

The Balance Wheel

Newsletter of the Association for Conservation Information

Spring 2007

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PRESIDENT'S CORNER

Greetings from Louisiana

By Marianne Burke, Louisiana Department of Wildlife and Fisheries

Spring is upon us and I personally, cannot wait to get outside in the warm sunshine. This time of year brings so many opportunities for us to enjoy the outdoors, from boating to fishing, hiking and camping, bird watching, trail blazing, spelunking, mountain climbing. . . well, maybe not spelunking or mountain climbing in Louisiana, but you get my message. The outside world is calling us from our four-sided cages.

Over the past few weeks I've found myself preaching the message of "nature deficit disorder" and "children in nature" to anyone who will listen. That includes family, friends, teachers, cashiers, my pastor and youth group, friendly strangers at the coffee shop and even my neighbor, who does not speak English, but listens well. I feel personally responsible for getting the message out to as many people as possible. As a young girl, I spent countless hours playing in the woods, fields, and local pond (which was really an old borrow pit) and had to be dragged back inside by my mother at dark. Today as I look at the children playing in my neighborhood streets and in the schoolyard next to my office, I wonder if they know what they are missing! Do they know how much fun it is to climb a tree, wade through a bayou, collect crawfish for bait, or fish in the bayou? I think it is my duty to tell them.

Recruitment and diversity are topics that are here to stay. ACI will continue to address them and provide you with new ideas and programs from our sister states. This year's ACI conference in Lenox, Mass. will devote an entire day to discussing, debating, and learning how to market our agencies and gather recruits. I encourage everyone to attend this year, if only for this one-day workshop.

However, there is more to offer at the conference than just recruitment and diversity workshops. There are plans for roundtable discussions in magazine production, show and tell with educational programs, review of communication technologies, and addressing the growing topic of human/wildlife interaction. (For more information on that topic, see the article in this issue from AFWA.) Ellie Horwitz, I&E Chief, Massachusetts Division of Fisheries and Wildlife, and supreme leader behind this year's conference, has included a tentative agenda in this issue.

In addition to the attractive agenda, the conference will take place at the beautiful Eastover Resort and Conference Center, an all-inclusive facility providing lodging and meals in your nightly rate. According to Ellie we can look forward to a stress-free conference with breathtaking views of Mount Greylock and October Mountain, wide-open spaces, fresh clean air and great hospitality. What more could we ask for as we reflect on the future of our natural resources?

With that, I conclude my second president's message for *The Balance Wheel* and let you move on to more interesting articles. I am on my way outside to spread our messages to whoever will listen. First, I think I will visit with my neighbors' young children. Although their Vietnamese father does not speak English, they do, and they need to hear my message also.

Marianne Burke
President



NATIONAL NEWS

Wild Encounters: Turning Wildlife Conflict into Winning Media Coverage

By Rachel Brittin, Association of Fish and Wildlife Agencies

Whether it's a hike in the woods or hunting with friends, many ACI members already feel at home outdoors and have great respect for nature. Since we work in the field of natural resources, our relationship with wildlife is based on the understanding that we share habitat, and that it is our responsibility to cohabitate in a healthy way. However, not all Americans share the same respect and knowledge. The reality of relationships between people and wildlife is, all too

often, steeped in conflict. With increasing pressure from humans competing for space and natural resources it is inevitable that the interests of wildlife and people come into conflict.

Resolving such conflicts is one of the greatest challenges faced by fish and wildlife agencies today, and communicating about these challenges is a key component. Although there is no universal panacea, similar messages and principles do apply to most human and wildlife problems.

Existing efforts to resolve or mitigate conflicts between people and animals are often fragmented and sometimes efforts are duplicated due to poor communication. A quick online search reveals that Web sites on human-wildlife conflict are invariably biased towards certain conflicts (e.g. livestock predation) or a certain region or country thus failing to tackle a more integrated approach. A crucial step in generating the conditions for a fruitful communication forum for all people involved in human-wildlife issues is consistency and preparation.

When a controversial conflict occurs, how do fish and wildlife agencies compete with often-sensational headlines, the lack of wildlife knowledge and rushed deadlines of the media? By the same token, how can fish and wildlife agencies respond to the media faster, use the right messages and choose the right spokespeople?

“When people and wildlife cross paths and it causes controversy, many fish and wildlife agencies put great effort into separating fact from fiction,” said Lydia Saldaña, communications director for Texas Parks and Wildlife. “In states with larger populations of people and diverse terrain like Texas, California, Florida, Colorado and Arizona, headlines increasingly describe encounters with wildlife.”

Realizing the need to answer these questions, the Association of Fish and Wildlife Agencies took steps this past year to help respond to the need for consistent messaging on the topic. The Association collected and reviewed information from state and federal fish and wildlife agencies, posted it online as a resource and crafted a national outreach plan currently under way. (<http://www.fishwildlife.org/bearsbackyard.html>). By no means the only online resource, the Web site portion of this effort is a place where state fish and wildlife agencies, in particular, can view the outreach materials of neighboring states and regions.

In addition, last fall the Association held a special communications workshop during its annual meeting in Snowmass, Colorado. Dave Chanda, former ACI president and director of the New Jersey Division of Fish and Wildlife; Lydia Saldaña, communications director of the Texas Parks and Wildlife Department; Steve Martarano, supervising information officer for the California Department of Fish and Game; and Tim Holeman, communications director of the Colorado Division of Wildlife joined a panel that included members of the media, wildlife public relations experts, game wardens and wildlife biologists from the U.S. and Canada to give their individual perspectives on responding to human and wildlife conflict. More than 100 communicators, educators and biologists from across the country attended the workshop to learn the best ways to emphasize the opportunities the media provides, and the pitfalls should an incident be mishandled.

Just a few weeks ago on Jan. 23, Steve Martarano said that the department responded to a mountain lion attack – only the 16th attack in California history – at a state park in Humboldt County, where the 65-year-old wife of the 70-year-old victim fought off the lion and ultimately saved his life. The attack made international headlines and DFG’s communication office was flooded with calls.

“Most definitely, our past experience dealing with wildlife encounters and attacks – and those messages we’ve used again and again and discussed at last September’s conference – came into play,” said Martarano, who quickly flew to an area located near the scene of the attack to deal with media. “While every incident has its own unique qualities, this one followed a familiar progression that began with quickly and accurately informing the public and media; holding a press briefing with parks and wildlife officials in Humboldt County patching in the Associated Press and then watching as the story hit the wires almost immediately. We were able to portray messages that while mountain lion attacks are extremely rare, the public can take steps to co-exist with wildlife when recreating in their habitat. We were also very fortunate in that the wife of victim did everything right while the attack was occurring and was a strong advocate for not hiking alone.”

“The aspect of showing real experiences through video and print news clips and hearing from experienced professionals of all parties involved really gave perspective to this growing issue,” said Marianne Burke, ACI President and Public Information Director for the Louisiana Department of Wildlife and Fisheries. “I think the experiences shared during the workshop are a valuable lesson for anyone communicating about wildlife conflict. The messages were universal.”

More information about this workshop can be found online at <http://www.fishwildlife.org/bearsbackyard.html>.

A Winning Strategy for Wildlife Conflict

By Rachel Brittin, Association of Fish and Wildlife Agencies

One of the most important strategies shared during the fall workshop was the need for consistent messaging. Todd Molmsbury, public relations professional, former communications director for the Colorado Division of Wildlife and experienced journalist shared the following messages:

- **Identify and assemble the right team**—A seasoned public information manager who knows the media, a management expert with public speaking experience, a respected researcher and field officers trained to work with the media.
- **Preparation is critical**—Develop a plan with clear communication paths, responsibilities, backup players and responsibility and accountability.
- **Prepare messages**—Develop and test messages that clearly and concisely inform and show the agency is prepared and capable in a crisis.
- **Practice**—Conduct annual training for field officers and biologists, with mock interviews for both print and electronic media.
- **Train the media**—Identify and spend time with key reporters, including fieldwork and research projects that builds trust between you and media representatives who regularly cover your agency.
- **Call key reporters**—Calling reporters you trust and who know your agency personnel and understand wildlife issues allows you to determine who will cover a story and shows your agency is willing and able to work with the public and press.
- **Control the flow of information**—When information becomes available, make sure your agency delivers the news to reporters.
- **Crisis is no time for “15 minutes of fame”**—Avoid multiple spokespeople or staff members who view a crisis as their opportunity for personal attention and advancement.
- **Use your experts**—Polling and focus groups show researchers and biologists have excellent credibility. The chief spokesman can provide the what, when and where, but biologists need to tell the public and press “why”
- **News releases should quote biologists** —Use news releases to allow biologists to provide the context, background and expertise framing an issue and underscoring the agency’s professionalism.
- **Coordinate with other agencies**—If conflict results in human injury, local law enforcement agencies generally have lead responsibility, including releasing names and addresses of victims. Have working relationships with law enforcement field officers and spokespeople in advance.
- **Keep state officials in the loop**—Political leaders often respond poorly when they find out about conflicts through the media. Be sure to inform them yourselves.
- **Recognize that conflict exposes the agency**—People who seldom, if ever, interact with wildlife agencies can form their opinions of your agency’s effectiveness through the “snapshot” of encounters. Tailor messages for a public that knows little about your agency or wildlife and demonstrate your respect for the public’s right to know.
- **View human/wildlife conflict as an opportunity**—When conflict occurs, seize the opportunity to show your agency’s professionalism and expertise. Use all of your tools to show yourself at your best. Never, never, ever allow your agency to be seen as indecisive, confused or arbitrary.



ACI CONFERENCE UPDATE

Don't Miss Out on the 2007 ACI Conference!

By Ellie Horwitz, Massachusetts Division of Fisheries and Wildlife

“The only constant is change, continuing change, inevitable change that is the dominant factor in society today. No sensible decision...[can be made]... without taking into account not only the world as it is, but the world as it will be.” Isaac Asimov

Planning to come to Massachusetts in July to enjoy the beautiful Berkshires and zero in on some of the key issues facing communicators in fish and wildlife agencies? Plans are coming together quickly so make your reservations now!

The focus of the meeting will be **The Changing Climate of Conservation** and the program is packed with challenges, “idea” sessions and fun!

Wildlife management and the demands on fish and wildlife agencies are undergoing many changes. We will be examining some of them including effects of climate change, human/wildlife interactions, managing wildlife when traditional methods are no longer viable and dealing with changing audiences.

Tuesday will be devoted to marketing, not in order to sell things but to learn skills and techniques from those who have designed and implemented successful communication campaigns to raise awareness or to prompt a target audience to do something.

On Wednesday, participants may choose from a series of field trips to some exceptional learning sites including Smith & Wesson and the Springfield Armory for a look at the history and traditions of fine firearms or a visit to Quabbin Reservoir, Massachusetts’ man-made wilderness that provides drinking water for 27 communities while offering world-class fishing. Or, you may choose a behind-the-scenes-visit to the Springfield Science Museum to learn how to create fine and focused displays on a tight budget. There will be an opportunity to explore the history and culture of the Berkshires and more.

Thursday’s program will focus on the changing challenges of reaching new audiences, using new technologies and building on new initiatives.

Breakout sessions throughout the conference will bring together journalists, editors, photographers, videographers and educators to share their challenges and their successes.

Cost of the conference is only \$200. After June 15 there will be a \$50 late fee. Register by mail or through the ACI Web site. Make your lodging reservations directly with the Eastover Resort. Rates and contact information for The Eastover resort and a detailed agenda will be available on the ACI Web site

Watch your email for more information or send questions to ellie.horwitz@state.ma.us

PROGRAM ACI 2007

Theme: The Changing Climate of Conservation

The final agenda and additional conference registration details will be available on the ACI Web site in the coming weeks at www.aci-net.org. We’ll send a notice through the ACI listserv when the conference site becomes active.

Sunday, July 8

Morning	Awards Committee Meeting
Afternoon	Board of Directors Meeting
	Conference registration opens at 2 p.m.
5-9 p.m.	Opening Gathering

Monday, July 9

9 – 10:30 a.m.	Plenary Session
10:30 – noon	
1-2:30 p.m.	
3-5 p.m.	

Invasive Species
Human/Wildlife Interactions
Changing Audiences
Suburban Wildlife Interactions
Sharing time

Tuesday, July 10—Marketing Your Agency Day

9-10a.m.	Introductory Presentation on the Nature of Marketing (NOT sales)
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10-10:30a.m.	Questions & Answers
11–noon	Presentations on Marketing and Outreach Efforts Success Stories or Lessons Learned A. Marketing Programs (products, licenses, etc.) B. Awareness Campaigns
1-2:30 p.m.	Presentations on Marketing and Outreach Efforts (cont'd) Success Stories or Lessons Learned A. Marketing Programs (products, licenses, etc.) B. Awareness Campaigns Breakout: Magazine Roundtable for Writers and Editors
3-4:30 p.m.	Marketing Initiatives in Planning or Under Way A. Marketing Programs (products, licenses, etc.) B. Awareness Campaigns Breakout: Video Productions
Evening	Boston Pops at Tanglewood

Wednesday, July 11 - Field Trip Day

- 1) Smith & Wesson + Springfield Armory - bus
- 2) Fishing in Dana and Enfield - two of six towns removed to create a reservoir
- 3) Behind the Scenes at the Springfield Science Museum
- 4) Canoeing the Housatonic River
- 5) Berkshire History
- 6) On your own

Evening: Dinner and Auction

Thursday, July 12

9– 10:30 a.m.	Second Plenary The Nature Network No Child Left Inside
10:30-noon	Breakout 1: New Initiatives in Education AFWA Initiative State Expos Breakout 2: New Directions in Education Distance Learning Working with Civic and Faith Communities
1-2:30 p.m.	Breakout 1: New Communications Technologies Breakout 2: Voice and Drama Coaching
3-4:30 p.m.	How Do We Know if it Worked? (Measurement & Evaluation)
6-7 p.m. 7-9 p.m.	Poolside Hors d'oeuvres Awards Banquet at Tally Ho

Friday, July 13

8-9 a.m.	Breakfast and Depart
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SKILL BUILDING

Composing Narrative Documents Devoid of Superfluous Prose

(Don't expect Florida's new governor to approve headlines like that.)

By Scott Ball, Florida Fish and Wildlife Conservation Commission

Charlie Crist is a man after our own hearts.

After taking office in January, Gov. Crist immediately outlined several initiatives reflecting his vision for improving state government. One in particular had those of us in the communication business standing up and shouting "Right on!"

He calls it his Plain Language Initiative. It comes with a nine-page handbook outlining the do's and don'ts of clear, concise writing – and of course, instructions for how state agencies are to comply with the initiative. The initiative covers more than just I&E products like news releases, brochures and Web sites. (Hey, we don't need a governor's mandate for that!) Letters, notices, applications, reports and "any other communication meant for public consumption" are subject, too.

Those of us in the writing/editing field have wrestled with this for years – translating the technical bio-speak and jargon-laced cop-talk into plain English. Now that we have the governor on our side, our burden is a little bit lighter.

The handbook includes guidance we're all familiar with, but if you'd like a copy just to have another handy reference, please e-mail Scott.Ball@MyFWC.com.

IHEA and TOC Release Industry Standards

The International Hunter Education Association (IHEA) in cooperation with The Outdoor Channel has released a document titled "Industry Standards for TV Shows" developed by the International Hunter Education Association. The Outdoor Channel is implementing these standards with their producers in hopes of providing guidance with televised productions and promotion of ethical actions as well as legal actions by hunters during these programs. These guidelines may also be useful for state wildlife agencies that produce television shows. For more information, contact Terry Erwin IHEA President at terry.erwin@tpwd.state.tx.us.

Industry Standards for Hunting Shows

Standards – The following standards define the lowest common denominator for hunter behavior depicted on hunting-related television shows. A program must meet or exceed all criteria to be considered meeting the standard.

Best Practices (BPs) – These criteria are goals to be worked toward. They are designed to go beyond the standards and serve as goals for improving the behavior of hunters and in creating support for hunting by all.

General Standards:

Safe

- All participants wearing hunter orange while firearms hunting for small game or upland birds (quail, pheasants, chukars, etc.)
- All firearms unloaded with actions open until clear of vehicles and buildings and the hunt actually begins
- Muzzles pointed in a safe direction at all times. This includes not pointing at the camera
- Zone-of-fire rules followed
- Safeties on and fingers off triggers until just before the shot
- Never use the scope to look for game or identify game – use spotting scope or binoculars for this activity
- Anytime a firearm put down or placed in a vehicle, it must be unloaded with the action open and the safety on
- Firearms in vehicles, ATVs and boats should be cased or racked (if hunting in a state with laws pertaining to this the law must be followed)

- No running with a loaded firearm (cartridge or shot shell in the chamber)
- Firearms unloaded when crossing obstacles where slipping and/or falling (thus losing control of the firearm) is a distinct possibility.

Big game

- All participants wearing hunter orange while rifle hunting for big game
- All downed animals checked from the back side to determine they are dead
- Firearms unloaded with actions open and placed off to the side after the animal is deemed dead
- No shots unless the animal is positively identified, it is shown to be a safe shot and the area behind the animal is safe
- No skyline or silhouette shots
- No running shots

Waterfowl hunting

- PFDs always worn while in boats
- Firearms unloaded and cased in boats, and properly stowed away, especially while moving
- Firearms unloaded and actions open when being passed into or out of blinds
- When multiple hunters are in a blind – no more than two (pre-determined) fire at one time; all shooters either stand or sit while firing

Bow hunting

- Normally, all arrows are in the quiver and broadheads covered while moving
- No still-hunting with the arrow nocked.
- After the kill and while blood trailing, the arrows should be in the quiver and secure
- Always tighten broadheads with a broadhead wrench
- Retrieve all shot arrows (This is a good time to do an analysis of where the arrow hit the animal)

Hunting from elevated stands

- Always use a full body harness
- Stay connected to the tree from leaving the ground until retuning to the ground
- Tether must be attached above the hunter with just enough slack to allow the hunter to sit and stand
- All hunting equipment is brought to and from the stand by using a haul line
- All firearms are unloaded, muzzles pointed in a safe direction and hauled up and down using a line
- Never tie the firearm to the haul line through the trigger guard
- All elevated stands are placed following the manufactures directions and recommendations

Turkey hunting

- Never wear or carry red, white, blue or black materials
- Wear full camo including covering the face and hands
- Use shot size # 4 or smaller
- Never use a gobble call
- Never stalk turkey sounds (as opposed to relocating and calling)
- Set up with the hunter's back to a tree or rock that is taller than the head and neck with good 360-degree visibility
- Set up decoys so the hunter is protected if an unsafe hunter should stalk and fire at them
- Don't carry an uncovered bird through thick cover (A blaze orange sack or backpack-type carrier is recommended)
- Don't carry uncovered decoys

Upland Birds

- Always establish and observe safe zones of fire
- Follow the principle of blue sky under the bird before firing at flushed birds

Legal

Follow all state and provincial laws to the letter. Laws most often violated or not shown in compliance with are:

- Tagging – do this immediately upon determining the animal is dead
- Hunter orange requirements – meet or beat the square-inch and visibility rules
- Permission to hunt – mention how your hunter got to hunt on this property – draw, permission, fee, etc.
- Caliber, shot size and type, draw weight – meet or beat the legal requirements
- Use of PFDs and legal operation of boats
- Use of helmets, registration and legal operation of ATVs
- Legal hunting hours

- License and tag requirements
- Bag limits and other regulations related to the animals hunted, such as antler limitations, sex, beard lengths, etc.

Clean, one-shot kills

This should be the norm in all situations using all equipment

- All equipment checked for zero prior to the hunt
- Use of range finders, subtending, marking off distances prior to the hunt if possible. Examples: distance markers at a tree stand, decoy set up at a measured distance
- Avoid high risk shots (that wound, not kill) Factors include distance, angle of shot, equipment used, cover, movement of animal, availability of a rest (rifle or handgun only)
- Emphasize low-wounding risk shots – broadside or quartering away, heart/lung/liver shots; well within range of hunter's and equipment's ability; for big game- the animal not moving
- With archery equipment – animals not looking at the hunter, within hunters range to deliver a killing shot every time, no farther than 50 yards for fast bows, regardless of the shooter's skill level
- If higher-risk shots are taken, point out the skill level and practice routine of your hunters that gives them the skill to take this type of shot
- If a shot is muffed analyze what went wrong. Take this as a serious offense to responsible hunting which must be corrected; correct follow up with tracking; rechecking zero

Full utilization of the animal harvested/hunting with a serious purpose

- Demonstrate responsibility of the hunter to **retrieve all wounded animals** – blood-trailing, tracking, sign-reading, search effort, marking downed birds, use of retrievers, etc.
- Proper and prompt field care of all animals
- Always show or explain how the meat will be used (Good time for a recipe)
- Show respect for all harvested animals
- Point out other uses of the animal – trophy, jewelry, fur, leather, fly tying...
- Mention the responsibility of humans for the management of wild animals, population control and health especially of big game and furbearers

Challenge of the hunt/fair chase

There must be sufficient uncertainty to the outcome of the hunt to qualify as hunting (as opposed to killing or shooting)

- Emphasize hunter skill and persistence over gadgets, equipment and practices
- De-emphasize fencing, baiting and other practices that require diminished hunter skill. Remember all practices must be legal in the locale of the hunt)
- Focus on the hunt – not the kill
- Depict the kill shot once, **in real time**.
- Avoid close-ups and slow-motion repetitions of the kill shot



STRATEGIC PLANNING

This is the second installment in a series of articles about the wide array of programs state wildlife agencies are implementing to reach out to diverse audiences. The term "diverse" covers everything from ethnic groups to non-traditional users to disabled individuals. A full-day session will be devoted to this issue at the upcoming ACI Annual Conference in Massachusetts July 8-12. Look for more information on this exciting conference in this newsletter and on the ACI Website at www.aci-net.org.

Interview with Michael Gray, Program Marketing Manager, Kentucky Department of Fish and Wildlife Resources

By Dottie Head, Editor, The Balance Wheel

What is the primary focus of Kentucky's program?

Michael: I was hired by the Kentucky Department of Fish and Wildlife a little over two years ago. The main goal as stated by our Commissioner was to impact license sales and to impact it immediately. I was hired to institute a program that directly affects the bottom line. I am trying to “eliminate the bleeding” and take on more of a corporate aspect. This is not the traditional way that state wildlife programs have done marketing.

Specifically what are you doing?

Michael: We have implemented a point-of-sale program and a direct mail program to lapsed hunters and anglers. We are trying to up-sell our existing customer base. Kentucky is focusing on recruitment on multiple levels. We have a camp group that works with youth as well as a hunter education program with a heavy focus on kids. All of these programs help with recruitment. However, my focus is on the marketing aspects. I don't have a staff or a team of people.

Is it working?

Michael: We have had great success with direct-mail. We've never reached out to our customer base with direct mail. We are going into our third year of direct mail and I expect to distribute about 1 million 5½-inch by 8-inch postcards by the end of the year. For example, one of our goals is to encourage more people to apply for our elk hunts. In 2001, we had 8,000 applications. In 2002, that number dropped to 5,000, and in 2003 it went down to 4,000 applicants. In 2004 there were 8,000 applications again. This is all **before** we did any media or direct mail.

In 2005, I implemented a direct mail campaign and the number of applications jumped to 16,400. Last year, we distributed roughly 110,000 pieces of direct mail and the applicant pool jumped to 26,100! We targeted 110,000 households that were high-impact sportsman license buyers in 2006. We hit that group hard last year and had a 10 percent return rate, meaning that 10 percent of the sportsmen who received our postcards applied for the hunt for the first time. Now that number will probably decrease over time, but the fact is that we never hit our goal until we put some direct marketing emphasis behind the program. In 2007 and 2008, we're going to try to increase our marketing to out-of-state hunters as well.

What else do you have going on?

Michael: Probably our best direct mail program will happen this year targeting lapsed anglers and providing incentives to existing anglers to recruit new or past anglers into the program. We are working with the Recreational Boating and Fishing Foundation (RBFF) and Southwick Associates using direct mail, media and other avenues. However, direct mail will be our primary tool. We are working to incorporate RBFF's Angler's Legacy Program into the Kentucky program.

The biggest thing we're trying to do is put a gift card program in process. This will allow people to purchase a gift card that can be used for fishing licenses, merchandise or other materials. We anticipate that this will be very popular with our customer base. My number-one goal whenever I implement a program is revenue-oriented. Aside from increasing the money earned, we are also hoping to increase the number of anglers and hunters. We haven't gotten the gift-card program in place yet, but we're front and center with a company that is going to help us implement it.

What about the Point-of-Sale Program?

Michael: We have an ongoing point-of-sale program to sell licenses. We are working directly with our top retail vendors to proactively sell and promote various products and to encourage them to be more aggressive about selling licenses. We are making quarterly visits to vendors to educate them about our services and products so they can sell them more effectively.

Could this program be implemented in other states?

Michael: It could definitely be done in other states. However, it is very hard to institute a marketing program with current staff. I have a degree in marketing as well as marketing and sales experience in Fortune 500 companies. Most state agency personnel don't have associates with that kind of experience in-house, but I was hired specifically to implement this program.

Louisiana Hires Recruitment and Diversity Officer

In a bold move to “make concrete steps” to address diversity issues, Marianne Burke, ACI President and Public Information Director for the Louisiana Department of Wildlife and Fisheries (LDWF) recently reallocated a position and hired a Public Information Officer with a marketing and public relations background to address diversity in Louisiana.

The LDWF welcomes Ashley Wethey, a native of St. Francisville, La. Ashley is a graduate of Louisiana State University (LSU) where she earned a Bachelor of Mass Communications degree with a minor in Political Science in

2005. In addition to graduating with honors, Ashley was actively involved in numerous collegiate organizations including Omicron Delta Kappa, the Public Relations Student Society of America and LSU's Student Government Association as a senator. Prior to joining the Louisiana Department of Wildlife and Fisheries as a Public Information Officer, Ashley served as assistant press secretary for the Louisiana Department of Social Services and has participated in many local and nationally based political campaigns, including the 2004 presidential campaign.



TEAMING WITH WILDLIFE UPDATE

Remaining Nine State Wildlife Action Plans Approved; President Announces FY '08 Funding

By Rebecca Brooke, Association of Fish and Wildlife Agencies

In January, the U.S. Fish and Wildlife Service gave final approval of the last of the state wildlife action plans—the nation's answer to preventing wildlife from becoming endangered. With the approval of the wildlife action plans from American Samoa, Arkansas, California, Colorado, Delaware, D.C., Guam, Massachusetts and Ohio, all 56 wildlife action plans are now ready to guide wildlife conservation efforts in every state. Funding remains the only obstacle to full implementation. Having just reached the 5,000-member mark this month, Teaming with Wildlife continues to pursue new legislation that will dedicate greater and more stable funding for wildlife conservation and related recreation and education.

President Bush, in his Fiscal Year 2008 Budget, has recommended \$69.5 million for the State Wildlife Grant Program, the main source of funding for the wildlife action plans. This is \$2 million increase from the final FY '07 funding level passed by Congress, but falls short of the \$74.7 million President Bush had recommended last year. The Teaming with Wildlife Coalition is calling for \$85 million for the State Wildlife Grants Program in 2008 and collecting signatures for its *Dear Colleague* letters in both the House and Senate. Last year, 224 members of Congress signed the letters. To see if your delegation signed, visit www.teaming.com.

A Changing Climate:

Opportunities for Wildlife Funding through Global Climate Change Legislation

By Rebecca Brooke, Association of Fish and Wildlife Agencies

A hot topic these days, global climate change is a growing concern for both wildlife and people. Scientists fear that, without a concerted strategy to confront global climate change, wildlife will face a mounting threat as the pace of climate change continues to accelerate in the coming decades. The threat to some wildlife populations in the United States is particularly acute due to the limited ability to adapt as suitable habitat has dwindled in the face of development, invasive species and other threats. For more background on the effects of global climate change on wildlife, visit www.teaming.com/global_climate_change.htm.

A permanent, stable and new funding source to replace annual State Wildlife Grant Program appropriations is essential to help the state agencies manage fish and wildlife as they are affected by global climate change, and help continue the long tradition of fish-and-wildlife-associated recreation, which supports millions of jobs across the country. The FY '07 federal appropriation of \$67.5 million to the states through the State Wildlife Grants program is far short of state needs to conserve our rich fish and wildlife heritage.

Teaming with Wildlife is urging Congress to include guaranteed funding for state fish and wildlife agencies in any new climate legislation.

Where Does the Wildlife Conservation Funding Come From? The "cap and trade" system explained

By Rebecca Brooke, Association of Fish and Wildlife Agencies

The leading proposals in Congress for controlling global climate change pollution create a new system of global climate change emissions permits for major industrial sources. Every year, the government would issue a regulated number of emissions permits, allowing industry to emit only one ton of carbon dioxide (or comparable amounts of other greenhouse gases). Industrial sources must hold the right permits to continue production.

The bulk of the emissions permits would be given for free to industry. However, each year, the federal government would hold back a limited number of the permits and auction them off to emitters. The Teaming with Wildlife Coalition is pushing for a portion of the proceeds from the sale of these permits to fund the Wildlife Conservation and Restoration Program. The Wildlife Conservation and Restoration Program, authorized in 2001, is designed to provide funding to state fish and wildlife agencies for wildlife conservation and related recreation and education. While the program is on the books, it has never been funded by Congress. States could use the Wildlife Conservation and Restoration Program (WCRP) funds to develop restoration and adaptation strategies to make ecosystems stronger and to help wildlife adapt to global climate change. Since this funding is based on new revenues generated by the sale of emissions permits, it would not increase the federal deficit and would not come at the expense of other federal wildlife funding.

In addition, companies would be allowed to buy and sell permits from each other (referred to as "emissions trading"). Sources that increase their pollution levels will need to buy excess emissions permits from the government or from other companies. Sources that curb their emissions may be in a position to make a profit by selling excess emission permits to others.

Current Climate Change Legislation Summary

By Rebecca Brooke, Association of Fish and Wildlife Agencies

Climate change bills vary in terms of their restrictions on emissions and whether they provide funding for state fish and wildlife agencies to mitigate the effects of climate change on wildlife. The Teaming with Wildlife Coalition is actively working to ensure that every bill includes funding for the Wildlife Conservation and Restoration Program, which provides funding for wildlife conservation and related restoration and education. As of Feb. 20, the following climate bills in the 110th Congress include funding for the Wildlife Conservation and Restoration Program and several other bills also mention wildlife.

Climate Stewardship and Innovation Act: (Bill [S.280](#)) Introduced by Senators John McCain (R-AZ) and Joe Lieberman (D-CT).

Electric Utility Cap and Trade Act: (Bill [S.317](#)) Introduced by Dianne Feinstein (D-CA) and Thomas Carper (D-DE).

Climate Stewardship Act: (Bill [H.R. 620](#)) Sponsored by Representatives John Olver (D-MA), Wayne Gilchrest (R-MD).

For more information on global climate change, please visit: <http://www.targetglobalwarming.org/new/stateimpacts>



News of the Weird

On a lighter note, The Balance Wheel subcommittee has introduced a new column on bizarre happenings in fish and wildlife....the stories you'd never believe happened unless you have worked in fish and wildlife for a few years. If you'd like to forward us bizarre stories from your state for inclusion in future issues, please email them to Dottie Head, TBW editor, at dottiehead1@yahoo.com. A few caveats: 1) they must involve agency personnel and 2) they should be humorous, but not tragic....in other words, nobody was seriously injured or killed. Cheers and enjoy!

He Can See Clearly Now

Submitted by Scott Pengelly, Minnesota Department of Natural Resources

A Minnesota conservation officer stopped an ATV operator who was driving erratically. The ATV driver was cited for failing to possess an operator's license. "I can't get one," the operator told the CO. "I can't see good enough. Everything is blurry."

Photo in Lincoln Journal Leads to Arrests for Illegal Deer Kill

Submitted by: Hoy Murphy, West Virginia Department of Natural Resources

After seeing a photo in the Lincoln Journal newspaper, Capt. Harvey Scites of the Lincoln County Sheriffs Department called West Virginia Division of Natural Resources conservation officers to report the individual in the photo as a convicted felon. An investigation by DNR Sergeant Terry Ballard and Corporal Larry Rockel led to the arrests of three Branchland men on various game law violations and the recovery of a massive 16-point antler rack.

The huge buck was killed on Nov. 20, 2006, opening day of the two-week deer firearms season. The record-book rack has not dried the required 60 days for official scoring, but preliminary scoring shows it to be in the 190's class.

After killing the monster buck, Alfred Curtis Watts, age 40 of Branchland, West Va., had posed for the photo for the newspaper. Watts was arrested and charged with hunting without a license, illegal possession of wildlife, illegal killing of deer and conspiring to violate chapter 20 of the West Virginia Code (wildlife laws), and assessed \$200 replacement costs. Nathan Kelly Pritchard, age 20, of Branchland, West Virginia, was charged with illegal possession of wildlife and conspiring to violate chapter 20. Enoch Dale Porter, age 37, of Branchland, West Virginia, was charged with illegal possession of wildlife and conspiring to violate chapter 20.

Alfred Watts could also face federal and state charges of being a convicted felon in possession of a firearm.

Is the Wash Done Yet?

Submitted by: Hoy Murphy, West Virginia Department of Natural Resources

Lewis County Conservation Officers David James and Mike Spangler were patrolling in the Jane Lew area of Lewis County when they spotted a large pile of freshly dumped trash at a residence. The officers stopped at the residence and saw two men outside. One of the officers asked them what they were doing? They admitted "we were cleaning up a deer." The deer had just been killed. One officer asked where the deer was and one of the suspects told him it was inside their trailer and gave the officers consent to search the residence to retrieve the deer. There were three women in the mobile home. They denied there was a deer inside the residence. Officer James noticed quite a bit of blood on top of the clothes dryer. Upon inspection, it was discovered the women had thrown the deer into the dryer that was full of freshly washed clothes. The two men were charged for the illegal killing of the deer, hunting from a motor vehicle and illegal dumping of trash.



UPCOMING EVENTS & DEADLINES

72nd Annual North American Wildlife & Natural Resources Conference, March 20-24, Portland, Ore.

Southeastern Association of Fish and Wildlife Agencies (SEAFWA) Directors' Spring Meeting, May 4-6, 2007, Athens, Ga.

International Hunter Education Association (IHEA), May 17-19, Baton Rouge, La.

2007 ACI Conference, July 8-12, Eastover Resort, Mass.

Western Association of Fish and Wildlife Agencies (WAFWA) Annual Director's Meeting, July 7-12, Flagstaff, Ariz.

Midwest Association of Fish and Wildlife Agencies (MAFWA) Annual Director's Meeting, July 15-18, Minocqua, Wis.

2007 Association of Fish and Wildlife Agencies (AFWA) Annual Conference, Sept. 16-21, Louisville, Ky.



MEMBER NEWS

Chanda Named Director of New Jersey Division of Fish and Wildlife

Long-time ACI member and past-president Dave Chanda was recently officially appointed Director of the New Jersey Department of Environmental Protection's (DEP) Division of Fish and Wildlife by Gov. Jon S. Corzine.

"I am confident that he will fulfill the duties and responsibilities of this position with competence and integrity," Gov. Corzine said in a letter notifying DEP Commission Lisa P. Jackson of his decision to approve the New Jersey Fish and Game Council's unanimous appointment.

"During his 26-year tenure with the DEP, Dave has established himself as a highly skilled professional. His experience, expertise and commitment to conservation will further advance our efforts to offer all of New Jersey residents and visitors world-class wildlife recreation," Commissioner Jackson said.

As director, Chanda will lead nearly 280 full-time employees responsible for managing more than 800 species of fish and wildlife in New Jersey. He will oversee the Division's \$20-million budget as well as coordinate management and research programs for the state's inland wildlife, endangered species, shellfisheries, and freshwater and marine fisheries. Further, Chanda will head the Division's work in law enforcement, health and forensics, conservation education, environmental review and land management.

A native of New Jersey, Chanda earned a bachelor's degree in Fish and Wildlife Management and a master's degree in Public Administration from Rutgers University. He joined DEP in 1980 as an assistant biologist in the Division's Wildlife Education Unit, and later served as a deputy conservation officer; chief of the Division's Office of Wildlife Education and Information; and assistant director of the Division's bureaus of Wildlife Management, Law Enforcement, Land Management, Freshwater Fisheries Management and Marine Fisheries Administration, among other positions.

Chanda resides in Long Valley with his wife and three children. Hooray for Dave!

The Outdoor Channel Honored with Achievement Award

From The Outdoor Wire

The Outdoor Channel, the number-one television destination for outdoor enthusiasts, recently announced that the National Shooting Sports Foundation (NSSF) has selected the network as the recipient of the NSSF 2006 Annual Achievement Award-- in recognition of the Channel's longstanding efforts to promote hunting and shooting through its award-winning television programming.

The NSSF's Achievement Award was presented to Outdoor Channel President and CEO Roger Werner as part of the annual SHOT Show (Shooting, Hunting and Outdoor Trade Show). The SHOT Show, owned by the NSSF, is one of the largest trade shows in the country- occupying a record-setting amount of floor space in excess of 600,000 square feet. The SHOT Show attracts over 1,900 individual vendors as well as exhibitors, buyers, and media from all 50 states and over 75 countries.

Commenting on the Award, Werner added, "The Outdoor Channel shares a passion for the outdoors with the nation's sportsmen and women. We are sincerely pleased to receive this Achievement Award and look forward to a new year of working hand-in-hand with the NSSF to promote our outdoor heritage and protect our future."

The Outdoor Channel airs NSSF's Step Outside TV, a weekly series featuring Olympic Gold Medalist Kim Rhode that encourages newcomers and families to participate in outdoor activities.

"Companies that make outstanding commitments on behalf of our industry deserve to be recognized," said Doug Painter, president of the NSSF. "The Outdoor Channel has done an exemplary job of helping the National Shooting Sports Foundation fulfill its mission to grow the ranks of hunters and shooters and promote a positive image of our traditional outdoor activities.

Fish and Wildlife Service Celebrates Rachel Carson's Legacy

By Craig Rieben, U.S. Fish and Wildlife Service

During the upcoming year the U.S. Fish and Wildlife Service (FWS) will be supporting a number of events and making available special informational materials concerning Rachel Carson and her legacy. Additional information is available on our national Web site at www.fws.gov.

Rachel Carson is considered by many to be the mother of modern-day ecology. This year, to mark the 100th

anniversary of Rachel Carson's birth, the U.S. Fish and Wildlife Service, working with the Friends of the National Conservation Training Center, will celebrate the achievements of its most notable employee by launching the Rachel Carson Online Book Club.

Beginning in March and continuing through November 2007, the online book club will focus on the life and work of Rachel Carson including her role as a female leader in science and government. Through the study of her writing, the Book Club will provide an opportunity for dialogue and discussion of current environmental issues in light of Carson's legacy.

Each month, a moderator will start the book discussion with an opening statement. Then, in dialogue with book club participants, the moderator will provide weekly installments and add comments on the discussion throughout the month. Discussions will encompass current environmental issues like global warming, and will extend to personal attitudes toward the natural world.

Participation in the online book club is open to everyone. For a complete list of book titles and moderators, visit the book club Website at: <http://rcbbokclub.blogspot.com>.

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