CHAPTER 6

Public Image and Photography

6.1 Purpose: Our efforts in the field leave a lasting impression on the participants and landowners through photographs, high standards and our professional conduct. We need to use every opportunity to show and explain the positive aspects of hunting to the public. This chapter will provide some guidelines and information on providing that positive public image.

6.2 The Mission Statement: The last part of our mission statement says we are working to create informed consent of hunting in the public. But what does that really mean? Huntmasters generally come from a hunting background and have roots in the field and in wildlife. We all understand that a big part of wildlife management comes from population control by harvest. Generally, the public does not hunt, but are not against hunting as long as it is ethical and can be tied to our wildlife management mission. It is creating and maintaining this positive public image that allows us the freedom of hunting in this country.

6.3 Public Image. Our public image begins long before we meet the young hunters and their parents. It starts with our initial contact with them, that first call or email when we explain the hunt, the standards we expect and the philosophy of the program. It is the small details about our organizational skills, the philosophy that the education is more important than the harvest. It is their first impression when they meet us at the meeting point and the process in which we explain the hunt, carefully discuss medical issues and remind them of their role as participants in this hunt. It further extends to each hour and day of the hunt as they watch the Huntmaster and guides to see how it should be done. Our actions not only speak for the Hunter Outreach Program but millions of hunters in the United States who seek to provide a future for the next generation of hunters.

6.4 Your Role. The Hunt Team has a definite role in the public image of hunting. The following is a short list of concepts to consider as you work with our program participants:

- Create a Positive Image of hunting and hunters
- Be prepared before, during and after the hunt
- Be a positive resource for the people we take on hunts
- Look, dress and act professional

6.5 **Standards of Performance and Conduct.** Huntmasters, Huntsmen and Volunteers must present a positive public image through their actions. We have developed a list of standards which all Huntmasters, Huntsmen and Volunteers must live and abide by. Read these standards carefully as they portray your public image and that of the program.

**Part I: The Outreach Program Standards of Performance**

The Hunter Outreach Program is built upon five primary principles:

1) **Positive Threshold Experience.** We provide a positive threshold experience for participants by designing events that will allow participants to see game, experience a quality hunt, and enjoy their initial outdoor experiences.

2) **Access to equipment.** We provide access to equipment by providing fishing equipment, hunting equipment, and camping gear. In many cases, equipment is costly for participants and parents are hesitant to purchase it, and are concerned about long term interest by the youth. The program can loan most of the equipment needed for the participants to use during a Hunter Outreach event, and significantly reduce the out of pocket cost to the parent.

3) **Access to the resource.** We provide access to facilities by engaging private landowners in partnership agreements to allow youth participants to hunt and fish on lands not generally open to the public. These private lands enable the program volunteers to provide an increased level of safety and generally provide more contact with wildlife due to the limited public access.

4) **Access to skilled mentors.** Access to mentors is a key element of the program. Trained volunteers serve as guides, instructors, and event coordinators. This lends years of experience and expertise to every hunting and fishing activity.

5) **Provide Social Support.** The program is designed to encourage a high level of social support by engaging families and friends in the activities. Key to long term retention of youth in hunting and fishing activities is the social bonding of friends and family in an activity they can do together.
The above principles establish some baseline standards for the statewide implementation of the Hunter Outreach Program. Adherence to these standards is deemed necessary to insure all efforts, in each region of the state, meet the minimum levels of safety, ethics and professionalism.

**Part II: Standards of Safety**

The safe conduct of an educational event is of the highest importance. Each event we plan must include a focus on safety.

1. **Firearms**
   a. Each firearm is inspected by a Huntmaster or Huntsman before use.
   b. The ammunition is checked by a Huntmaster or Huntsman to insure it is the proper caliber for the firearm and is accompanied by factory loaded ammunition of the proper grain.
   c. The firearm fits the shooter to the best extent possible.
   d. When dealing with youths or novice shooters, the firearm is only loaded under the supervision of an adult.
   e. Firearms will be stored in a vehicle while in a hunt camp or under positive control by the Huntmaster while in a day event, such as a pheasant hunt.

2. **Other weapons.**
   a. Other weapons, archery equipment, knives etc are to be inspected by the Huntmaster prior to the hunt. Unless specially approved by the Huntmaster, no weapons are allowed at an event other than those used for the hunt.
   b. No concealed weapons or handguns will be allowed on a Hunter Outreach hunt unless carried by a law enforcement officer in performance of his duties. Parents, volunteers, Huntsmen and Huntmasters will not bring handguns to a Hunter Outreach Event. If parents arrive with a handgun, it will be unloaded and safely stored in a locked vehicle during the hunt. **This policy has no exceptions!**

3. **Risk Assessment.**
   a. Each Huntmaster will continually assess the risk factors of a hunt, prior to and during the hunt. Safety violations cannot be tolerated and we must be vigilant to prevent accidents or unsafe acts from occurring.
b. Each Huntmaster will update his/her risk assessment for the hunt prior to the hunt date. The decision to continue/cancel a hunt due to weather concerns or changes in the Risk Assessment lies with the Huntmaster.

4. Safety Orientation and Briefing.
   a. Prior to departure from the registration site, all Huntmasters will conduct a safety orientation for the hunters and their parents. The safety orientation will include the following information:
      i. Rules and Policies of the Program
      ii. Potential risk factors at the hunt
         1. Weather
         2. Terrain
         3. Animals
         4. Factors identified in the prior risk analysis
      iii. Firearm safety
         1. Cover policy in the briefing and review again before each movement to the field.

5. Grounds for Dismissal. Violations of safety rules and policies are grounds for hunters to be dismissed from a hunt. Safety violations or a failure by the Huntmaster and volunteers to maintain a safe environment during an event are ground for dismissal.

Part III: Standards of Conduct
As a volunteer for the Hunter Outreach Program, personal conduct and standards are key to the success of the program. The Code of Conduct below articulates the standards expected from all Huntmasters/Volunteers and Instructors. Persons who violate these standards are subject to dismissal from the Hunter Outreach Program.

- I will conduct myself in a manner that reflects positively upon the Program and Colorado Parks and Wildlife. I will refrain from engaging in conduct or making statements that may negatively impact the public’s understanding or acceptance of the Outreach Program.
- I will respect different approaches to mentorship. I will honor the efforts and contributions of others and not misrepresent them as my own.
• I will be responsible for setting clear, appropriate and culturally sensitive boundaries that govern any physical contact I may have with the student.
• I will accurately identify my qualifications, expertise and experience.
• I will not knowingly exploit any aspect of the coach/student relationship for my personal, professional or monetary advantage or benefit.
• I will seek to avoid conflicts between my interests and the interests of my students.
• I will dress professionally when participating in a CPW sponsored event. If provided uniform items, they will be clean, neatly pressed and worn in an appropriate manner.
• I will not wear CPW clothing items to inappropriate business establishments, to include but not limited to bars or adult entertainment establishments.
• I will seek to foster quality family relationships and support of youth and novice interests in outdoor activities when coaching/mentoring students.
• I will not pursue personal relationships with students outside the planned activity or event which may be deemed inappropriate by the general public.
• I will not release or maintain personal information concerning students.
• I will at all times strive to recognize personal issues that may impair conflict or interfere with my performance as a Volunteer or my professional relationships. Whenever the facts or circumstances necessitate, I will promptly take appropriate action, to include suspension or termination of my participation in the Outreach Program activities.
• I will actively participate in all planned activities during a hunt, assist in camp set up and tear down, cooking, and general camp support. I will assist the Huntmaster in all areas of the hunt and provide support when needed. I will remain at the hunt for the entire duration of the hunt and depart only when released by the Huntmaster.

_Leaving a legacy of a positive experience is the foundation of this program and our continual focus for the future. You are the one who makes this happen. Each time we are in the field, providing guidance or just talking with future hunters, we are measured by our words._
deeds and actions. Be a true mentor: walk the walk, talk the talk and Live your vision of Excellence.

6.6. Photography. Photographs of the hunt and the outdoor experience are an important part of our effort to provide each of our participants and the landowners with memories of this unique experience. Each Regional Coordinator will provide their guidance as to what photographic product is provided but in all cases, we must insure the photos “tell the story’ we want to portray to the public. The following is a suggested list of ideas to portray to your photographers on an Outreach event:

6.6.1 Hunt Photographs. As a rule, we are looking for magazine quality photographs that can be taken by anyone if they follow some basic guidelines. The photos are also used to build a memory book for the landowner, Huntmaster and the Division history file.

- Before the hunt, appoint a photographer and talk to them about our needs and tips.
- Let the picture tell the story
- Fill the frame with close-up shots. Close ups of young people having fun and learning are winners
- Be sure the photograph depicts safety. Watch the position of firearms, animals and people
- When using Big Game pictures, insure all are properly wearing Blaze Orange IAW regulations
- Avoid blood or distasteful subject matter
- Clean and pose game before taking a picture
- Photographs should show respect for the game
- When taking pictures of people wearing hats, be sure the headgear is pushed back so their faces are exposed and there is less shadowing
- Be aware of shadows or difficult lighting
- Be aware of subject matter, no offensive clothing. Check your background
- Take a group photo. This is a must and should be done before everyone has packed up for the end of the hunt. If a two or three day hunt, try to take the photo in the early evening of the first or second day. Attempt to include the landowner, guides and all volunteers in the photo
  - Take several shots
  - Be sure everyone is present
  - Check all clothing
♦ Get some action shots
♦ Depict several aspects of the hunt, evening meals, education programs, parents and youth sharing the experience
♦ If possible use digital cameras

6.6.2. Example Photos.

Good photo but note that the guide is not wearing orange. All Huntmasters will wear orange hats and vests on the hunt.

Photo of WA hunter. Note face is hard to see. Move hat off the face and change the angle to get more of the face.
Scenery photographs are good addition to the albums and help break some of the “people” pictures as we tell the story of the hunt.

Group Photos are important to show the scope of the program and the number of participants. The difficulty in large group photos is to be able to see the faces of the participants and still capture the entire group.
Photographers check list

Use of the following guidelines will help produce a picture story of the event you are photographing.

Look for the following photo opportunities.

1. Location signs – i.e. “Stillroven Farm” or “Leghorn Ranch”
2. Participant check in
3. Group gatherings (such as the morning event briefing)
4. Hunt or station action pictures
5. Individual participant photo opportunities
6. Pictures of participants and harvests
7. Pictures of participants and their sponsors
8. Group photo’s
9. Photo’s with land owners or guides