income, age/gender
- Results: common characteristics of states that see growth? – R3 programs in the state (ex- email campaigns (GA), urban fishing campaigns (UT), Fish Arizona campaign, non-profit volunteer partnership (KS); license systems (365-day license, multi-year license, simplified licenses)
- What we don't know? – national which factors are most/least impactful; which specific R3 programs have best financial return
- Takeaways
 - Integrated marketing is key
 - As AFWA Angler R3 Taskforce recognized: No 'one-size-fits-all' solution exists
 - Industry uses consumer segmentation
- Report will be available by Southwick Associates in the next few week

Recovering America's Wildlife Act Update- Sean Saville

- Recap: in 115th congress- had 116 co-sponsors in the house (bi-partisan) and 6 in the Senate (bi-partisan)
- 116th Congress: Democrats are majority → Debbie Dingell (D-MI) will be the lead for the House bill with Jeff Fortenberry (R-NE) the original co-sponsor (bipartisan bill). Same leadership as before with switched lead
 - Debbie Dingell is on the House of Natural Resources Committee and Co-Chair of the Congressional Sportsmen's Caucus
- Complementary components of Natural Resource Conservation:
 - Recovering America's Wildlife Act (RAWA)
 - Land and Water Conservation Fund (LWCF)
 - National Parks
- The Alliance for America's Wildlife (campaign component for RAWA) has a number of partners
- The states have various degrees of flexibility on messaging and advocacy for this campaign

- If you have the flexibility → it is extremely useful (ex- Texas Alliance for America's Fish & Wildlife)
- 27 State resolutions passed resolutions, all 50 states represented in some form (letters or support, resolutions, etc), all regional associations have passed resolutions
- Campaign strategy
 - Finalizing legislative language
 - Reintroduction of bill soon
 - Educate members on the committees of jurisdictions (House of natural resources committee; Senate Environment & Public Works Committee)
 - Engage Alliance partners to motivate supporters to contact their members of congress
 - Coordinated Coalition Fly-in (summer)
 - Targeted media reach to provide air coverage for the legislative ground game
 - Targeted social media campaigns – need more digital content, especially video
 - Partnership Utilization
- Last year had some good national coverage on RAWA as well as state-based coverage
- Looking to do some targeted media placement based on where the members of the House Natural Resources are based out of (states)
- Facebook social media content that did well: good pictures, highlighting national coverages, birds, good pictures, videos, taking advantage of certain days/months (ex- Women in History Month), infographics
- What can you do:
 - Tee up Letters of Support and press releases
 - Educate your member of congress
 - Onboard previous cosponsors
 - Develop coalition partners
 - Help set up field tours
 - SWAP summaries
 - Develop digital content
- What can we (states) do/ Discussion/ Q&A:
 - Need great photos of states SGCN – especially if they are recognizable; photos that include kids and outdoor experiences
 - Contact your members of congress (MOC) and stress the importance of this legislation (if you are able); if you are unable to advocate you may still be able to inform on SGCN without directly advocating...but information is helpful so MOC can make those connections
 - Have people had the match conversation? Texas has started to have that conversation and identifying those possible sources (template available from Texas for other states to use)
 - Partnerships are key to meet most match needs in states
 - Thinking creatively

Recent Responsive Management Survey and Communications Projects– Responsive Management

- Overview of the Advantages and Disadvantages of Various Survey Methodologies
 - Types of survey methods: Mail, on-site Intercept, Telephone, online
 - *Mail Surveys*- **Advantage**: provides excellent coverage, does not require large staff, can use graphics or visual aids; **Disadvantage**: response biased towards male in general pop, beware of illiteracy issues, response rate depends on groups, multiple mailings required (costly), not environmentally friendly
 - *On-site Intercept Surveys*: **Advantage**: best for personal interaction, including probing and clarifying of questions; **Disadvantage**: very costly, possible interviewer bias, possible acquiescence bias
 - *Telephone surveys*: **Advantage**: one of the fastest data collection methods, typically achieves the most representative sample, eco-friendly; **Disadvantage**: expensive
 - *Online surveys*: depends on the survey (some good some bad): **Advantage**: fast, inexpensive; **Disadvantage**: everyone thinks they're a survey question, not always representative, can be biased
- PA Residents' Attitude Toward Wildlife Management & the PA Game Comm: Major Survey and Comms Plan
 - Asses awareness of PR programs that benefit game and nongame wildlife
 - Measure participation in wildlife-related outdoor recreation
 - Explore knowledge of and opinions on the Commission and its programs
 - Use data to assist in the development of agency-wide communication plan
- Foraging the Future of Wyoming's Wildlife: Human Dimensions Research in Support of the WY Game Fish dept 2018-2023 Strategic Plan
 - Conduct human dimensions research to assess resident attitudes toward fish and wildlife management in WY and Wyo Game & Fish
 - Use research results to develop new agency-wide strategic plan
- America's Attitude Toward State F&W Agencies and their Work
 - The outreach WG had some questions here to help get a baseline to see where the general public stood with the general awareness of state fish & wildlife agencies
 - Q: Fish, wildlife, and their habitat require active management to ensure healthy populations → 91% agree or strongly agree (good results)
 - Q: My state agency plays an important role in healthy fish & wildlife → 78% agreed or strongly agree
 - Q: The work of my F&W agency is relevant to me? → 72% agree or strongly agree
 - Higher % than was expected
- Developing Data-based strategies to Increase Bowhunting: Study Updates
 - What messages, etc works to increase bowhunting license purchases in an email campaign; done in 2 phases
 - Found that the campaign was effective; those who received the emails statistically bought more licenses than those who didn't
 - Not the same theme/message worked in each state

- Social messaging worked well (social aspect of hunting); as well as use of aesthetic imagery
 - They like the emotion of the ads; they can imagine themselves there
- Preliminary Focus Group Recommendations:
 - Tailor and customize every image for its intended audience
 - Use local, recognizable images in email
 - Avoid stock photos
 - Include more images of women
 - Include more images of bow
 - Limit text but include links to helpful info
 - Explore how to combine messages
 - Use social messages that present father and child
 - Avoid social messages that present vague relationships
 - Avoid concepts of heritage and tradition
 - Use the word 'feel' instead of 'experience'
 - Help create bowhunting communities through workshop, programs, social media channels and hashtags
 - Encourage current bowhunters to share amongst themselves
- How to Debate and Communicate About Hunting
 - An ongoing project
 - Will be presented in May 2019

Using surveys to help inform state outreach- DJ Case

- Worked with the National Bobwhite Conservation Initiative
- Bobwhite quail populations have plummeted since the 1980's due to habitat loss
- Challenge: increase amount habitat; make communication: efficient, effective, flexible
- Landowner motivation to add habitat to their land:
 - Economic benefit (increase farm revenue, make habitat efforts possible)
 - Stewardship/Legacy
 - 'Ranger with a bird dog'
- Most landowners want to see upland game (ex-quail), deer and/or turkeys on their land.
 - If managing for one you are often managing for the others as well
- Talked to the landowners:
 - What are their goals, what do they want?
 - Their concerns
 - What do we want them to feel/know?
 - What do we want them to do?
 - What messages connect that knowledge to that action?
- Cooperative messaging needed
- Created a modular message system with some elements consistent, but changing 1-2 aspects of the message for the target audience

- Appeals to fans of multiple species
- Scalable to any number of species
- Allow repetition without getting a single species focusing
- Simple
- Direct
- True
- Testing found that showing the economic benefit (money) in ads tested best

Making It Last Campaign- Update

- Relevancy/ public awareness campaign of state fish and wildlife agencies
- Multistate grant was used to fund this project
- States were surveyed see what they need → professionally developed marketing campaign
 - Hired Gud marketing through an RFP process
- Gud used primary and secondary research to create a toolkit
- Target audiences- hunting & anglers are woven in to them
- Preliminary toolkit presented at the AFWA Annual Meeting Sept 2018
- Did additional research and testing of messaging to test toolkit
 - Focus group testing → looked at message and images
 - People were unsure as to what the ‘IT’ was
 - They want to see agency personnel doing conservation work; want to see people in the picture; if landscape then add people or animal in the picture and landscapes that wouldn’t be there with neglect; they want to know where the photo was taken and description of what is going on (no stock photos) → showing agency managing (public) land/wildlife for you
 - Online Survey: What does this message need to do?
 - Attract attention
 - Appeal to audience
 - Be identified with state fish & wildlife agencies
 - Communicate the agency purpose and achievements
 - Be informative to the audience
 - Be important to the audience
 - Be relevant to the audience
 - Change people’s opinion
 - Over 60K took online survey
 - Similar results with non- hunter/anglers as with hunters/anglers
 - Copy was needed (information on the about photo and what is going one)
 - Use of tagline + copy + Headline performed very well
- The Power of “Making It Last” Campaign
 - Positive campaign results with broad consistency among test states
 - Key learning to provide context and information about work agencies do
- Overview of the toolkit

- Still being tweaked- need to update a few of the imagery. Text is finalized.
- How to use this for both paid and free advertising
- Can use as a recipe book as to how to deploy this campaign
- Will send out to entire group via email and place on AFWA website once finalized
- Discussion- overall the audience in the room is very happy and excited about this toolkit
 - Want to use this on the hill to promote State Wildlife Action Plans
 - Note for use for Lobbying/Advocacy purposes: If a State were to use non-WSFR funds for lobbying activities, and they chose to use the "Making it Last" slogan, we have determined that it would be allowed. Since the MSCG grant was not developed with the purpose of lobbying, we have no concerns with a State or other entity using the campaign slogan for lobbying/marketing campaigns as long as the campaign is funded through non-WSFR funds.