

**WAFWA Resource Information and Education Committee
Meeting Minutes
July 9, 2007
Flagstaff, AZ**

Attendees

Denby Lloyd (AK), Lisa Evans (AK), Steve Ferrell (AZ), Ty Gray (AZ), Kellie Tharp (AZ), Ashley Lynch (AZ), Anthony Chavez (AZ), Bob Miles (AZ), Dustin McKibben (AZ), Russ Haughey (AZ), Bob Hernbrode (AZ), Tristanna Bickford (AZ), John Thornton (BC), Bernadette Fees (CA), Tony McDermott (ID), Thomas Baumeister (MT), Patrick Block (NM), Andrea Crews (OK), Cindee Jensen (UT), John Kennedy (WY), Eric Keszler (WY), Chris McKay (USFWS), Bert Frost (NPS), Chris Chaffin (XONtv/Chaffin Communications, Inc.).

Meeting Agenda & Discussion

Chairman Kelly Hepler called the meeting to order at 1:00 p.m.

The committee reviewed the agenda and modified it to allow time to focus on developing strategies related to the suggested actions from the 2006 WAFWA Resolution on the Public Trust Doctrine.

The committee reviewed the “Opportunity for All” DVD and initiated discussion with Mr. Shane Mahoney on how to identify the issues facing fish and wildlife agencies related to public awareness of the North American Model and the Public Trust Doctrine.

The committee brainstormed meaningful ways to use the Opportunity for All” DVD as a tool in the effort to communicating the relevance of the North American model to the public. Notes from that brainstorm are appended.

Chairman Hepler suggested, and the committee agreed that it was appropriate for the committee to focus is future efforts on developing effective means of advocating sport hunting and fishing as a legitimate use of fish and wildlife resources, consistent with the North American Model and Public Trust Doctrine.

A subgroup met on July 10, 2007 to finalize committee recommendations and provided those for committee review that same day.

Committee Recommendations for Action

The committee recommends that WAFWA takes the following actions to advocate sport hunting and fishing as a legitimate use of fish and wildlife resources, consistent with the North American Model and Public Trust Doctrine:

- Purchase and distribute a copy of the “Opportunity for All” DVD to every hunter education instructor in the country. To accompany the DVD, this committee will develop a cover letter and lesson plan encouraging its incorporation into the hunter education course. Lead states for this effort are Arizona ([Ty Gray--tgray@azgfd.gov](mailto:Ty.Gray--tgray@azgfd.gov)) and New Mexico ([Patrick Block—patrick.block@state.nm.us](mailto:Patrick.Block--patrick.block@state.nm.us)) and a draft product will be available in early fall, 2007.
- Develop an agency resource guide that will assist resource personnel with understanding, applying and communicating the basic concepts inherent to expressing the NA Model in their daily activities. This resource will articulate the core concept message and include strategies for internal deployment, a collection of existing resources, examples of how it can be used, templates for common tasks (i.e., public meetings, legislative presentations, news releases) and reasons why this is relevant to what we do. Lead states for this effort are Arizona ([Ty Gray--tgray@azgfd.gov](mailto:Ty.Gray--tgray@azgfd.gov)), Montana ([Thomas Baumeister—tbaumeister@mt.gov](mailto:Thomas.Baumeister--tbaumeister@mt.gov)), Oklahoma ([Andrea Crews—acrews@odwc.state.ok.us](mailto:Andrea.Crews--acrews@odwc.state.ok.us)) and Wyoming ([Eric Keszler—eric.kezler@wgf.state.wy.us](mailto:Eric.Keszler--eric.kezler@wgf.state.wy.us)) and a draft product will be available for committee review in March 2008.
- Develop K-16 Curriculum that conveys the principles of the North American Model and is consistent with state educational standards. Lead states for this effort are Arizona ([Ty Gray--tgray@azgfd.gov](mailto:Ty.Gray--tgray@azgfd.gov)) and California ([Bernadette Fees—bfeescdgm.ca.gov](mailto:Bernadette.Fees--bfeescdgm.ca.gov)) and a status report will be provided at the WAFWA mid-winter meeting.
- Develop a communication plan for conveying the principles of the North American Model and its relevance to the public. This includes utilizing both electronic and written media, inter- and intranet resources. Lead states for this effort are Alaska ([Lisa Evans—lisa.evans@alaska.gov](mailto:Lisa.Evans--lisa.evans@alaska.gov)), Wyoming ([Eric Keszler—eric.kezler@wgf.state.wy.us](mailto:Eric.Keszler--eric.kezler@wgf.state.wy.us)), and California ([Bernadette Fees—bfeescdgm.ca.gov](mailto:Bernadette.Fees--bfeescdgm.ca.gov)) and a draft product will be provided to the committee by October 2007 and a final draft to the committee chair by the WAFWA mid-winter meeting.
- The RI&E Committee will solicit the Human Dimensions Committee for information about public awareness and attitudes to help craft messages and evaluate outcomes related to the efforts above. Lead state for this effort is Arizona ([Ty Gray--tgray@azgfd.gov](mailto:Ty.Gray--tgray@azgfd.gov)).

Director Kelly Hepler adjourned the meeting at 5:00 p.m.

Appendix 1

WAFWA Resource Information and Education Committee Notes from Committee Brainstorm July 9, 2007 Flagstaff, AZ

The committee brainstormed meaningful ways to use the "Opportunity for All" DVD as a tool in the effort to communicate the relevance of the North American model to the public. Notes from that brainstorm are as follows.

- **Ways the video can be used:**
 - Internal reach
 - Sportsman's groups
 - Combination with hunter/angler recruitment & retention efforts
 - Leave behind copies with sportsman's groups
 - Staff presentations
 - Open a dialogue
 - Request how they are to be used by others
 - "Light" version of Hunter Education—natural world course for integration in public schools
 - Develop similar video for different target audience—school curriculum
 - Classroom curriculum-K-16 integrated into education standards, particularly those not currently being met (science, social studies, history)
 - Provide message that everyone has a civic responsibility to the natural world
 - Strategic plan for strengthening NA conservation model.
 - HS teachers implementing NA conservation model into history curriculum
 - Web page for dialogue with teachers to assess what they want
 - Electronic media—internet, TV, (PBS, History Channel, Discovery Channel)
 - Pilot study for curriculum development

- **Why is this topic important?**
 - There is a general lack of knowledge about the NA Model (specifically Public Trust Doctrine).
 - Decisions and value systems regarding fish and wildlife resources are based on incorrect information.
 - We are losing conservationists in this country because we are losing hunters and anglers.
 - Public's apathy of their civic responsibility towards wildlife.
 - Fragmentation of conservation organizations in their efforts.
 - Fewer and fewer people value wildlife and the natural world.

- Future of wildlife will once again become uncertain if we don't have an informed and engaged public.
- **What are our goals?**
 - Education
 - Positive effect of hunters and anglers on the sustainability of wildlife and habitats, and the need for management in the modern world.
 - Understand value of wildlife and hunters/anglers in their conservation and management.
 - Develop new voices for conservation.
 - Increase people's vested interest in conservation of fish and wildlife resources. (watershed/open space)
 - Broaden the conservation funding base.
 - Inform, educate and motivate to action that ensures the public ownership and sustainability of wildlife and habitat.
 - Make conservation of wildlife part of the public's value system.
 - Education and awareness process that helps support state fish and wildlife agencies.
 - Education and awareness process that helps support wildlife professionals.
- **Outcomes**
 - So the percent of those who don't hunt/fish support our right to do so.
 - All beneficiaries support conservation funding base for state fish and wildlife agencies.
 - Consistent/core message regarding the Public Trust Doctrine within WAFWA member agencies.
 - Most effective method of dissemination (informal and formal).
- **Evaluation**
- **Audiences**
 - voters
 - general public
 - students
 - decision makers
 - sportsman's organizations
 - hunters/anglers
 - agency staff
 - agency leadership
 - business community
 - communication community
 - Industry
 - NGO