



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

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**OUTREACH & MARKETING WORKING GROUP**

Chairs: Christy Firestone (NE), Micah Holmes (OK)

**90<sup>th</sup> North American Wildlife and Natural Resources Conference**

**March 10, 2025**

**3:30PM – 5:30PM (local time)**

- Introduction of working group and members (3:30-3:45)
  - **Review of Working Group Charge** - *To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.*
- **Multistate Conservation Grant Update: Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Messaging** (3:45-4:15)
  - Review 2024 Focus Group and Survey Findings
  - Current Status
  - Next Steps
  - Discussion
- **General and Partner Updates** (4:15-5:00)
  - RBFF
  - DJ Case
  - National Deer Association
  - Southwick & Associates
  - ACI
  - Fall Flights
  - Others
- Open Discussion (5:00 – 5:30)
- Dismiss (5:30)