



OUTREACH WORKING GROUP
Chair: Jenifer Wisniewski (TN)

September 8, 2021
1PM – 3PM (Eastern Time)

Association of Fish & Wildlife Agencies 111th Annual Meeting
Virtual Committee Meeting

Agenda

- Social listening about hunting, focus group research on minorities and hunter ed grads – Matt Harlow (DJ Case)
- Canva and other useful tools – Kelsey Hersey (Brandt)
- Latino Outreach Toolkit – Jared Romero (TRCP)
- Outdoor Stewards of Conservation Foundation –Jim Curcuruto (NSSF)
- ACI Winners Overview
- Roundtable discussion topics
- Social influencers
- Conservation funding story – How are you telling the story?
- How are you using PR Modernization to increase outreach/R3
- Adjourn