Association for Conservation Information
2006 Awards Program Results

*Results are listed by state organization, title of entry, & person submitting.

**Big Idea, Small Budget**
1st: Montana Fish, Wildlife & Parks, Enough is Enough, Tom Dickson
2nd: Florida Fish & Conservation Commission, Florida Safe Harbor Program, Mary Scott Gilbert
3rd: Michigan Department of Natural Resources, Showcasing the DNR, Richard Morscheck

**Books**
1st: Arizona Game & Fish Department, *A Field Guide to Amphibians & Reptiles in Arizona*, Debbie Freeman
3rd: California Department of Fish & Game, *California Finfish and Shellfish Identification Book*, Alexia Retallack
                   Mary Patyten, & Carrie Wilson

**Calendars**
1st: South Carolina Department of Natural Resources, 2007 Weather Calendar, Caroline Foster
2nd: Minnesota Department of Natural Resources, Minnesota DNR 2007 State Parks Calendar, Collin Grant
3rd: Oklahoma Department of Wildlife Conservation, Outdoor Oklahoma 2007 Calendar, Micah Holmes

**Communications Campaigns**
1st: Texas Parks & Wildlife Department, Life’s Better Outside, Darcy Bontempo
2nd: Montana Fish, Wildlife & Parks, Enough is Enough, Tom Dickson
3rd: Oklahoma Department of Wildlife Conservation, Oklahoma Wildlife Expo ’06, Kristen Gillman

**Education and Outreach**
1st: Ohio Division of Wildlife, *Wild Ohio for Kids* magazine, Melissa Hathaway
2nd: Nebraska Game & Parks Commission, *Trail Tales*, Doug Carroll
3rd: New Hampshire Fish & Game Department, *Discover Wild Times for Kids*, Judith Silverberg

**External Newsletter**
1st: Wyoming Game & Fish Department, *Wyoming Wildlife News*, Ty Stockton
2nd: Texas Parks & Wildlife Department, *Eye on Nature*, Karen Blizzard
3rd: Texas Parks & Wildlife Department, *Reel Lines*, Karen Blizzard

**Internal Communications**
1st: Texas Parks & Wildlife Department, *Open Line 2006*, Cynthia Griesser
2nd: Oklahoma Department of Wildlife Conservation, *Wildlife-O-Gram*, Ben Davis
3rd: Arkansas Game & Fish Division, *The Wild Life Newsletter*, Beverly Birdsong

**Magazine: 4-color**
2nd: Montana Fish, Wildlife & Parks, *Montana Outdoors*, Tom Dickson
3rd: Minnesota Department of Natural Resources, *Minnesota Conservationist Volunteer*, Kathleen Weflen & Gustave Axelson

**Magazine Article: Fisheries**
1st: Montana Fish, Wildlife & Parks, “A Whisker Away from Winking Out,” Andrew McKean
2nd: Montana Fish, Wildlife & Parks, “Hatchery Pride,” Dave Hagengruber
**Magazine article: General Interest**

1st: Arizona Game & Fish Department, “Case Files of a Game Warden,” Heidi Hougham
2nd: Missouri Department of Conservation, “Sandbar Archaeology,” Jim Low
3rd: Wyoming Game & Fish Department, “Hunting for Wilderness,” Chris Madson

**Magazine article: Parks, Historical, or Cultural**

1st: West Virginia Division of Natural Resources, “In the Footsteps of Frontiersmen,” Hoy Murphy
2nd: Montana Fish, Wildlife, & Parks, “Still Scenes of Visionary Enchantment,” Tom Dickson
3rd: Wyoming Game & Fish Department, “A Christmas Story,” Chris Madson

**Magazine article: Wildlife**

1st: Minnesota Department of Natural Resources, “Brushland Dervishes,” Gustave Axelson
2nd: Montana Fish, Wildlife & Parks, “Working it Out With Wolves,” Tom Dickson
3rd: Florida Fish and Wildlife Conservation Commission, “If We Build It, They Will Come…A Seabird Success Story,” Kelly Broderick

**One-time Publication: Brochure**

1st: New Hampshire Fish & Game Department, Wild New Hampshire Rack Card Series, Victor Young
2nd: Florida Fish & Wildlife Conservation Commission, Florida’s Native Snakes, Kelly Broderick
3rd: Nebraska Game & Parks Commission, A Guide to Public Fishing Lakes in the I-80 Corridor, Doug Carroll

**One-time Publication: Other**

2nd: (tie) Texas Parks & Wildlife Department, Rio Grande Joint Venture: An Invitation to Action, Karen Blizzard
2nd: (tie) Texas Parks & Wildlife Department, Texas State Park Guide, Karen Blizzard

**Photography**

1st: Wyoming Game & Fish Department, Hunting Companion, Mark Gocke
2nd: Wyoming Game & Fish Department, Harlequin Romance, Mark Gocke
3rd: Florida Fish & Wildlife Conservation Commission, Joint Operations, Tim Donovan

**Posters**

1st: Arizona Game & Fish Department, Arizona Rattlesnake, Debbie Freeman
2nd: Minnesota Department of Natural Resources, Help Minnesota’s Wildlife, Collin Grant
3rd: Texas Parks & Wildlife Department, Texas State Railroad Poster, Karen Blizzard

**Print News Release**

1st: Missouri Department of Conservation, (December 8, 2006) ALL OUTDOORS, Jim Low
2nd: Missouri Department of Conservation, (August 11, 2006) ALL OUTDOORS, Jim Low
3rd: Missouri Department of Conservation, (August 18, 2006) ALL OUTDOORS, Jim Low

**Radio Program**

1st: New Hampshire Fish & Game Department, “Gram”
2nd: New Hampshire Fish & Game Department, “Downriggers”
3rd: New Hampshire Fish & Game Department, “The Pill”

**Regulations Publications**

1st: Ohio Division of Wildlife, Ohio Hunting & Trapping Regulations, Vicki Ervin
2nd: New Jersey Division of Fish & Wildlife, New Jersey Fish & Wildlife Digest, 2007 Freshwater Fishing Issue, Cindy Kuenstner
3rd: (tie) New Jersey Division of Fish & Wildlife, New Jersey Fish & Wildlife Digest, 2006 Hunting & Trapping Issue, Cindy Kuenstner
3rd: (tie) New Jersey Division of Fish & Wildlife, New Jersey Fish & Wildlife Digest, 2006 Marine Issue, Cindy Kuenstner
**Television Series**

1st: Missouri Department of Conservation, "Missouri Outdoors," Kipp Woods
2nd: Texas Parks & Wildlife Department, "Texas Parks & Wildlife Television," Don Cash
3rd: Tennessee Wildlife Resources Agency, "Tennessee’s Wild Side," Don King

**Video: News Release**

1st: Texas Parks & Wildlife Division, *Policing Pollution*, Karen Loke
2nd: Texas Parks & Wildlife Division, *Frog People*, Karen Loke

**Video: Other**

1st: Missouri Department of Conservation, "Just Kiddin’ Around - Animal Migration," Kipp Woods
2nd: Ohio Division of Wildlife, "State Wildlife Officer Recruitment Video,” Vicki Ervin

**Web Sites**

1st: Arkansas Game & Fish Commission, The Official Web Site of the Arkansas Game & Fish Commission, Arlene Green
2nd: Arizona Game & Fish Department, Arizona Game & Fish Department Web Site, Rory Alkens
3rd: *Minnesota Conservation Volunteer* magazine, Minnesota Department of Natural Resources, *Minnesota Conservation Volunteer* Web Site, Kelly Randall
Take Me Fishing™ Outreach and Education Award

The Recreational Boating & Fishing Foundation (RBFF) presented The Nevada Department of Wildlife (NDOW) with the Take Me Fishing™ Outreach and Education Award during the Association for Conservation Information (ACI) conference held on July 12 in Lenox, Mass. NDOW was chosen for its targeted outreach to the state Hispanic population, which included Spanish radio spots designed to motivate Hispanic anglers and educate them about how easy it is to obtain a fishing license.

"The judges felt that Nevada demonstrated a unique and thorough outreach strategy toward engaging the Hispanic audience," said RBFF President and CEO Frank Peterson.

NDOW research showed that while southern Nevada has a large Hispanic angling population, license agents and the fishing public were confused about the license requirements of non-residents and non-citizens. The Spanish radio spots were aired in October 2006 and were supported by cards and fliers placed in targeted locations. The fliers were printed double-sided with license information in both English and Spanish.

"The changing demographics bring us new cultures, new exciting challenges, and new ways to look at the resource," said U.S. Fish and Wildlife Service Director H. Dale Hall in a recent NCTC telecast on diversity and recruitment issues. "The reality is that we survive at the will of the people, if conservation lives, it only lives in the hearts of the citizenry, so we have to reach out and bring new people into conservation."

The Take Me Fishing Outreach and Education Award was a small part of the conference's larger focus on marketing. ACI hosted a Marketing Day on July 10, where attendees learned skills and techniques from those who have designed and implemented successful marketing campaigns.

About RBFF

RBFF is a nonprofit organization established in 1998 to increase participation in recreational angling and boating. RBFF helps people discover, share and protect the legacy of boating and fishing through national outreach programs including the Take Me Fishing™ campaign and Anglers' Legacy.