

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
- 2nd: Texas Parks & Wildlife Department, *What It Takes to Fulfill Our Mission: 2006 Annual Report*, Karen Blizzard
- 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

- 1st: North Carolina Wildlife Resources Commission, *Wildlife in North Carolina*, Greg Jenkins
- 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
- 3rd: Alabama Department of Conservation & Natural Resources, "Needles in the Haystack – Locating Reef Structures," Kim Nix

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

- 1st: South Dakota Game, Fish & Parks, *Conservation Digest – Kids Edition*, Thea Miller Ryan
- 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
- 3rd: Texas Parks & Wildlife Division, *Gordan Makes His Move*, 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
- 3rd: Alabama Department of Conservation & Natural Resources, "Resource Protection," Ron Jolly, Tim Ward, & Billy Pope

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.