

OUTREACH & MARKETING WORKING GROUP

Co-Chair: Christy Firestone (NE)

Co-Chair: Micah Holmes (OK)

Attendees = 35

AGENDA

- Introduction of working group and members
 - Round robin intro; name/agency/ title
- **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***
 - Quick review: 2018 Making It Last campaign
 - Learned the states don't want a centralized campaign
 - 2024 SEAFWA Public Perceptions Report- foundation of current project
 - Target Audiences:
 - Traditional
 - Relevancy audiences – engage non-hook & bullet crowd without leaving out the hook and bullet crowd
 - Testing- there was no ONE message that worked in all states
 - Learned:
 - AVOID potentially controversial topics (state specific)
 - Variety appeals to a broader audience
 - NEED to broaden the message → don't focus on one item (species, activity, class, benefit)
 - EX. [less >> more broad] stocked salmon for anglers to catch >> stocked salmon for other fish to each and for anglers >> stocked salmon for bears, birds, and other fish to each and for anglers.
 - Broadening the message has NO NEGATIVE impact on traditional audiences
 - IMAGES are VERY important
 - High quality, smiling people, room for other elements (ie. Text to overlay on the picture)
 - COPY- make the agency obvious; keep it simple, broaden the message.
 - Short bullet points (work much better than sentences)
 - Tell complete story in 3 bullets
 - Simple word choice (5th grade level)
 - No jargon, no acronym
 - People don't understand:
 - Access (unless explicitly states- E.G. hunting

- access)
 - Stocking
 - Production (of species)
 - Upland birds
 - Management (of species)
 - Birding – use bird watching
 - Wildlife viewing & watching
- CALL TO ACTION:
 - Look like a button with a finger clicking it → put on the button what the viewer will see/what the benefit is for them
 - Link should continue & expand the experience
- MEDIA:
 - Limited to citizens of your state
 - Allow you to reach OUTSIDE typical customers/followers
 - Social media tested, but could be extended to → online displays, billboards, print, broadcast
- Media Strategy (what did that teach us?)
 - News is only news when it's new
 - GOAL: to reach new stories with new messages
 - Recommend:
 - Short flights
 - 1 message at a time
 - Optimize for reach
 - More unique viewers
- NEXT STEPS:
 - SEAFWA/MAFWA with Southwick Associates (SA) and DJ Case (DJC) Increasing public awareness of fish and wildlife agencies
 - Survey to ID strongest themes
 - 4 states- several short flights optimized for reach (not engagement)
 - 2026 MSCG application with WMI, SA & DJC
- [CLICK HERE to download the Relevancy Communication Toolkit 2025](#)
- **General and Partner Updates**
 - Southern Wings [\[visit website\]](#)
 - An international collaboration to conserve shared priority migratory birds throughout full annual cycle migration
 - Linked strongly to State Wildlife Action Plans (SWAPs) and conservation of species of greatest conservation need (SGCN)
 - New online guide available: <https://southern-wings.fishwildlife.org/online-guide>
 - Hard to make a difference in conserving bird species if we don't work with our international neighbors → over 50% of our birds spend ½ the year outside the U.S.
 - Have a new report- The Southern Wings Presidential Task Force Report [\[download report\]](#)

- **ASK: Looking for assistance in creating a marketing and communication strategy.**
 - Would like to have individuals from this WG to help with the creation of the strategy
 - Discussion: YES- we are happy to support this project and the creation of this strategy; will put a call out for volunteers!
- America's Grassland Coalition Campaign Update
 - National, multiyear communication campaign
 - Target audiences: the passionate, the environmentalists, the materialists
 - The problem: low awareness and urgent degradation
 - Key insights: grasslands give us more than meets the eye. Our campaign must turn what feels like 'nothing out there' into **everything we rely on**.
 - The Opportunity: **Make the connection** between 'you and the grasslands'.
- Fall Flights
 - Approx. 70% of North America's migrating waterfowl birds nest in Canada
 - Goal of \$6M investment from states a year; 2025 reached ~\$5.8M
 - Numerous Fall Flights media assets are available for other states to use.
 - Fall Flights 2025 Program Updates REPORT available [[click here to download report](#)]
 - **ASK:** please share any ideas or creative ideas to help spread the message and gain support for this program.
- DJ Case
 - No new updates
 - Comment: leadership appears to be hearing and supporting communication and marketing
- National Deer Association
 - Teaming up to make it easy to go hunting
 - Projects: Beyond the Trophy: harvesting 6 million deer for 1.2 billion meals [[see video](#)]
 - Grant work: partnership with WMI using ads created in the R3 Clearinghouse promoting deer hunting via social media; ads seen over 19 million times.
 - Grant work: hunting 101 YouTube series in 4 states; learning how to market education resources online; 90K people viewed a lesson [[see page](#)]
 - CWD Communications- amplify messages with CWD toolkit [[click to download toolkit](#)]
- Association for Conservation Information (ACI)
 - We have a new website www.aci-net.org
 - Next ACI conference in Oklahoma, July 2026; scholarships available for first-timers
 - There is a yearly prestigious awards contest as well.
- Others
- Open Discussion
 - Looking to create short impactful conservation messaging → where funding comes from and where it goes
 - Check out what OCI (under USFWS) has recently developed [contact Tom Decker]
 - Looking for easily consumable messaging [possible future MSCG project]

- [Assets similar to the RBFF R3 one-pager would be helpful](#)
- Critical for state agencies participate in the National Survey; want to make sure the states get the most out of the data
 - What would be the best way to share information for state agencies to use?
Something that is easily shared and consumable by the public
- ROI numbers available to justify marketing budgets is extremely important → keep the marketing budget from being cut