

The Balance Wheel

Newsletter of the Association for Conservation Information

Summer 2009

Inside This Issue:

President's Corner:

ACI Conference a Great Chance to Recharge

National News:

Wild Ohio's dirty but daily jobs featured on "Dirty Jobs with Mike Rowe"
Making Your Program the Best It Can Be: Best Practices

Hot Links:

E-mail Large Files with Ease
Have You Squidooed?
Cams a Great Way to Watch Wildlife at Work!

ACI Conference Preview:

ACI 2.0: 2009 ACI Conference
Auction Action

Skill Building:

"Take Me Fishing" Campaign Advances Participation in Boating and Fishing
Minnesota DNR teams with Dairy Queen to Reward Safe Young Boaters

Strategic Planning:

Alabama's Community Archery Program Aims to Increase Archery Participation
Nineteen Youth Teams to Represent Ohio at 2009 Archery Championships

AFWA News:

TWW Creates Facebook Page!
Teaming With Wildlife Act seeks \$350 Million in Funding
Climate Change-Wildlife Action Plan Workgroup
8th Annual Teaming With Wildlife Fly-in
Teaming With Wildlife Coalition Reaches #6,000

News of the Weird:

Buzzard Baiting
Pork for Dinner?
Fisherman Refuses Rescue Because Fish are Biting!
Hunter Glues Antlers onto Doe Head

Upcoming Events and Deadlines:

June 12 – Deadline for ACI Conference Hotel Reservations (to receive discount)
Western Association of Fish and Wildlife Agencies – July 10-16, Newport Beach, Calif.
ACI Annual Conference – July 13-16, Baton Rouge, La.
Outdoor Writers Association of America Annual Conference – June 13-16, Grand Rapids, Mich.
Midwest Association of Fish and Wildlife Agencies – 76th Annual Director's Meeting – June 28 - July 1, Peoria, Ill.
Association of Fish and Wildlife Agencies Annual Meeting – Sept. 13-18, Austin, Tex.
Southeastern Association of Fish and Wildlife Agencies – Nov. 1-4, Atlanta, Ga.

Member News:

ACI Welcomes New Members

Contributors to this issue: *Helena Basche, Marianne Burke, Jamey Graham, Laura MacLean, Hoy Murphy, Kim Nix, Nels Rodefeld, Phil Seng, Tim Smalley, Ashley Wethey, Steve "Wild Man" Wilson*

Editor: Dottie Head (678) 352-0411 or dottiehead1@yahoo.com

Webmaster: Jeff Eschler (801) 538-4722 or jeffeschler@gmail.com



PRESIDENT'S CORNER

ACI Conference a Great Chance to Recharge

By Nels Rodefeld, Oklahoma Department of Wildlife

I don't know about you, but things are getting crazy around here... crazy weather, crazy economy, crazy paperwork. I'm ready for a break – or at least a recharge.

Every year I look forward to the ACI conference. It is a great chance to visit with colleagues and catch up on the latest tools and techniques in conservation information.

If you are feeling overwhelmed or if you feel like you are “fighting the good fight” alone, then you need to come to the ACI conference. It is a great chance to realize that crazy is the new normal. Each year I am reminded again what strength we can gain by learning from each other's successes and failures.

I'm confident that you and I are making a positive difference in our states for hunters, anglers and outdoor enthusiasts. I am also sure that the impact we all make will be greater when we join together, compare notes, pat each other on the back, share technical knowledge, laugh at our mistakes – and get recharged at the ACI conference in Baton Rouge, La.

See you there!

Nels Rodefeld
President



NATIONAL NEWS

Wild Ohio's dirty but daily jobs featured on *Dirty Jobs with Mike Rowe*

By Jamey Graham, Ohio Division of Wildlife

“She's one of the filthiest people I've ever met and I've met some of the filthiest people in the world,” said Mike Rowe, host of the Discovery Channel's *Dirty Jobs*. Mike is describing his co-host, Lake Erie water snake researcher and advocate Kristin Stanford, during a taping of the show. She laughed proudly and certainly understood that only Mike can say something like that with so much respect and appreciation.

Kristin, known to Ohioans as “The Island Snake Lady,” and Mike connected after Kristin's husband encouraged her to contact the show. He claimed her job of collecting rare Lake Erie water snakes was much dirtier than some of the jobs already featured on the show. On a daily basis, Kristin gets bitten by a countless number of these aggressive reptiles and forces these slithery creatures to throw up for the sake of studying their eating habits. This is just another day's work for The Snake Lady though, so Kristin made the call, and lo and behold, *Dirty Jobs* eagerly responded.

Kristin's episode turned out to be one of the most popular ever and has been featured on the Discovery Channel numerous times. Fans just cannot get enough of Kristin's hilarious comebacks to Mike's notoriously dry sense of humor. A good example of a humdinger is during Mike's admission of having a book full of stupid questions. Kristin coolly and wittingly responded, “Oh, is that your diary?” You can almost hear



Kristin Stanford, “The Island Snake Lady,” and Mike Rowe share a laugh during filming. Photo courtesy of Kristin Stanford.

collective laughter resonating from households far and wide each time the episode runs. His dramatic responses to being bitten and having to “tackle” irritated snakes are no less comical as well.

“I’m most impressed with the dialogue between Mike and me during the show. We really hit things off and had a good time,” said Kristin. “I was able to invite thousands of people from all over the world into my life and help them understand why I am so passionate about my job. Moreover, it is a huge plus keeping the topic light and amusing at the same time.”

Thousands of viewers weren’t the only ones impressed with *The Island Snake Lady* and the State of Ohio. Mike asked Kristin for recommendations on what other dirty, filthy adventures were available to him in the Buckeye State. Before he knew it, the courageous Rowe was puked on by egrets, pooped on by terns, and forced to determine the sex of once-endangered Canada geese. The Ohio Division of Wildlife surely knows how to make a man from Maryland feel right at home in Ohio.

“Just a few months after Mike visited with Kristin, we made logistical arrangements for *Dirty Jobs* to film our work on West Sister Island in Ohio’s waters of Lake Erie. The island is now famously known as “Vomit Island,” thanks to the show,” explained Dave Sherman, wildlife biologist with the Ohio Division of Wildlife. Mike and his three-camera crew wanted to make the visit worthwhile, so a long day of Division of Wildlife staff’s typical responsibilities was in order.

Mike started out on “Vomit Island” banding waterbirds such as egrets, herons and terns as part of an important research project administered by the Black Swamp Bird Observatory. Following the bird banding, Mike helped count egret and tern nests to determine population productivity in this critical nesting habitat. All the while, every person on the island leaves without their pride and with their shirts and hats covered in bird puke and poop as a result of the animals’ dirty defense mechanisms.

After Vomit Island, Division staff, accompanied by Mike et al., traveled to nearby Ottawa Wildlife Refuge, where they toiled over nesting platforms of state-endangered (and not-so-common) Common terns. “These birds subsist on artificial nesting platforms that we provide, which are simply old pontoon boats fitted with bases and covered lightly with gravel. When we get strong winds, the platforms are blown to shore, so we have to untangle the chains that gave way to Mother Nature and haul the platforms back to open water. Not an easy job, as Mike found out,” noted Sherman.

The last effort during Mike’s second visit to the Buckeye State involved a “goose roundup” where Division of Wildlife staff round up geese like cattle, band them for research purposes, sex the geese, and then safely let them go. The sight of Mike running through stinky, wet marshes and flipping geese over for an anatomy check led to lots of giggles and even belly-busting laughter from at-home viewers.

Sherman describes working with the show. “The crew from ‘Dirty Jobs’ was great to work with and very friendly. The show’s producer, David Barsky, handled most of the prepping, and then Mike stepped in to bring it all together. They shot so much footage and used very little, but that was expected. The productivity of our day was half at best, but it was a cool experience, worth every minute, and an excellent chance to promote our agency’s mission. Even though it’s been quite a while since the show first aired, I still have friends and family telling me they saw the show and loved it. Reruns air every so often.”

Both Kristin and Dave agree that their experiences with “Dirty Jobs” were fun, exciting, successful and most importantly, excellent opportunities to showcase the importance of their wildlife conservation-related responsibilities and projects.

To contact the show and perhaps even submit an opportunity for *Dirty Jobs* to visit your state agency, go to www.Discovery.com.

LINKS:

View [photos and video](http://www.respectthesnake.com/Outreach.html) of the Lake Erie water snake episode: <http://www.respectthesnake.com/Outreach.html>.

View Wild Ohio TV’s own [dirty jobs episode](http://video.google.com/videoplay?docid=8428130427848839920&q=lake+erie+watersnake&total=2&start=0&num=10&so=0&type=search&plindex=0) featuring Mike Rowe: <http://video.google.com/videoplay?docid=8428130427848839920&q=lake+erie+watersnake&total=2&start=0&num=10&so=0&type=search&plindex=0>.

View the [Vomit Island](http://video.aol.com/video-detail/dirty-jobs-vomit-island/1538434380) video: <http://video.aol.com/video-detail/dirty-jobs-vomit-island/1538434380>.



Making Your Program the Best It Can Be: Best Practices

By Phil T. Seng, D.J. Case & Associates

As a member of ACI, there's no telling how many diverse and important conservation-related programs you are involved in day to day. Wouldn't you like to perform program-related tasks better, or more efficiently, or in ways that you could quantify value and benefit to your constituents (or supervisor)? Best Practices can help you do all of that and more.

What are Best Practices?

Technically, they are practices with specific outcomes that have been clearly defined, refined through repeated delivery and evaluation, and supported by a substantial body of research. In common-speak, it's the stuff that works.

Best Practices are not a new program to be done instead of or in addition to what you are already doing; they are tools intended to make your efforts more effective.

In the world of natural resources conservation, we are lucky to have no less than three collections of Best Practices (and a host of related tools) to help us do our jobs – whatever they happen to be – more effectively.

Come on, you say, how can any single manual or tool be applicable across the many and varied programs that you are involved in?

The secret is that these Best Practices focus on *process*, not on content. The fact is, a whole bunch of smart people like you, in agencies and organizations like yours all over the continent, have been toiling for years toward similar goals, and they've done this work in about every way you can imagine—with varying degrees of success. They've learned through experience and research about processes that work – and don't work – and that gives the rest of us a blueprint and foundation to help us do our work better.

Best Practices Manuals

There are three Best Practices documents that you can start using today:

- *Best Practices for Boating, Fishing, and Aquatic Resources Stewardship Education* (Recreational Boating and Fishing Foundation, 2003)
- *Stewardship Education Best Practices Planning Guide* (Association of Fish and Wildlife Agencies, 2008)
- *Best Practices in Hunting and Shooting Recruitment and Retention* (National Shooting Sports Foundation, Association of Fish and Wildlife Agencies, 2009)

Don't let the titles fool you! Even if you never work on boating, fishing, hunting, shooting or stewardship, these tools still can help you. Although these manuals were developed with specific content areas in mind, the bulk of the Best Practices are about process, not content. They can help you do whatever you do more effectively. Let's take a look at each of the three tool kits in a little more detail.

Boating, Fishing and Aquatic Resources Stewardship Education

The Recreational Boating and Fishing Foundation (RBFF) got the Best Practices train rolling back in 2003 when it published *Best Practices for Boating, Fishing, and Aquatic Resources Stewardship Education* (RBFF BP).

Eleven experts from diverse fields made recommendations for Best Practices for curricula, programs, evaluation and leadership. Recommendations were required to be supported by scientific research, peer recommendations and practical experience. Experts wrote review papers (edited by Tony Fedler), distilling the best practices from their fields that would help achieve the goals of boating, fishing and stewardship education programs. RBFF also solicited the help of 30 additional experts to review and help develop Best Practices tools.

Experts were drawn from:

- Universities/Academia
- Federal and state agencies
- Boating organizations
- Fishing organizations
- Extension programs
- Industry

RBFF then hired D.J. Case & Associates (communications specialists in natural resources conservation) to package the technically oriented Best Practices into user-friendly, “actionable” tools that field practitioners could use to make their programs better.

Workbook

The primary tool is the *Best Practices for Boating, Fishing, and Aquatic Resources Stewardship Education Workbook*. This comprehensive document shows you how to plan, design, set up, conduct and evaluate programs according to Best Practices that have been proven effective. Best Practices are divided into 10 subject areas and each is explained in detail.

- Plan Ahead for Success
- Building Your Program
- Well-Trained Instructors
- Evaluation
- Expanding Your Reach: Diverse Audiences
- Expanding Your Reach: Persons with Disabilities
- Enhancing Boating Education Programs
- Enhancing Fishing Education Programs
- Enhancing Aquatic Stewardship Education
- Let Research Help

Each Best Practice includes a worksheet to help you develop your own plan or use as a tool to review current programs.

Information/Fact Sheets

There are 11 fact sheets designed to give you a brief overview of the major segments of the Best Practices Workbook. You can review the fact sheets to figure out which segments of the workbook apply to your organization or situation.

Trainer's Guide

The Workbook teaches people how to use Best Practices in their programs, but the Trainer's Guide is designed to help you teach others how to use the tools. The guide uses a “cookbook” approach to clearly identify the points that facilitators need to make and the appropriate tools to use in order to communicate effectively to various target audiences.

CD Rom

The CD Rom has three different modules of a PowerPoint presentation that can be customized to tailor the presentation to a particular target audience. The CD also has downloadable versions of the workbook, fact sheets and trainer's guide so you can print as many copies as you need.

Additionally, in 2006, RBFF developed a companion tool, *Best Practices Guide to Program Evaluation for Aquatic Educators*, to assist practitioners of aquatic education programs with all levels of evaluation.

All of these tools are available FREE on RBFF.org, at <http://rbff.org/page.cfm?pageID=20> under Education Resource Guide. Updates to Best Practices with RBFF's new *Take Me Fishing*[™] brand will be available later in the year.

Stewardship Education Best Practices

Chapter Nine in the RBFF Workbook is focused on enhancing aquatic stewardship education programs. Release of the RBFF Workbook and other tools generated considerable interest in this particular topic area. So much so, the Association of Fish and Wildlife Agencies (AFWA) created an expanded, stand-alone version of this chapter as part of its North American Conservation Education Strategy.

Like the RBFF tools, the AFWA Planning Guide is focused largely on process, but it is geared very specifically toward aquatic resources stewardship education applications. This Guide is much shorter than the other two Best Practices documents, but it provides detailed explanation of how to design programs that develop a sense of stewardship using research and social marketing techniques. It provides Best Practices for:

- Setting mission, goals, and objectives
- Developing stewardship
- Ethical principles and reasoning
- Positive and repeated contact with the outdoors over time
- Matching developmental stages of the learner

- o Social context and social support
- o Considering all aspects of an issue
- o Encouraging long-term stewardship behavior
- o Structured and data-supported curricula
- o Evaluation

Worksheets are included following every section of the Guide, so you can adapt the material to your specific situation as you work your way through the material. The AFWA Guide can help you achieve your goals and objectives whether you are just developing a conservation education program, or whether you've been at it for years. For maximum effectiveness, this Guide should be used in conjunction with the RBFF Workbook. However, for people primarily concerned with starting or improving a stewardship education program, this Guide alone can provide tremendous resources to help make the program effective.

The Stewardship Education Best Practices Planning Guide is available for free download at: <http://www.fishwildlife.org/consed.html>.

Hunting and Shooting Recruitment and Retention

Because the RBFF Workbook and other tools were more about process than content, some astute practitioners recognized that these same Best Practices could be applied to hunting and shooting as well as boating and fishing. Consequently, to ensure other audiences could benefit from the materials, the National Shooting Sports Foundation (NSSF) partnered with AFWA to adapt the RBFF Best Practices specifically to the hunting and shooting sports. NSSF, which is the trade association for the hunting and shooting industry, hired Mile Creek Communications and D.J. Case & Associates to make the conversion and create a similar tool kit designed for hunting and shooting recruitment and retention.

With RBFF's permission, NSSF created a hunting and shooting Best Practices tool kit that contains a very similar list of tools:

- o Workbook
- o Fact Sheets
- o Trainer's Guide
- o CD-Rom

All these materials are available for free download at www.nssf.org/bestpractices.

As with the RBFF Best Practices, the majority of NSSF Best Practices (most of the first nine chapters) focuses on process, not content. However, the NSSF Workbook also contains another nine chapters that are indeed content-oriented, specifically addressing programs and issues common to hunting and shooting R&R efforts (most could be easily adapted to fishing and boating as well). Following is the chapter list from the NSSF Workbook:

1. Understanding the R&R Process
2. Plan Ahead for Success
3. Building Your Program
4. Well-Trained Instructors
5. Evaluation
6. Expanding Your Reach: Diverse Audiences
7. Expanding Your Reach: Persons with Disabilities
8. Enhancing Hunter Education Programs
9. Let Research Help
10. Mentoring
11. Creating Opportunities
12. Access
13. Integrated Department-wide Programs
14. Outreach and Awareness
15. Marketing and Promotion
16. Maximizing Opportunities
17. Shooting Sports in Schools
18. Special Events/Hunts

If your work involves any elements of R&R, you can learn a lot about what works, what doesn't work and how to tell the difference by getting these materials.

Training Workshops

Both RBFF and NSSF have conducted training workshops to show practitioners how to get the most out of these materials and to expand their reach and usage throughout the country.

NSSF is planning to host additional workshops in 2009. If you are interested in attending a workshop, please contact Melissa Schilling at:

National Shooting Sports Foundation
 11 Mile Hill Road
 Newtown, CT 06470
 203-426-1320

RBFF is currently assessing interest in additional workshops. If you have interest, please contact Reese Teasley, Education and Conservation Manager at:

Recreational Boating and Fishing Foundation
 601 N. Fairfax St.
 Suite 440
 Alexandria, VA 22314
 703-778-5162
ateasley@rbff.org

Which Best Practices Do I Need?

There are three Best Practices documents available right now. All three are focused primarily on process, not content, so any/all of them could help you do whatever you do in a more effective and efficient manner. However, there are various topic areas that are treated more directly in some of the documents than in others. Use the following table to pinpoint the Best Practices that best meet your needs.

	RBFF Boating, Fishing, and Aquatic Resources Stewardship	AFWA Stewardship Education Planning Guide	NSSF/AFWA Hunting and Shooting Recruitment and Retention
Boating	X		
Fishing	X		
Education	X	X	
Stewardship	X	X	
Conservation Education	X	X	
Hunting			X
Shooting			X
Recruitment/Retention			X
Evaluation	X	X	X
Instructor Training	X		X

Make It Happen

Many people have spent untold hours and effort over the years trying to accomplish goals and objectives that are probably very similar to the goals and objectives you are trying to achieve. Best Practices are simply the fruits of those labors. Find out what works and what doesn't, and apply that knowledge to all your programs. The tools are available right now, and they are free. In this era of expanded responsibilities, contracted budgets, and increased scrutiny and accountability, can you afford not to incorporate Best Practices?



HOT LINKS

E-mail Large Files with Ease

Submitted by Jamey Graham, Ohio Division of Wildlife

Need to e-mail a large file, say up to 100 megabytes, without the suspense of wondering if it will ever arrive or the risk of bogging down your or your recipient's e-mail account with an unwieldy (or impossible) task? Now, let Senduit (www.senduit.com) do the heavy lifting. Senduit uploads your file then sends an e-mail to the recipient that includes a link to the uploaded file. No fuss, no muss, no endless loops. Mission accomplished.

Users may set different time spans for expiration, ranging from 30 minutes to one week. Recipients simply go to the Senduit Web site and download the file. Give it a try!

Have You Squidooed?

Submitted by Jamey Graham, Ohio Division of Wildlife

Squidoo is the popular publishing platform and community that makes it easy for you to create "lenses" online. Lenses are pages, kind of like flyers or signposts or overview articles that gather everything you know about your topic of interest--and snap it all into focus.

You can build a free Squidoo lens on any topic you want . . . bird watching, hunting, fishing or how to build a loon pontoon. You can have your lens (Web page) up and running in just a few minutes.

The Wildlife Forever lens includes a monthly conservation project, links to every state's DNR Web site and even suggested books related to conservation and the outdoors. It's a super-simple, fun and powerful way to share your interests, build your online identity and credibility, and connect with new readers and friends. It's all free, and you could even earn a royalty for Wildlife Forever, yourself or both!

“Cams” A Great Way to Watch Wildlife at Work!

Just about every state has them now ... eagle cams, falcon cams, loon cams. It's a good way to get the public involved in efforts to fledge young birds. Here's a compilation of cams that were submitted by various members of *The Balance Wheel* subcommittee. It's just for fun, but check out some of these cool links!

U.S. Fish and Wildlife Service Eagle Cam: <http://www.myoutdoortv.com/explore-the-u.s./eagle-cam.html>.

Live cam of a nesting loon in Minnesota. The site is from Ron Schara, an outdoors print and broadcast reporter: <http://www.mnbound.com/live-loon-cam/>.

Unless you speak Italian, you can't read the information. Nonetheless, it's cool to watch peregrines and American kestrels in Italy! <http://www.birdcam.it/>.

Dayton, Ohio falcon cam: <http://www.falconcam-cmnh.org/news.php>.

Peregrine falcon cam in downtown Atlanta: <http://www.georgiawildlife.com/documentdetail.aspx?docid=283&pageid=1&category=conservation>.



ACI CONFERENCE UPDATE

ACI 2.0: 2009 ACI Conference

By Marianne Burke, Louisiana Department of Wildlife and Fisheries

Time is running out to make travel plans for the ACI Conference in Baton Rouge! We have a great conference planned so be sure you're on our guest list. **June 12 is the deadline for the \$99 lodging rate at the Hilton Baton Rouge Capital Center, so don't delay.** If your travel plans are still in the planning stage, make your reservation today and adjust them as your plans unfold.

The ACI conference agenda is being updated regularly, so check out the Web site at www.aci-net.org/conference2009 today to get up-to-the-minute reports! If you have questions about the conference, please contact:

Marianne Burke, (225) 765-2917 or mburke@wlf.la.gov
Thomas Gresham, (225) 765-2496 or tgresham@wlf.la.gov

Following is the agenda!

MONDAY JULY 13

Travel day

- 12:30 p.m. Registration opens
- 4:30 p.m. ACI Board Meeting
- 7:00 p.m. "Welcome to Louisiana"
Join us at the Old State Capital for hors d'oeuvres and a trip back in time to Louisiana's colorful history. (www.sos.louisiana.gov/tabid/245/Default.asp)

TUESDAY, JULY 14

7:00 a.m. Awards Committee Meeting (Continental breakfast provided.)

8:00 a.m. Registration opens

8:30 a.m. -12:00 p.m. **General Session**

- Welcome - Host state & ACI President
 - Robert Barham, Secretary, La. Dept of Wildlife and Fisheries
"Louisiana's Natural Resource History"
 - John Maxwell Hamilton, Dean
Manship School of Mass Communications, Louisiana State University
([http://appl003.lsu.edu/masscomm/mcweb.nsf/\\$Content/Hamilton?OpenDocument](http://appl003.lsu.edu/masscomm/mcweb.nsf/$Content/Hamilton?OpenDocument))
"Changes in Mass Communications through the Generations"
 - Janice Lansing, Undersecretary
La. Dept. of Wildlife and Fisheries
"Marketing and Its Role in Government Conservation Agencies"
 - Dave Nomsen
Wildlife Management Institute/Pheasants Forever
"Climate Change and New Funding for Government Agencies"
- 1:30 p.m.–3:00 p.m. and 3:30 p.m. – 5:00 p.m. (concurrent)
- **Publications:** *Online magazines*
Panel discussion on the pros and cons of converting to online publications. We'll hear from editors who have made the leap.
 - **Marketing:** *60 Ideas in 60 Minutes* –
Rapid-fire introduction to 60 real world ideas that you should absolutely include in your marketing department. At least half of them are low to no-cost ideas.
Speaker: Stafford Kendall with Covalent Logic. (www.covalentlogic.com/stafford) Covalent Logic is a full service firm that offers a wide range of services, described in their own words to include "Web to traditional marketing, strategy to design, wordsmithing to tunesmithing—our goal is to fulfill the needs of our clients."

7:00 p.m. **ACI Annual Auction**

Riverboat Gambling is the theme for the night. Join us in a traditional Louisiana dinner with an added flare of old Mississippi Riverboat gambling. **For more auction information contact Steve Wilson at srwilson@agfc.state.ar.us or Micah Holmes mholmes@odwc.state.ok.us.**

WEDNESDAY, JULY 15

8:30 a.m. - 5:00 p.m.

Sessions will continue off-site for this day. We will travel to Louisiana State University (LSU) and spend the day with LSU's Manship School of Mass Communications. We'll start at the Manship Research Facility (www.survey.lsu.edu/) a state of the art facility on communications and thinking, and finish at the D. Jensen Holliday Forum with a couple of guest speakers.

Transportation is provided. LSU has several local eateries within walking distance but box lunches are provided upon request. The campus also has offers beautiful, historic oaks trees for a picnic.

- **Social Networking: *Opening the Electronic Doors***
Using Facebook and YouTube on a professional level for government agencies.
Speaker: Stafford Kendall with Covalent Logic. (www.covalentlogic.com/stafford) Covalent Logic is a full service firm that offers a wide range of services, described in their own words to include "Web to traditional marketing, strategy to design, wordsmithing to tunesmithing—our goal is to fulfill the needs of our clients."
- **Diversity: Association for Education in Journalism and Mass Communication (AEJMC)**
([http://appl015.lsu.edu/masscomm/mcweb.nsf/\\$Content/aejmaward?OpenDocument](http://appl015.lsu.edu/masscomm/mcweb.nsf/$Content/aejmaward?OpenDocument))
Speaker: Dr. Jinx Broussard, Manship School of Mass Communications
([http://appl003.lsu.edu/MassComm/mcweb.nsf/\\$Content/Broussard?OpenDocument](http://appl003.lsu.edu/MassComm/mcweb.nsf/$Content/Broussard?OpenDocument))

THURSDAY, JULY 16

8:30a.m. **General Business Meeting**

Open to all members. (Continental breakfast provided.)

10:00 a.m. -11:00 a.m. and 11:00 a.m. -12 p.m. (concurrent)

- **New Technology & Communications: *Digital Archiving***
From black and white film to digital videos, hear how to archive those old slides and Beta tapes.
- **Marketing: *Creative Marketing Ideas for Younger, More Diverse Audiences***
Speakers: Murali Srinivasan, (www.huntfishbuddy.com); Kristian Sonnier. Public Relations Director, Peter Mayer & Company, New Orleans (www.peteramayer.com)

1:30 p.m. - 3:00 p.m. and 3:00 p.m. – 4:30 p.m. (concurrent)

- **Publications: *Staying Alive:*** a panel discussion on increasing magazine circulation during economic hard times, creating graphics for today's electronic world and younger audiences, and restructuring old magazines into new "hip" publications.
Speakers: Neil Landry, Peter Mayer & Co., New Orleans (www.peteramayer.com); Gustav Axelson, *Minnesota Conservation Volunteer Magazine* editor; Iowa Outdoors (presented by Kim Levy, *Louisiana Conservationist* editor)
- **Crisis Management: Lessons Learned from Hurricane Katrina.**
Speakers: Veronica Mossgrove, Governor's Office of Homeland Security & Emergency Preparedness (GOHSEP); Lt. Col. Keith LaCaze, LDWF Law Enforcement & search and rescue coordinator.

7:00 pm **Annual ACI Awards Banquet** (www.sos.louisiana.gov/tabid/245/Default.asp)

FRIDAY, JULY 17

Field Trips (Choose one. Transportation provided.)

- The Myrtles Plantation Tour (<http://www.myrtlesplantation.com/>)
- St. Tammany Trail (hike, bike or canoe) (<http://www.tammanytrace.org/>)
- Northlake Nature Center (<http://www.northlakenature.org/>)



Auction Action

By Steve "Wildman" Wilson, Arkansas Game and Fish Commission

The 2009 ACI auction promises to be bigger and better than ever!

Once again there will be a special early bird raffle ticket opportunity where you can purchase \$100 worth of tickets for ONLY \$20 if you purchase them before or at registration. Other special events planned for this year's auction include a dice game, a duck pluck and minnow races. Yes, I said minnow races! We will have the dice, ducks and minnows....you just bring your money.

No ACI auction would be successful without YOUR help. We need each of you to be gathering auction items for the raffle, silent auction and live auction. The usual items like hunting equipment, fishing tackle, camping supplies, cameras, art prints, knives, jewelry, toys, clothing, etc. help make the raffle and auction tables more attractive. AND of course, we need trips...each of you is encouraged to put together some type of trip to your state for this year's auction. Whether it is a green timber duck hunt in Arkansas, a trout fishing trip in Colorado, a float trip down the Snake River in Wyoming, a couple of nights' stay at a local state park, or just a weekend visit to your place.....WE NEED TRIPS.

Purchase \$100 worth of raffle tickets for only \$20 on or before registration: make checks to: ACI Conference 2009 Baton Rouge and mail to:

La. Dept. of Wildlife & Fisheries
Attn; Candace Guidry
Library Room 117
P.O. Box 98000
Baton Rouge, LA 70898

Letters/certificates and small auction items should be shipped to:

La. Dept. of Wildlife & Fisheries
Public Information Office
P.O. Box 98000 Room 328
Baton Rouge, LA 70898

Larger auction items and packages should be shipped to:

La. Dept. of Wildlife & Fisheries
Public Information Office
2000 Quail Drive, Room 328
Baton Rouge, LA 70808

If you have any questions about the auction contact: Steve WILD MAN Wilson at 501-351-6596 or Micah Holmes at 405-521-3855.



SKILL BUILDING

"Take Me Fishing" Campaign Advances Participation in Boating and Fishing

By Helena Basche, Communications Manager, Recreational Boating & Fishing Foundation

Take Me Fishing™, a campaign from the non-profit Recreational Boating & Fishing Foundation (RBFF), works to increase participation in boating and fishing, offering outdoor enthusiasts all the tools they need to learn, plan and equip for a day on the water.

In April 2008, the campaign was infused with a new look and feel to capture the excitement and memories associated with boating and fishing. RBFF updated the [Take Me Fishing](#) campaign after research revealed that the message was creating awareness but not a conversion to participation in boating and fishing. The new creative elements blend the picturesque beauty of nature, the excitement of the sport and the idea of making new memories with friends and family. The goal? Introduce more dynamic images and a stronger call to action to get people out on the water.

To support the new campaign, RBFF also:

- Improved the traditional advertising buy to include regional radio, more regional online and more print for a full 12 months.
- Conducted direct-mail marketing in 32 states to help sell fishing licenses.
- Integrated public relations efforts to increase awareness of these efforts.

Take Me Fishing Advertising More Motivating

RBFF's new campaign message is resonating with boaters and anglers like never before, according to an annual tracking study released in November 2008. The online study of more than 1,600 people revealed:

- More than half of target anglers (55 percent) are more likely to go fishing in the next year as a result of the advertising message – 40 percent are more likely to go fishing from a boat.
- Half of target anglers (51 percent) indicated the campaign would make them more likely to purchase a fishing license in the next year.
- Half of target anglers (49 percent) found the advertising to be extremely memorable – up 20 percent from 2007.
- Advertising likeability remains high with seven in 10 respondents (72 percent) indicating they liked the advertising.

New Web Site

[TakeMeFishing.org](#) is the centerpiece of the campaign, serving as the key destination where RBFF drives participants to take action. As the most comprehensive boating and fishing Web site available nationwide, TakeMeFishing.org has several features to keep visitors actively engaged.

State Pages:

- Pages for all 50 states that provide links to local fishing and boating information: where to buy a license, where to boat and fish, local events and conservation efforts.

Fishopedia:

- Truly the A-Z of fishing, Fishopedia educates visitors about specific fish, where they live and how to catch them.

Hot Spots:

- Visitors can search through 12,000 locations to boat and fish. Google mapping pinpoints boating and fishing locations and provides additional information, including addresses and phone numbers.

Boat-selection tool:

- Compare boats, find links to manufacturers and register for a free 'Get Started in Boating' DVD (through NMMA's *Discover Boating* campaign).

Little Lunkers:

- A portion of the site devoted to young fishing enthusiasts.
- Features fun games that teach kids about boating and fishing, including: Fish Memory Game, Create a Fish, Fish Finder and Fish Hangman.
- Allows kids to post pictures of their catches.

Fishington, The Fishing & Boating Capital of the Internet:

- A social networking site where outdoor enthusiasts can send messages, share photos, add hotspots to their profile and more.
- More than 6,700 members have signed up since the launch in October 2008.
- Recently selected as an [Official Honoree](#) by the 13th Annual Webby Awards, hailed as the "Internet's highest honor" by *The New York Times*.

TakeMeFishing.org Rates High Among Users

By improving navigation, enhancing usability and introducing new content, the Web site has been able to generate a greater appeal across a broader range of audiences. A recent survey of TakeMeFishing.org found that satisfaction and overall impressions of the site were rated above-average across all categories by survey respondents, following the major redesign. More than 1,000 people participated in the Web-based survey.

Key Survey Findings:

- More than 80 percent of respondents found what they were looking for on the site.
- The percentage of survey respondents who were return-visitors to TakeMeFishing.org increased to more than 35 percent (versus 28 percent the previous year).
- Eighty-six percent of respondents were likely to recommend TakeMeFishing.org to someone else.

"In an effort to continually improve the content on the site and keep it relevant and engaging for visitors, we added new interactive features this year," said RBFF President and CEO Frank Peterson. "Take Me Fishing is about capturing the excitement and the memories associated with boating and fishing, and we want to inspire visitors to take action."

TakeMeFishing.org Wraps Record-Setting Year

As RBFF's fiscal year came to a close in March 2009, the organization celebrated a record-setting year for its Take Me Fishing campaign Web site. TakeMeFishing.org received **2.4 million unique visitors** – up 129 percent from the same time last year and 243 percent from 2007.

In the past year, TakeMeFishing.org:

- Saw a 4.5-percent increase in the number of returning visitors.
- Saw a 9-percent increase in the amount of time people spent on the site.
- Sent almost 200,000 people to state agency Web sites to inquire about a fishing license and more than 10,000 people to inquire about boat registrations.
- Saw a 37-percent increase in traffic to boating pages.
- Debuted [new boating content](#), including an interactive 'Boat Explorer' tool, glossary, navigation and trip planning resources.

Looking Ahead

The Take Me Fishing campaign will continue to preserve boating and fishing for future generations by bringing families together and building appreciation for our nation's waterways. By working with industry partners to drive license and equipment sales, more funding will be available for local conservation efforts. Call it "conservation through participation."

"Participation in boating and fishing plays a vital role in protecting our nation's waterways," said RBFF President and CEO Frank Peterson. "By driving dynamic marketing campaigns and introducing new levels of creativity to our efforts, we will make a big impact to safeguard these American traditions and the natural resources they depend on."

For more information visit TakeMeFishing.org or contact Heather Sieber at hsieber@rbff.org or 703-778-5160.



Minnesota DNR teams with Dairy Queen to Reward Safe Young Boaters
By Tim Smalley, Minnesota DNR Boat & Water Safety

Kids in Minnesota who wear life vests are rewarded not only with being safer while boating, but also with a refreshing Dairy Queen treat. When DNR conservation officers spot a child in a boat wearing a life jacket, they present the youngster with a PFD Panda Award certificate. PFD refers to personal flotation device, the official name given to life vests.

Attached to the PFD Panda Award is a tear-off coupon that entitles the child to a free Dairy Queen ice cream cone or cheeseburger from participating DQ restaurants. PFD Panda is the DNR's mascot that encourages kids to boat safely.

"We at International Dairy Queen were excited with the idea and offered to partner with the Minnesota DNR on the program," said James Braasch, marketing manager for the Minnesota-based company. "We think this is a great way to encourage children to wear their life jackets. We hope that safe boating behavior continues right through adulthood."

PFD Panda's birth was the result of a call from a now-retired DNR conservation officer to Tim Smalley, DNR boating safety specialist. The CO said he wished there was a reward to give children whom he found wearing life vests. With a little brainstorming, they came up with the PFD Panda Award certificate. "We've had the PFD Panda Award for at least 15 years," Smalley said. "It's a nice addition to also give safe boating kids a cool treat for wearing life jackets."

Several other government agencies, including the state of Maryland and U.S. Coast Guard, have borrowed the character, made PFD Panda costumes, and traveled to schools and events to promote boat and water safety. And according to Kim Nix of the Alabama Department of Conservation, Marine Police in that state give out "I got caught wearing my life jacket" T-shirts.

Studies conducted by the Minnesota DNR show that more than 96 percent of children now wear a life jacket while boating in Minnesota. That is an increase from about 47 percent in 1984.



STRATEGIC PLANNING

Alabama's Community Archery Program Aims to Increase Archery Participation *Submitted by The Archery Trade Association*

The Community Archery Program (CAP) in Cullman, Ala. received \$52,000 from the Archery Trade Association (ATA) to fund a local archery park, provide equipment, and increase school involvement in the National Archery in the Schools Program (NASP).

The \$285,000 project is a collaborative effort among the City of Cullman, the Alabama Division of Wildlife and Freshwater Fisheries (ADWFF) and the ATA. The Cullman Community Archery Park is the second of six Alabama archery facilities now completed or under way as part of CAP. The first such state-of-the-art archery park opened in 2008 in Athens, about 50 miles from Cullman. Meanwhile, the ADWFF is building archery parks in Dothan and Demopolis, and will soon break ground in Heflin. The state is also negotiating for an archery park in Huntsville.

"We're not slowing down," said Stuart Goldsby, Alabama's regional hunter education coordinator for the ADWFF. "We might not be building the biggest facilities in the country, but we're working with our communities to build grassroots archery parks that involve everyone from schools to rec departments to bowhunting clubs. If it weren't for the support of the ATA and the archery industry, none of this would be possible. The people of Alabama value this partnership."



The ATA's CAP, launched by Alabama's state wildlife agency, has been embraced by other state and local government leaders across the country. CAP promotes NASP as a key introduction to archery, works to make the sport available in local community recreation programs, and funds the shooting facilities all archers need to participate in shooting year-round. In 2007 and 2008 alone, the ATA provided more than \$400,000 to develop CAP in Alabama, Alaska, Iowa, Michigan, New Jersey and Tennessee.

As work on the Cullman Archery Park progressed in 2008, Cullman-area bowhunters formed the Heritage Archery Club, a local chapter of the Bowhunters of Alabama, the state's largest, most active archery association. Within a week, the club became the state's third largest chapter, no doubt evidence of what a local archery park can do to grassroots participation.

The archery park also will help the ADWFF create school and recreational archery programs in the city of Cullman and surrounding Cullman County. Of the total project amount, \$55,000 funded NASP in the Cullman area. Earlier ATA donations to Alabama included \$15,000 to help the ADWFF launch the state's NASP. In all, the ATA has provided the ADWFF more than \$100,000 in grants and equipment to grow archery and expand bowhunting opportunities in the state. In 2008, 147 Alabama schools participated in NASP and, as a result of CAP in Athens, Ala., 15 new schools were added to NASP.

"Alabama has been aggressive in promoting and developing the CAP model, and building on the success and popularity of the NASP," said Michelle Doerr, the ATA's director of archery and bowhunting programs. "They're on track to build two to three archery parks a year for the next few years for everything from school to after-school shooting programs to 3-D tournaments. They're doing a great job of working with the entire community to get people involved and excited about archery."

The Cullman archery park features 36 targets, including an eight-target beginner's range from 5 to 20 yards; an eight-target general target range of 15 to 50 yards; a four-target bowhunting range of 10 to 40 yards with a 12-foot platform; and a 16-target walking course with shots out to 70 yards.

Since 2004, the ATA has provided funding totaling approximately \$884,000 – including grants provided through CAP – to initiate NASP in the United States, Canada and Australia. It has also contributed nearly \$960,000 in CAP grants, equipment and direct aid to state wildlife agencies to grow archery and expand bowhunting opportunities.

For more information about the ATA's efforts to grow archery and bowhunting, please contact Michelle Doerr at michelledoerr@archerytrade.org or call (320) 562-2680. For more information on Alabama's CAP program, contact Stuart Goldsby at (256) 347-5920.



Nineteen Youth Teams to Represent Ohio at 2009 Archery Championships

By Jamey Graham, Ohio Division of Wildlife

Four hundred and thirty-eight Ohio elementary, middle and high school students, encompassing 19 teams, participated in the May 8 and 9 National Archery in the Schools Program (NASP) Championships in Louisville, Kentucky. Approximately 4,800 students from across the nation competed, making it the largest youth archery tournament in North America. Ohio is second only to Kentucky in the number of students who participated in the national competition.

"The level of participation and professionalism that our students brought to this event said a great deal about the strength of Ohio's National Archery in the Schools Program, as well as the strength and dedication of the schools, coaches, students, administrators, parents and volunteers who supported it," said Kevin Dixon, shooting sports coordinator for the Division of Wildlife. "Every one of them has earned the right to represent a school and Ohio in this event, and it's a responsibility they can be proud of."

School teams and individuals earned the right to participate in the national event by winning their division or by achieving a minimum qualifying score in their respective state competitions.

Kentucky originated the NASP in 2002. Ohio has participated in the program since 2004. NASP is in 46 states, Canada, South Africa, Australia and New Zealand.

[Click here](#) or go to www.nasparchery.com for more information and tournament results.



AFWA News

Updates from AFWA's Highlights Quarterly publication and Laura MacLean, Communications & Marketing Director, AFWA

TWW Creates Facebook Page!

TWW recently launched a Facebook page as a way to get information out quickly. TWW has had list serves for a couple of years, but that information-transmission relies on individuals passing on information to others. TWW has a "public touch" so it made sense to go social, said MacLean.

"One of the reasons I feel we're seeing an increase is because what was called "new media" just two years ago is more than mainstream now," said MacLean. If you're not on Facebook, YouTube, Flickr, Twitter, blogging, etc., then you're missing an opportunity to know your audiences and for them to know you. The for-profit world got into the game early on and even some federal agencies, CDC especially. Back then, the fear was that you were opening yourself up to criticism. But I think communicators quickly learned that the good far-outweighed any bad.

Teaming With Wildlife Act Seeks \$350 Million in Funding

On March 19, senators Tim Johnson (S.D.), Debbie Stabenow (Mich.), Jon Tester (Mont.) and John Thune (S.D.) introduced the Teaming With Wildlife Act ([S655](#)). This bill seeks \$350 million for 2011-2016 for state fish and wildlife agencies to implement State Wildlife Action Plans. The source of the revenue is \$175 million through the Outer Continental Shelf Act and \$175 million from the Mineral Leasing Act. The money would be deposited into the Wildlife Conservation and Restoration subaccount. States and their partners currently are working on securing co-sponsors.

Climate Change/Wildlife Action Plan Workgroup

In 2008, the Climate Change and Teaming With Wildlife committees joined forces to create a Climate Change/Wildlife Action Plan Workgroup to guide states on how to integrate climate change into State Wildlife Action Plans by the creation of a guidance document. Individuals from state and federal agencies and private conservation organizations were chosen to participate on the working group, which has drafted a formal charter and created subcommittees to focus on various aspects of the guidance document for the States. The document will be presented at the Association's 2009 Annual Meeting with a possible accompanying workshop. It will be a living document that will be available online and updated as new information arises.

8th Annual Teaming With Wildlife Fly-in

The 8th annual Teaming With Wildlife Fly-in was held on February 24-25. More than 100 participants representing 30 states and the District of Columbia took part. The advocates' outreach focused on three messages:

- 1) Support for \$85 million for State Wildlife Grants in FY10;
- 2) Support for the Teaming With Wildlife Act; and
- 3) Support for adaptation funding in climate change legislation.

At the Fly-in's annual reception, attended by more than 175 guests, the Teaming With Wildlife coalition presented awards to Rep. Todd Tiahrt (Kan.) for his support of State Wildlife Grants funding and Rep. Lloyd Doggett (Texas) for his support of wildlife adaptation funding in climate change legislation. Sen. Tim Johnson (S.D.) also was scheduled to receive an award for his support of sustained funding through sponsorship of the Teaming With Wildlife Act, but was unable to attend. He will be presented with his award at a later date.

Teaming With Wildlife Coalition Reaches #6,000

The Teaming With Wildlife coalition reached 6,000 members, a major milestone! An award presentation is being planned for the 6,000th member, The Hawaii Wildlife Center. More information is available at www.teaming.com.



News of the Weird

If you encounter bizarre headlines from your state that we can include in future issues of *The Balance Wheel*, please send the story or a link 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. Enjoy!

Buzzard Baiting

Submitted by Hoy Murphy, West Virginia Division of Natural Resources

On April 16, Sgt. T.R. Stuckey received a call from the Berkeley Co. Sheriff's Dept. for assistance on a "shots fired" call. Upon arriving at the scene, Sgt. Stuckey met Lt. McGowan and observed a dead deer in a field behind the suspect's house. Investigation revealed that the suspect had killed the deer to bait-in buzzards. The suspect was charged with shooting within 500 feet of a dwelling and killing deer during closed season. The suspect was also advised that buzzards are protected.

Pork for Dinner?

Submitted by Hoy Murphy, West Virginia Division of Natural Resources

Cpl. D.R. Long, after investigating an escaped fire and issuing a citation, received a complaint of littering involving the carcasses of two burnt pot-bellied pigs being thrown out on private property. This investigation led Cpl. Long back to the same individual and another citation being issued. This guy gets added to the frequent-flier list.

Fisherman Refuses Rescue Because Fish are Biting!

Submitted by Kim Nix, Alabama Department of Conservation and Natural Resources

A 35-year-old Minnesota man declined assistance during an attempted ice rescue, telling emergency personnel the fishing was best in the area he was situated on - a slab of ice. According to the Sheriff's office, the man had used a ladder to get to the ice slab across open water about ¼ mile from the Lake Winnebago shore. The ice slab was connected to ice that led to shore, but had a large crack in it that had opened up.

The Oshkosh Fire Department deployed a rescue boat to the man. He refused assistance, stating the fishing was good in that area.

Hunter Glues Antlers onto Doe Head

Submitted by Ashley Wethey, Louisiana Department of Wildlife and Fisheries

The Vermont Fish and Wildlife Department recently documented the first case of a deer hunter's attempting to avoid detection after illegally shooting a doe by gluing antlers onto its head. The 19-year-old individual used epoxy and lag bolts to attach antlers to the doe's head. According to Fish and Wildlife personnel, the finished product didn't fool them, as the angle of placement was wrong and the antlers were of different sizes. The man was jailed for 10 days, and his hunting license was revoked.



UPCOMING EVENTS & DEADLINES

June 12 – Deadline for ACI Conference Hotel Reservations (to receive discount)

Western Association of Fish and Wildlife Agencies - July 10-16, Newport Beach, Calif.

ACI Annual Conference - July 13-16, Baton Rouge, La.

OWAA Annual Conference - June 13-16, Grand Rapids, Mich.

Midwest Association of Fish and Wildlife Agencies, 76th Annual Director's Meeting - June 28 - July1, Peoria, Ill.

Association of Fish and Wildlife Agencies Annual Meeting – Sept. 13-18, Austin, Tex.

Southeastern Association of Fish and Wildlife Agencies – Nov. 1-4, Atlanta, Ga.



MEMBER NEWS

ACI Welcomes New Members

ACI is proud to welcome its newest members! The National Bowhunters Foundation has joined as a Sponsoring Member. In addition, The Wildlife Society, Pennsylvania Game Commission and U.S. Sportsmen's Alliance have joined as Agency Members. Finally, ACI is pleased to welcome Cheryl Stanco and Josetta Hawthorne as individual members.

-END SUMMER 2009 TBW ISSUE -