

Secondary Research

Colorado Wildlife Council Existing States' Updates

Maine

Relative to other states, Maine had a fairly light year. Hunting Works for Maine, the grassroots organization that exists to promote the strong economic partnership between the hunting and shooting communities and the local economy, seems to have continued its efforts from previous years. While the website doesn't appear to be updated (all data is from 2019), the organization is active on social media — regularly posting about how hunting aids conservation efforts, how hunters help wildlife thrive, and sharing statistics about funding and gun ownership.

Maine Department of Inland Fisheries and Wildlife (MDIFW), which protects and manages Maine's fish and wildlife populations and their habitats and helps keep people connected to the outdoors, has sustained its "Keeper of the Maine Outdoors" campaign. While MDIFW does not seem to have updated advertisements or new campaign-specific content, it has maintained its website and features the tagline and hashtag on its social channels. More recently, MDIFW has developed a content series on its YouTube channel featuring the different wildlife in Maine. This series, which does not seem to be specific to Keeper of the Maine Outdoors, includes livestreams of experts discussing unique species and answering questions from viewers in real time.

Although MDIFW does not seem to have a current or updated messaging campaign, it does explicitly address the need for communication in its 2020–2025 strategic plan. In the plan, MDIFW reiterates its mission and vision, and outlines five goals to help achieve them. One goal focuses on "communication," which includes developing and implementing a marketing communications strategy centered around its work, the importance of wildlife management, conservation, and the outdoors.

Michigan

Michigan Wildlife Council had a relatively active year in 2021. It launched a new campaign highlighting the tangible benefits of hunting and fishing. Specifically, the campaign focuses on how hunting and fishing benefit Michigan's "X" (e.g., economy, families, etc.) by using a playful tone and lively spokeswoman who surprises unexpected Michiganders with digestible facts and data. The Council also published quarterly email newsletters that feature animal highlights, current conservation efforts, and even recipes. Additionally, Michigan Wildlife Council regularly released news stories, sponsored TV interviews, and worked with Detroit Lions' Frank Ragnow.

Similar to previous years, a 2021 bipartisan proclamation designated July 2021 as Michigan Wildlife Conservation Month. The monthlong celebration helped to promote awareness of efforts to protect Michigan's wildlife, and highlight the role of hunting and fishing in aiding the state's conservation. The designation of Wildlife Conservation Month also coincided with the eight-year anniversary of the Michigan Wildlife Council.

Lastly, a Michigan lawmaker introduced legislation in 2021 to add four additional members to the Michigan Wildlife Council – two from nonprofits promoting non-consumptive wildlife use, one from a tribal government, and one with a master's degree in a wildlife related field – but the bill died in committee without even a hearing.

Montana

Similar to previous years, it does not appear Montana Fish, Wildlife and Parks (MFWP) has any type of external messaging campaign. Unlike Colorado Wildlife Council (CWC), educating on the benefits of hunting and fishing is not a main priority for MFWP; therefore, it doesn't explicitly mention the direct impact hunting and fishing have on conservation or wildlife management. For example, while its social channels often showcase hunters and anglers, there are no specific callouts that speak to the benefits of these activities. MFWP does, however, have a robust conservation section on its website that provides information on the species it manages, human/wildlife conflict, and fisheries, to name a few of its efforts.

While MFWP might not have a *current* external communication initiative, it has acknowledged the importance of enhanced communications. Specifically, MFWP's *Vision and Guide 2016–2026* outlines various initiatives it believes will help connect people to Montana's unique outdoor resources. To help accomplish this, MFWP emphasizes its need to deliver "timely and tailored information using a variety of effective outreach tools to communicate more meaningfully with the public," as well as providing "user-friendly access to information and enhance communications with fresh and innovative strategies."

Habitat Montana, a program conducted by MFWP, is an effort by hunters and anglers to protect wildlife habitat. Most of the revenue for this program comes from nonresident hunting licenses, which help fund land acquisition and conservation easements. Similar to MFWP, Habitat Montana does not seem to have an external messaging campaign or even its own social channels. However, the program was featured on a radio ad earlier this year. Specifically, in March 2021, Montana Wildlife Federation (a separate organization) launched a radio ad that highlighted Habitat Montana and how the program can benefit ranchers and hunters as well as help to create more public access.

Oregon

Earlier this year, House Bill 3187 was introduced that would create an Oregon Wildlife Council. The proposed Council would consist of eight members responsible for developing a media-based program to educate Oregon residents on the benefits of hunting and fishing. Specifically, Oregon Wildlife Council would be tasked with developing and implementing, "with a third-party marketing or advertising agency, a comprehensive, media-based public information program to promote the essential roles of hunting and fishing in wildlife conservation and to educate the public about hunting and fishing." House Bill 3187 ultimately died in committee, without a floor vote, by the end of Oregon's 2021 legislative session.

Oregon Department of Fish and Wildlife (ODFW), which is partially funded by the sale of hunting and fishing licenses, seeks to "protect and enhance Oregon's fish and wildlife and their habitats for use and enjoyment by present and future generations." While ODFW seems to currently lack an external messaging strategy, it has noted the

importance of communication in previous strategic plans. In its most recent strategic plan (2018), ODFW notes part of its overarching goal is to “enhance our ability to communicate with our customers, partners and stakeholders.” However, specific tactics are not explicitly mentioned.

Pennsylvania

In Pennsylvania, what started as a temporary public wildlife education effort during the pandemic has now become a permanent program operated by the Pennsylvania Game Commission. Called “Wildlife on Wi-Fi,” the remote-learning program was initially created in 2020 to provide “parents, educators and students with wildlife-focused educational resources during these challenging times.” The program consisted of information categories, such as wildlife sciences, that focus on wildlife management; the Discover Backyard Wildlife category that offers way to explore wildlife in your backyard; and a Pennsylvania Birds resource.

In 2021, the Commission announced that, due to its popularity and success, the Wildlife on Wi-Fi program was now a permanent program and a “valuable addition to the Game Commission’s wildlife-education toolbox.” As part of its FY20-23 Strategic Plan, the Game Commission notes that by mid-2021, it was hoping to have developed an “outreach program to engage and communicate with non-consumptive audiences.” It’s likely that Wildlife on Wi-Fi will be the focal point of this effort going forward, as the Commission in a 2019 series of communications recommendations acknowledged that because of “demographic and cultural changes, as well as changes due to modernization in the U.S., ... [these] are distancing people from nature and wildlife.” In response, it needs to develop a “road map to transform the agency for the modern era, with the guiding ambition to increase agency relevancy for the public. ...”

It’s clear that the Pennsylvania Game Commission will be putting more focus on communicating wildlife education to the broader citizenry, though the effort still seems largely in its early stages, and is more about broader wildlife education efforts, as opposed to highlighting benefits of outdoor activities to the Commonwealth. Evidence of this can be seen in the PGC’s recent execution of a “state lands wildlife habitat tour” that was meant to “highlight habitat enhancement, infrastructure improvements and hunting opportunities.” Again, a broader wildlife management focus.

Tennessee

In Tennessee, 2021 has been a relatively quiet year when it comes to public-facing wildlife initiatives. A review of the Tennessee Wildlife Resources Agency’s (TWRA) 2021 press releases shows no new significant public education initiatives. Instead, it appears the TWRA is continuing with its Virtual Learning Center, similar to what Pennsylvania did during the pandemic, that looks to make it easier for families to have access to wildlife education materials. The agency’s Virtual Learning Center includes “videos about wildlife education, cooking with ingredients you can find in nature, as well as printable materials like “backyard bingo,” in order to get kids outdoors while they’re learning from home.” The TWRA continues to produce its weekly podcast, “Tennessee WildCast,” which provides “information on the mission of the Tennessee Wildlife Resources Agency; outdoor events; and activities from hunting, fishing, boating, and just about anything outdoors.” The podcast has seen increased popularity in the last three to four

months, as average plays on SoundCloud have reached several thousand, whereas for years, it was in the hundreds. Lastly, the TWRA's current five-year strategic plan, developed in 2014 for years 2014–2020, should be set for an update soon.

Similarly, a review of the Tennessee Wildlife Resources Foundation's website, a 501(c)(3) established in 1999 by the TWRA to "to promote habitat conservation, responsible land stewardship, and the preservation of Tennessee's hunting and fishing heritage," shows little press release activity for 2021, and no information on new public education initiatives.

Washington

In Washington, it was also a quiet year in regard to public education campaigns, according to an analysis of the Washington Department of Fish and Wildlife's (WDFW) press releases for the last year. However, WDFW did adopt a new, 25-year strategic plan in late 2020 that includes some items of note. Part of its vision includes creating a future where "residents [have] a deep appreciation of the intrinsic value of nature and the benefits of fish and wildlife, and who have a strong sense of personal stewardship and environmental responsibility." Additionally, the WDFW acknowledges that it needs to do a better job reaching youth and young adults, as well as communities that have had less access to fish- and wildlife-based outdoor recreation. In particular, the plan notes that it needs to "better serve residents who may not have a history of participation in outdoor recreation or stewardship. We can help residents connect with nature and learning in their existing urban and rural places. ..." The plan mentions building out staff capacity to assist with this goal. Lastly, one of WDFW's 25-year goals to create an environment where "WDFW is well recognized for contributing to residents' quality of life" and where "wider recognition of the role fishing and hunting play as conservation tools for many species" is understood. All in all, the 25-year plan shows that Washington is beginning to explore the idea of more public communication and engagement in order to better convey the benefits of hunting and fish, which warrants monitoring going forward.

Unfortunately, the department may face some headwinds in quickly pivoting toward this plan, as the result of a culture audit that "was first conceived in response to allegations of widespread sexual harassment throughout the agency, culminating in the conviction of former Fish and Wildlife deputy director, Greg Schirat, of rape in 2018," was finally released in September 2021. While the audit did not find evidence of sexual harassment as a pervasive issue, it did find "problems with communication, bullying and internal accountability."

Wyoming

In Wyoming, 2021 was also a relatively quiet year. From an analysis of press releases, the Wyoming Game and Fish Department spent 2021 executing its mission and mandates without pursuing any sort of large-scale, public education initiatives. However, the Wyoming Department of Tourism picked up the mantle. This year, the department announced that its "WY Responsibly" campaign, which was originally created as a response to COVID-19, would be expanded and continued for 2021. The campaign is a "value-based mission to educate and facilitate responsible travel by being stewards of Wyoming's natural spaces, wildlife, communities and culture." So, while it's

not a campaign focused on the benefits of activities like legal hunting and fishing, it does seek to portray interactions with wildlife and natural space with respect, responsibility and appreciation.

Additionally, 2021 saw the first meetings of the Wyoming Wildlife Taskforce, which was created to make “recommendations to the Wyoming Legislature and the Wyoming Game and Fish Commission,” but does not have rulemaking authority. While the focus of the taskforce largely will center around policy discussion relative to increasing resident sportsperson opportunities and involving private landowners as stewards of the land, it’s worth noting as the formation of this taskforce suggests a more active involvement in wildlife policy communications.

Lastly, the department’s current strategic plan references the results of public opinion research that was conducted at an undetermined time. Of note, one portion of the research results noted that the challenge for the department over the next five to 10 years “will be in determining the extent to which the Game and Fish Commission expands the scope of its priorities” relative to going “further in the fulfillment of its mission. ...” Therefore, “the obligation for Game and Fish Commission over the next five to 10 years will be to balance priorities by widening, but not shifting, the scope of its management efforts.” This might be a prelude to more robust public communication, but that remains to be seen.

National/Federal Update:

Just before Christmas in 2021, the Biden administration announced it would be creating the Hunting and Wildlife Conservation Council, a federal advisory committee that will provide recommendations to the U.S. departments of the Interior and Agriculture regarding wildlife and habitat conservation and preserving the nation’s hunting heritage.

This commission will be modeled after a similar one that had been established in 2010, but had been disbanded in 2018. If the new commission follows the contours of the previous, membership will consist of subject-matter experts from state fish and wildlife management agencies, hunting organizations, tribal resources management organizations, and conservation organizations, as well as others.

Secondary Addendum

Maine

Relative to other states, Maine had a fairly light year. Hunting Works for Maine, the grassroots organization that exists to promote the strong economic partnership between the hunting and shooting communities and the local economy, seems to have continued its efforts from previous years. While the website doesn't appear to be updated (all data is from 2019), the organization is active on social media — regularly posting about how hunting aids conservation efforts, how hunters help wildlife thrive, and sharing statistics about funding and gun ownership.

Maine Department of Inland Fisheries and Wildlife (MDIFW), which protects and manages Maine's fish and wildlife populations and their habitats, and helps keep people connected to the outdoors, has sustained its "Keeper of the Maine Outdoors" campaign. While MDIFW does not seem to have updated advertisements or new campaign-specific content, it has maintained its website and features the tagline and hashtag on its social channels. More recently, MDIFW has developed a content series on its YouTube channel featuring the different wildlife in Maine. This series, which does not seem to be specific to Keeper of the Maine Outdoors, includes livestreams of experts discussing unique species and answering questions from viewers in real time.

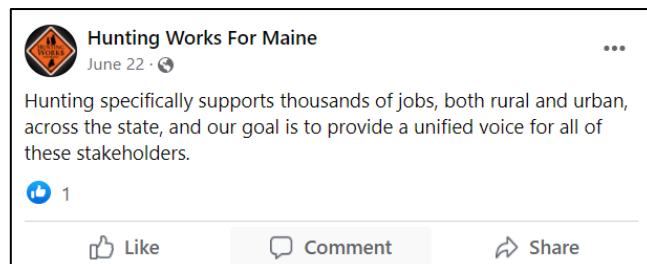
Although MDIFW does not seem to have a current or updated messaging campaign, it does explicitly address the need for communication in its 2020–2025 strategic plan. In the plan, MDIFW reiterates its mission and vision, and outlines five goals to help achieve them. One goal focuses on "communication," which includes developing and implementing a marketing communications strategy centered around its work, the importance of wildlife management, conservation, and the outdoors.

- Hunting Works for Maine, the grassroots organization that exists to promote the strong economic partnership between hunting and shooting communities and the local economy of the state of Maine, seems to be continuing efforts from previous years.
 - Its website does not appear to have recent updates, and lists the same economic data noted in 2019. For example:
 - \$213 million spent annually
 - 181,000 people hunt in Maine each year.
 - Of those hunters, 40,000 are from out of state.
 - Maine hunters spend \$102 million on trip-related expenditures.
 - Hunters in Maine spend over \$60 million on hunting equipment. Each hunter spends an average of \$1,100 a year in Maine.
 - Hunter spending translates to nearly \$120 million in salaries and wages.
 - Hunting in Maine supports nearly 4,000 Maine jobs.
 - Hunters generate \$28 million in state and local taxes.

- \$363 million ripple effect



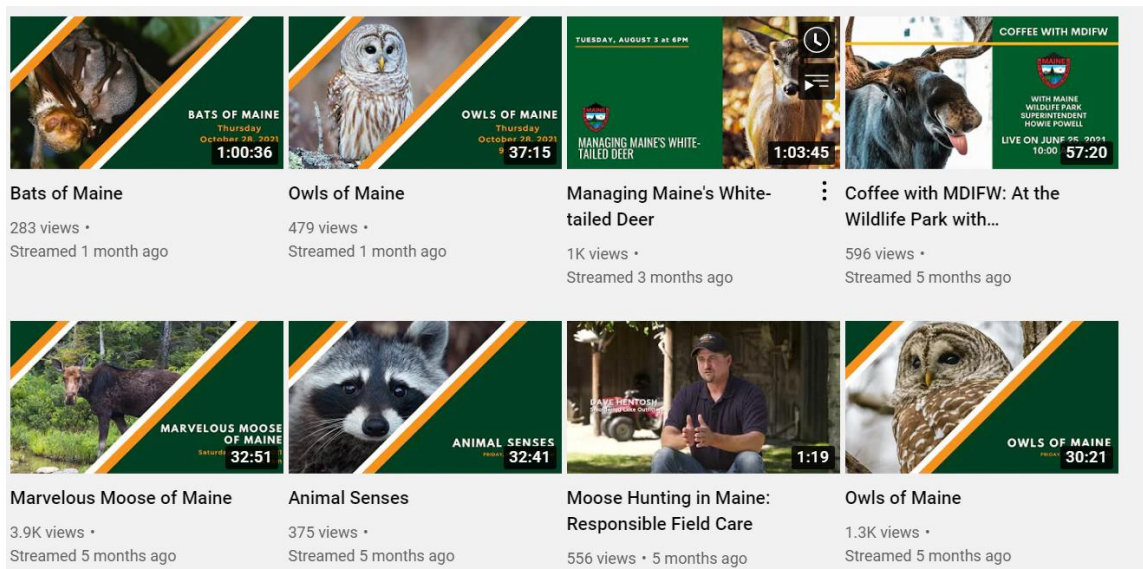
- Hunting Works for Maine is active on Facebook and Twitter, posting approximately twice a month.
 - Example content includes how hunting helps conservation efforts, how hunters help wildlife thrive, or statistics about funding and gun ownership.



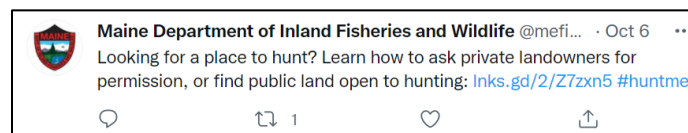
- Maine Department of Inland Fisheries and Wildlife “protects and manages Maine’s fish and wildlife populations and their habitats, while also keeping people connected to the outdoors through recreation, sport and science.” It’s funded “by sportsmen and outdoorspeople.”
 - While it appears that MDIFW’s is continuing its Keeper of the Maine Outdoors campaign, its website is active, and its social channels feature the tagline and hashtag. It doesn’t seem to have updated advertisements or campaign-specific content

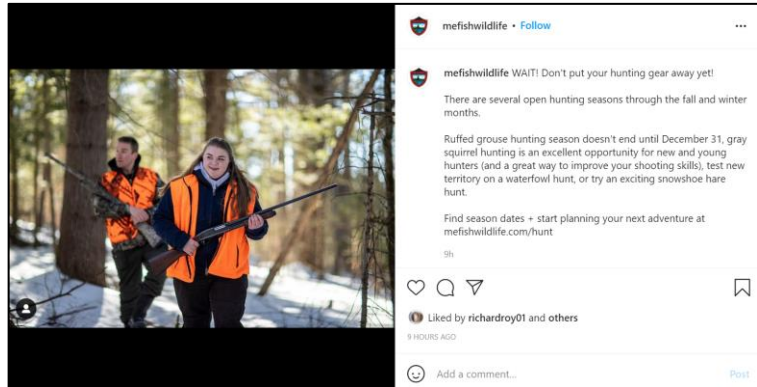


- o More recently, MDIFW has developed a content series on YouTube featuring the different wildlife in Maine. The series includes livestreams of experts discussing unique species and answering questions from viewers.



- o MDIFW is active on all social channels. In addition to its YouTube series, MDIFW posts regularly on Facebook, Instagram and Twitter. Example content includes animal stats and facts, information on hunting/fishing season, firearm safety, or general information on hunting/fishing.





- Although MDIFW does not seem to have a current or updated messaging campaign, it does explicitly address the need for communication in its 2020–2025 Strategic Plan.
 - In its strategic plan, MDIFW reiterates its mission and vision, and outlines five goals to achieve them. One of its goals focuses on “communication,” which includes developing and implementing a marketing communications strategy centered around its work, the importance of wildlife management, conservation, and the outdoors. The full list of communication strategies can be seen in the image below:

4. Communication

Measurably increase public knowledge and support the MDIFW's work.

Strategic Objectives

- Develop and implement a marketing and communications strategy that is based on data and responsive to, and benchmarked by, public surveys
- Develop, implement, and assess message strategies that result in measurably increasing the public's awareness of the Department's breadth of work and depth of expertise, the value of wildlife management and conservation, and their trust in and support for MDIFW
- Develop, implement, and assess message strategies that support the Department's goal of ensuring safety in the outdoors
- Develop, implement and assess strategies that provide all employees with the information and training they need to actively support the department's communication strategies
- Develop, implement, and assess communication strategies to provide the public with essential information about nuisance animals and measurably reduce calls and time spent by staff
- Develop and implement materials and message strategies that highlight for landowners the socioeconomic and environmental benefits of outdoor recreation and for the public the importance of safe and courteous practices
- Retain or grow the Department's national reputation and Maine's standing as the state with the third highest rate of outdoor activity

[Hunting Works for Maine, accessed [11/29/21](#); Facebook, accessed [11/29/21](#); Twitter, accessed [11/29/21](#); Keeper of the Maine Outdoors, accessed [11/29/21](#); Facebook, accessed [11/29/21](#); Instagram, accessed [11/29/21](#); Twitter, accessed [11/29/21](#); YouTube, accessed [11/29/21](#); MDIFW 2020–2025 Strategic Plan, accessed [12/1/21](#)]

Michigan

Michigan Wildlife Council had a relatively active year in 2021. It launched a new campaign highlighting the tangible benefits of hunting and fishing. Specifically, the campaign focuses on how hunting and fishing benefit Michigan's "X" (e.g., economy, families, etc.) by using a playful tone and lively spokeswoman who surprises unexpected Michiganders with digestible facts and data. The council also published quarterly email newsletters that feature animal highlights, current conservation efforts, and even recipes. Additionally, Michigan Wildlife Council regularly released news stories, sponsored TV interviews, and worked with Detroit Lions' Frank Ragnow.

Similar to previous years, a 2021 bipartisan proclamation designated July 2021 as Michigan Wildlife Conservation Month. The monthlong celebration helped to promote awareness of efforts to protect Michigan's wildlife, and highlight the role of hunting and fishing in aiding the state's conservation. The designation of Wildlife Conservation Month also coincided with the eight-year anniversary of the Michigan Wildlife Council.

Lastly, a Michigan lawmaker introduced legislation in 2021 to add four additional members to the Michigan Wildlife Council – two from nonprofits promoting non-consumptive wildlife use, one from a tribal government, and one with a master's degree in a wildlife related field – but the bill died in committee without even a hearing.

- The Michigan Wildlife Council introduced a new campaign in 2021 that focuses on how hunting and fishing benefit Michigan. Specifically, the ads, which have a playful, lighthearted tone, feature a woman who shows up unexpectedly to educate Michiganders about the tangible benefits hunting and fishing license fees have on wildlife conservation, the economy, and even family time.
 - Below are examples specific to hunting: “Hunting benefits Michigan’s Wildlife” and “Hunting benefits Michigan’s Economy.”





- Below are examples specific to fishing: "Fishing is great for families." and "Fishing is great for Michigan."






- Its website also features this spokesperson, and, in line with the campaign's theme, its homepage includes 2020 stats from hunting and fishing in Michigan:
 - In 2020 alone, hunting and fishing:
 - provided \$65.6 million for wildlife conservation through license purchases.
 - boosted Michigan's economy by \$11.2 billion!
 - supported 171,000 Michigan jobs.
 - helped keep wildlife populations in balance, and restored threatened species and habitats.
 - provided a healthy way to get outdoors and connect safely with friends and family.



- Michigan Wildlife Council also partners with Detroit Lions' Frank Ragnow, who is featured in email newsletters, news stories or social media. Recently, Ragnow is shown talking about turkeys and restoration efforts with a representative from Michigan's Department of Natural Resources.

Michigan Wildlife Council Update

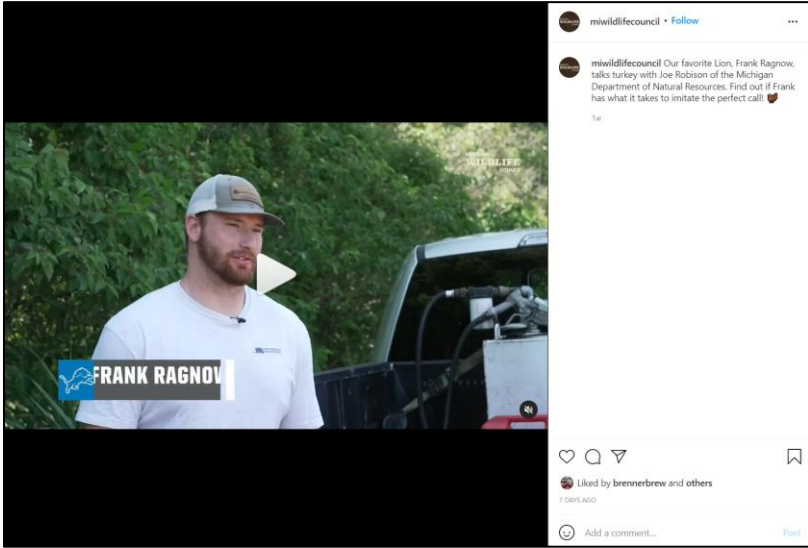
NOVEMBER 2021



DETROIT LION FRANK RAGNOW TALKS TURKEY WITH CONSERVATION EXPERT

All-Pro center Frank Ragnow may excel at calling out blocking assignments at the line of scrimmage, but when it comes to making wild turkey calls, he still needs some work. Ragnow joined the DNR's Joe Robison to talk about wildlife management efforts that have helped wild turkeys thrive in Michigan.

[WATCH NOW](#)



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miwildlifecouncil Our favorite Lion, Frank Ragnow, talks turkey with Joe Robison of the Michigan Department of Natural Resources. Find out if Frank has what it takes to imitate the perfect call! 🗣️

7 days ago

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Add a comment...

- o Michigan Wildlife Council regularly publishes press releases, with stories ranging from recipes to conservation efforts to fishing events. Its most recent press release, posted on Nov. 29, features a video demonstrating how to make venison chili, while also discussing how license fees benefit Michigan.

- o Earlier this year, the council also appeared in or sponsored several TV interviews, which showcased FrogWatch programs; how to create the “right” ecosystem for wildlife; or the purpose of the Duck Stamp. The news interviews also encouraged viewers to visit Michigan Wildlife Council’s website to learn more about conservation efforts.



- Similar to previous years, a 2021 bipartisan proclamation designated July as Michigan Wildlife Conservation Month.
 - o “Gov. Gretchen Whitmer issued the proclamation, which was introduced by Sens. Jon Bumstead (R-Newaygo) and Rosemary Bayer (D-Beverly Hills), and passed by the Michigan Senate. The monthlong celebration aims to promote awareness of national efforts to protect Michigan wildlife, as well as highlight the important role that hunting and fishing play in the state’s conservation.”

- “The designation coincides with the eight-year anniversary of the inception of the Michigan Wildlife Council, which is a bipartisan-approved panel seeking to educate the state on the importance of wildlife management.”

Michigan Wildlife Council Update

JULY 2021



**JULY IS A MONTH FOR CONSERVATION
CELEBRATION**

July is officially Wildlife Conservation Month. It's a time to promote awareness of the nationally heralded efforts the state is making to protect Michigan's wildlife and natural resources and the important role hunting and fishing play in conservation.

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- “A group of Democrats in Lansing has introduced two bills that would change the composition of two wildlife advisory boards in Michigan. The first is House Bill 5078. It would add four seats to the Michigan Wildlife Council, which is responsible for making wildlife policy recommendations to the governor, increasing its membership to 13. Two of those seats would go to people with expertise in wildlife issues, habitat or management from nonprofit groups focused on conservation and non-consumptive wildlife use. Another seat would go to a person representing a Michigan tribal government. The fourth new seat would be for someone with a master's degree in zoology, wildlife management or related field. All four new members would be appointed by the governor with the advice and consent of the state senate.”
 - According to HB 5078's bill history on the Michigan Legislature's website, the bill was introduced and referred to the Committee on Natural Resources and Outdoor Recreation, where it died without ever having a hearing.

[YouTube, accessed [11/30/21](#); Instagram, accessed [11/30/21](#); Michigan Wildlife Council, accessed [11/30/21](#); 13 ABC, [7/6/21](#); The Office of Governor Gretchen Whitmer, accessed [11/30/21](#); WLNS, [6/23/21](#); Michigan House Bill 5078, bill history, accessed [1/4/21](#)]

Montana

Similar to previous years, it does not appear Montana Fish, Wildlife and Parks (MFWP) has any type of external messaging campaign. Unlike CWC, educating on the benefits of hunting and fishing is not a main priority for MFWP; therefore, it doesn't explicitly mention the direct impact hunting and fishing have on conservation or wildlife management. For example, while its social channels often showcase hunters and anglers, there are no specific callouts that speak to the benefits of these activities. MFWP does, however, have a robust conservation section on its website that provides information on the species it manages, human/wildlife conflict, and fisheries, to name a few of its efforts.

While MFWP might not have a *current* external communication initiative, it has acknowledged the importance of enhanced communications. Specifically, MFWP's *Vision and Guide 2016–2026* outlines various initiatives it believes will help connect people to Montana's unique outdoor resources. To help accomplish this, MFWP emphasizes its need to deliver "timely and tailored information using a variety of effective outreach tools to communicate more meaningfully with the public," as well as providing "user-friendly access to information and enhance communications with fresh and innovative strategies."

Habitat Montana, a program conducted by MFWP, is an effort by hunters and anglers to protect wildlife habitat. Most of the revenue for this program comes from nonresident hunting licenses, which help fund land acquisition and conservation easements. Similar to MFWP, Habitat Montana does not seem to have an external messaging campaign or even its own social channels. However, the program was featured on a radio ad earlier this year. Specifically, in March 2021, Montana Wildlife Federation (a separate organization) launched a radio ad that highlighted Habitat Montana and how the program can benefit ranchers and hunters as well as help to create more public access.

- Montana Fish, Wildlife and Parks, which is partially funded through the sale of hunting and fishing licenses, "provides for the stewardship of the fish, wildlife, parks and recreational resources of Montana, while contributing to the quality of life for present and future generations." While MFWP doesn't seem to have an external messaging campaign, it has a comprehensive website that provides detail on hunting, fishing, animals, parks and general outdoor education.
 - Unlike CWC, educating on the benefits of hunting and fishing is not a main priority for MFWP, and it does not appear that MFWP explicitly talks about how hunting and fishing help the state or its conservation

efforts. Its social channels, for example, showcase hunters and anglers, yet there do not seem to be callouts specific to how these activities benefit wildlife or the economy. However, MFWP does have a robust conservation section on its website that provides information on the species it manages, the human/wildlife conflict, and fisheries, to name a few of its efforts.



- A review of MFWP’s news and public notices reveals frequent press releases – it’s provided a notice or press release almost every day in November 2021. Recent news updates discuss season dates and extensions, hunting conditions, park tours, and poaching.
- Habitat Montana, a program of MFWP, is an effort by hunters and anglers to protect wildlife habitat. The majority of the revenue for this program comes from nonresident hunting licenses that helps fund land acquisition and conservation easements. The money is also used to match other funding sources, helping to extend the reach of the money spent by hunters and anglers.
 - It does not appear Habitat Montana has an external messaging campaign or any owned social channels. However, the program was featured in a radio ad earlier this year. Specifically, in March 2021, Montana Wildlife Federation (a separate organization) launched a radio ad “to push back on legislative attempts to divert revenue from the sale of recreational marijuana away from popular public access programs.”
 - According to Montana Wildlife Federation, “the radio ad features fifth-generation rancher, John Rumney, owner of Rumney Cattle Company, who used the Habitat Montana program in 2018 to place a conservation easement on nearly 4,000 acres of family ranchland. In the ad, Rumney says boosting the Habitat Montana account as voters intended will benefit more ranchers and hunters and result in more public access.”

- While MFWP might not have a *current* external communication initiative, it has acknowledged the importance of enhanced communications. Specifically, MFWP's *Vision and Guide 2016–2026* outlines several actions and initiatives that it believes will help connect people to Montana's unique outdoor resources. It provides several action items that can help accomplish this, such as providing "timely and tailored information using a variety of effective outreach tools to communicate more meaningfully with the public" or providing "user-friendly access to information and enhance communications with fresh and innovative strategies."

[Montana Fish, Wildlife & Parks, accessed [11/30/21](#); Montana Wildlife, [3/30/21](#); Montana Fish, Wildlife, & Parks Vision and Guide 2016–2026, accessed [12/1/21](#)]


Oregon

Earlier this year, House Bill 3187 was introduced that would create an Oregon Wildlife Council. The proposed Council would consist of eight members responsible for developing a media-based program to educate Oregon residents on the benefits of hunting and fishing. Specifically, Oregon Wildlife Council would be tasked with developing and implementing, "with a third-party marketing or advertising agency, a comprehensive, media-based public information program to promote the essential roles of hunting and fishing in wildlife conservation and to educate the public about hunting and fishing." House Bill 3187 ultimately died in committee, without a floor vote, by the end of Oregon's 2021 legislative session. Oregon Department of Fish and Wildlife (ODFW), which is partially funded by the sale of hunting and fishing licenses, seeks to "protect and enhance Oregon's fish and wildlife and their habitats for use and enjoyment by present and future generations." While ODFW seems to currently lack an external messaging strategy, it has noted the importance of communication in previous strategic plans. In its most recent strategic plan (2018), ODFW notes part of its overarching goal is to "enhance our ability to communicate with our customers, partners and stakeholders." However, specific tactics are not explicitly mentioned.

- Earlier this year, House Bill 3187 was introduced, which would create an Oregon Wildlife Council.
 - "Oregon lawmakers are considering a bill to create an Oregon Wildlife Council. The eight-member council would be appointed by the governor with the stated purpose of developing a comprehensive media-based program to promote and educate the public on the roles of hunting and fishing in wildlife conservation."
 - According to the proposed bill, the Oregon Wildlife Council would "develop and implement, with a third-party marketing or advertising agency, a comprehensive, media-based, public information program to promote the essential roles of hunting and fishing in wildlife conservation and to educate the public about hunting and fishing."

- The bill was referred to, and heard, in the House Committee on Agriculture and Natural Resources, where it was voted out and re-referred to the House Committee on Ways and Means, where it ultimately stayed and died without another hearing.
- Oregon Department of Fish and Wildlife (ODFW), partially funded by the sale of hunting and fishing licenses, seeks to “protect and enhance Oregon’s fish and wildlife and their habitats for use and enjoyment by present and future generations.”
 - While ODFW seems to currently lack an external messaging strategy, it has noted the importance of communication in previous strategic plans. In reviewing its website, the most recent strategic plan is dated 2018.
 - ODFW notes that its overarching goal is to “strengthen the agency’s ability to achieve its mission in rapidly changing environmental, social and political climates; improve our ability to align our resources with agency priorities; monitor and manage our performance; and **enhance our ability to communicate with our customers, partners and stakeholders.**”

Strategic Plan: Goal 4



Improve our operational efficiency and ability to communicate performance.
 ODFW is committed to operating more efficiently. This means more than being frugal with tax and license dollars. It also means focusing dollars and employee efforts where they will matter the most. This will be a collaborative effort using the combined skills and talents of a workforce empowered to focus on priorities. This effort will require new ways of structuring, organizing and coordinating our work.

- Improve ways to define, prioritize, coordinate and communicate what we do.
- Ensure the Department has a diverse workforce with the skills and culture needed to tackle current and future needs.
- Develop information systems to better maintain and analyze the data needed for fish and wildlife science and management.
- Invest in those assets and infrastructure that best support our mission.

[Oregon State Legislature, accessed [12/1/21](#); OPB, [5/14/21](#); Oregon Dept. of Fish and Wildlife, accessed [12/1/21](#);

Pennsylvania

In Pennsylvania, what started as a temporary public wildlife education effort during the pandemic has now become a permanent program operated by the Pennsylvania Game Commission. Called “Wildlife on Wi-Fi,” the remote-learning program was initially created in 2020 to provide “parents, educators and students with wildlife-focused educational resources during these challenging times.” The program consisted of information categories, such as wildlife sciences, that focus on wildlife management; the Discover Backyard Wildlife category that offers way to explore wildlife in your backyard; and a Pennsylvania Birds resource.

In 2021, the Commission announced that, due to its popularity and success, the Wildlife on Wi-Fi program was now a permanent program and a “valuable addition to the Game Commission’s wildlife–education toolbox.” As part of its FY20–23 Strategic Plan, the Game Commission notes that by mid–2021, it was hoping to have developed an “outreach program to engage and communicate with non–consumptive audiences.” It’s likely that Wildlife on Wi-Fi will be the focal point of this effort going forward, as the Commission in a 2019 series of communications recommendations acknowledged that because of “demographic and cultural changes, as well as changes due to modernization in the U.S., ... [these] are distancing people from nature and wildlife.” In response, it needs to develop a “road map to transform the agency for the modern era, with the guiding ambition to increase agency relevancy for the public. ...”

It’s clear that the Pennsylvania Game Commission will be putting more focus on communicating wildlife education to the broader citizenry, though the effort still seems largely in its early stages, and is more about broader wildlife education efforts, as opposed to highlighting benefits of outdoor activities to the Commonwealth. Evidence of this can be seen in the PGC’s recent execution of a “state lands wildlife habitat tour” that was meant to “highlight habitat enhancement, infrastructure improvements and hunting opportunities.” Again, a broader wildlife management focus.

- 2020: “The Pennsylvania Game Commission is bringing wildlife education straight to students’ homes through Wildlife on Wi-Fi. The remote–learning campaign launched during National Environmental Education Week in late April and will continue through the end of the school year. The game commission says Wildlife on Wi-Fi provides parents, educators and students with wildlife–focused educational resources during these challenging times.”
 - “Wildlife on Wi-Fi is comprised of three remote–learning resources. In the Wildlife Science category, you can see wildlife on state game lands, in parks, and even your backyard. But have you ever wondered how biologists ensure that our state’s wildlife populations thrive? The game commission says you can find out with this collection of lessons and videos. The Discover Backyard Wildlife resource offers lessons for ways to explore wildlife right in your backyard. There’s also a Pennsylvania Birds resource, sharing a collection of lessons and activities around the flock, roost, fly, wade, and waddlers of Pa.”
- 2021: “The Pennsylvania Department of Environmental Protection recently announced that the Pennsylvania Game Commission’s Wildlife on Wi-Fi (WoW) program was the recipient of the statewide award for the Governor’s Award for Environmental Excellence. The accolade is presented to distinguished collaborative groups who represent state employees’ efforts to bring awareness and educate commonwealth citizens on the environment and natural resources.”
 - “The Game Commission launched the WoW online conservation learning program in April 2020, shortly after COVID–19 orders went into effect. The goal was to ensure continuity of the Game Commission’s educational and public awareness service during the pandemic, but WoW has been so successful that it’s now a permanent program that has been nationally recognized. WoW provides educators, students,

parents, and high-risk health communities, as well as general audiences, with home-based conservation and wildlife science education that includes lessons and activities, live virtual sessions, field researcher webinars, and social media games.”

- “The popularity of the initial campaign has made WoW a valuable addition to the Game Commission’s wildlife-education toolbox.”
 - “Not everyone has been on a State Game Lands, at one of our region offices or visitor centers, or has spoken with a game warden,” said Steve Smith, Game Commission Information and Education Bureau’s director. “WoW enables the Game Commission to connect every Pennsylvania resident to our state’s conservation heritage and wildlife, no matter where they are, and in a variety of content formats.”
- 2019: Communications Recommendations: “In addition to the demographic and cultural changes, as well as changes due to modernization in the U.S. that are distancing people from nature and wildlife, significant conservation and environmental issues have emerged, such as loss of habitat to urbanization, endangered species, and climate change. These growing demographic and environmental changes present state fish and wildlife agencies with important challenges that impact their mission and efforts. The Pennsylvania Game Commission has recognized these challenges and is proactively developing a road map to transform the agency for the modern era, with the guiding ambition to increase agency relevancy for the public – that is, to engage and serve broader constituencies.”
- PA Game Commission Strategic Plan FY2020–2023:
 - By June 30, 2021, complete and implement a communications plan to increase public awareness and reach targeted audiences.
 - a. By June 30, 2021, develop an outreach program to engage and communicate with non-consumptive users. Progress according to the plan through June 2023.
- Oct. 2021: “The Pennsylvania Game Commission plans on hosting a state game lands wildlife habitat tour this Sunday to highlight habitat enhancement, infrastructure improvements and hunting opportunities.”
 - “This tour will showcase what the Game Commission wildlife habitat, forestry and biology staff have accomplished for wildlife on public lands,” Beahm said in a press release. “Our staff have devoted a lot of time planning and performing habitat improvements that have immediate and long-term benefits for both game and nongame species.”

- o "It's reported that those who participate will enjoy the historic aspect and quality habitat improvements conducted by the Pennsylvania Game Commission habitat crews in partnership with organizations such as the National Wild Turkey Federation."

Wildlife on WiFi

Our vision is to connect Pennsylvania residents to their state's wildlife from anywhere. To achieve this, the Pennsylvania Game Commission's award-winning **Wildlife on WiFi** program provides innovative online learning opportunities, virtual lessons and educational resources about wildlife and its conservation.



Remote Learning Resources

Explore more than 50 online and DIY wildlife lessons, activities, story time readings, videos and livestream animal webcams. Game Commission educators are also available for free virtual lessons! **Wildlife on WiFi** resources support Pennsylvania State Academic Standards for Environment and Ecology.



Explore Backyard Wildlife



Celebrate PA Birds



Discover Wildlife Science



Celebrate PA Mammals



Virtual Teachers' Lounge



Careers in Wildlife



Endangered & Threatened



Schedule a Virtual Lesson

From the Field

Ever wonder what it is like to work with wildlife? **From the Field** allows you to explore the exciting work of scientists, game wardens, and other wildlife professionals. Check out other [From the Field videos](#). Let us know what topics you'd like to see featured by emailing wildlifeonwifi@pa.gov.



From the Field, Wildlife on Wifi
Saw-whet Owl Research



From the Field, Wildlife on WiFi
Duck Banding

Check Upcoming Events
for the next event

From the Field

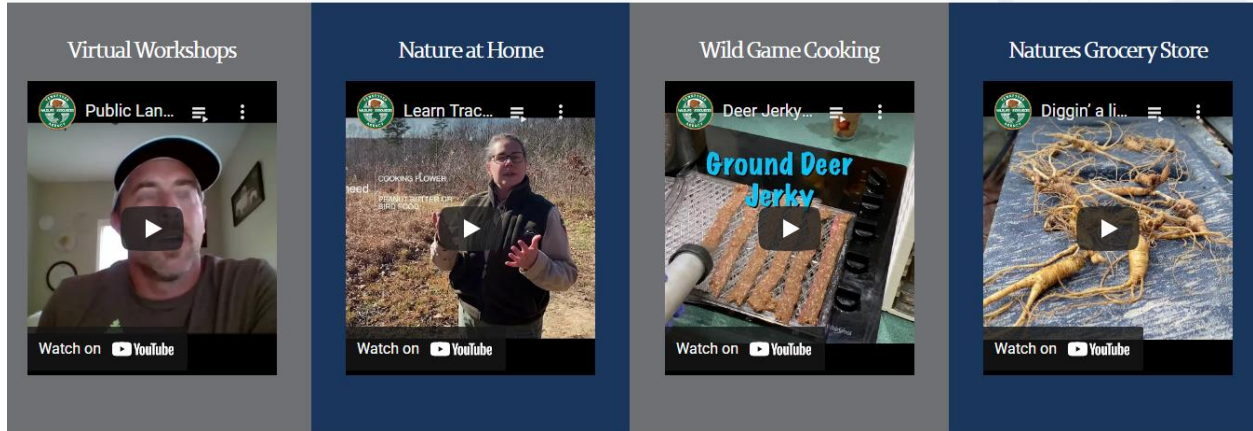
[ABC 27 News, [5/8/20](#); Pennsylvania Game Commission press release, [11/29/21](#); Pennsylvania Game Commission website, accessed [11/29/21](#); Pennsylvania Game Commission, FY2020–2023 Strategic Plan, accessed [11/29/21](#); WTJ News, [10/6/21](#); Pennsylvania Game Commission website, accessed [11/29/21](#)]

Tennessee

In Tennessee, 2021 has been a relatively quiet year when it comes to public-facing wildlife initiatives. A review of the Tennessee Wildlife Resources Agency's (TWRA) 2021 press releases shows no new significant public education initiatives. Instead, it appears the TWRA is continuing with its Virtual Learning Center, similar to what Pennsylvania did during the pandemic, that looks to make it easier for families to have access to wildlife education materials. The agency's Virtual Learning Center includes "videos about wildlife education, cooking with ingredients you can find in nature, as well as printable materials like "backyard bingo," in order to get kids outdoors while they're learning from home." The TWRA continues to produce its weekly podcast, "Tennessee WildCast," which provides "information on the mission of the Tennessee Wildlife Resources Agency; outdoor events; and activities from hunting, fishing, boating, and just about anything outdoors." The podcast has seen increased popularity in the last three to four months, as average plays on SoundCloud have reached several thousand, whereas for years, it was in the hundreds. Lastly, the TWRA's current five-year strategic plan, developed in 2014 for years 2014–2020, should be set for an update soon.

Similarly, a review of the Tennessee Wildlife Resources Foundation's website, a 501(c)(3) established in 1999 by the TWRA to "to promote habitat conservation, responsible land stewardship, and the preservation of Tennessee's hunting and fishing heritage," shows little press release activity for 2021, and no information on new public education initiatives.

- 2020: "The Tennessee Wildlife Resources Agency is offering free virtual classes to help parents as area school districts are either going virtual or heading into winter break. The resource is meant to be an online resource that's both fun and educational while learning from home."
 - "The Virtual Learning Center has videos about wildlife education, cooking with ingredients you can find in nature, as well as printable materials like "backyard bingo" in order to get kids outdoors while they're learning from home."



STREAMSIDE BINGO

Hold a crayfish	Measure water temperature	Pick up litter	Go fishing	Float a river
Skip a stone	Find a mayfly	Swim like a fish	Make a splash	Spot a mammal
Find a snail	Spot a wading bird		Quack like a duck	Pick up trash
Croak like a bullfrog	Hear a goose	Find a mussel	Buzz like a dragonfly	Dig your toes in the sand
Identify algae	Test water clarity	Take a picture of a turtle	Play Marco Polo	Find a fossil

Download and print the card to play by your favorite stream!

Download and print our activity and coloring book to have fun learning about Tennessee's wildlife!

BACKYARD BINGO

See a squirrel	Draw something you see outside	Find something yellow	Walk like a bear	Watch a bee on a flower
Find a place an animal would hide	Play a game in the yard	Identify 2 kinds of trees	Lay in the grass and watch the clouds	Spot a red bird
Look for a 4 leaf clover	Find a flower		Take a picture of an animal	Read a book about animals
Hear a cricket	Spot a butterfly	Have a picnic	Look at a spider web	Hop like a frog
Learn a bird song	Write a wildlife story	Find a bug	Trace a leaf	Spot a bat at dusk

Download and print the card to play in your backyard!

Tennessee WildCast
TW 267 - Deer Season Update with Lt. Colonel Grandstaff
2 days ago
Sports
2,198

Tennessee WildCast
TW 266 - Skinner Mountain, A Biodiversity Hotspot
9 days ago
Sports
3,381

Tennessee WildCast
TW 265 - Sharing Passions & Creating Memories Outdoors
16 days ago
Sports
3,347

Tennessee WildCast
TW 264 - Fall Fishing & The Umbrella Rig
23 days ago
Sports
4,808

[WATE News, [12/18/20](#); Tennessee Wildlife Resources Foundation website, accessed [11/29/21](#); SoundCloud, "Tennessee WildCast," accessed [11/29/21](#); Tennessee Wildlife Resources Agency, Strategic Plan 2014–2020, [March 2014](#)]

Washington

In Washington, it was also a quiet year in regard to public education campaigns, according to an analysis of the Washington Department of Fish and Wildlife's (WDFW) press releases for the last year. However, WDFW did adopt a new, 25-year strategic plan in late 2020 that includes some items of note. Part of its vision includes creating a future where "residents [have] a deep appreciation of the intrinsic value of nature and the benefits of fish and wildlife, and who have a strong sense of personal stewardship and environmental responsibility." Additionally, the WDFW acknowledges that it needs to do a better job reaching youth and young adults, as well as communities that have had less access to fish- and wildlife-based outdoor recreation. In particular, the plan notes that it needs to "better serve residents who may not have a history of participation in outdoor recreation or stewardship. We can help

residents connect with nature and learning in their existing urban and rural places. ...” The plan mentions building out staff capacity to assist with this goal. Lastly, one of WDFW’s 25-year goals to create an environment where “WDFW is well recognized for contributing to residents’ quality of life” and where “wider recognition of the role fishing and hunting play as conservation tools for many species” is understood. All in all, the 25-year plan shows that Washington is beginning to explore the idea of more public communication and engagement in order to better convey the benefits of hunting and fish, which warrants monitoring going forward.

Unfortunately, the department may face some headwinds in quickly pivoting toward this plan, as the result of a culture audit that “was first conceived in response to allegations of widespread sexual harassment throughout the agency, culminating in the conviction of former Fish and Wildlife Deputy Director Greg Schirat of rape in 2018,” was finally released in September 2021. While the audit did not find evidence of sexual harassment as a pervasive issue, it did find “problems with communication, bullying and internal accountability.”

- Nov. 2020: Washington Department of Fish and Wildlife adopted a 25-year strategic plan, where it notes a “desired future includes a Washington state where we see [...] residents with a deep appreciation of the intrinsic value of nature and the benefits of fish and wildlife and who have a strong sense of personal stewardship and environmental responsibility.”
 - “Residents’ interests and values toward fish and wildlife also shift through time. National surveys tell us that people’s connection to nature is changing and even waning, especially in urban centers. WDFW, with help from its partners, can do a better job reaching youth and young adults, as well as other groups in our communities who have traditionally had less access to fish and wildlife-based outdoor recreation and stewardship (including in urban areas). Racial minorities, notably, are underrepresented among whom we serve.”
 - “WDFW must better serve residents who may not have a history of participation in outdoor recreation or stewardship. We can help residents connect with nature and learning in their existing, urban and rural, places. ... By investing in and building staff capacity to engage with allies, the WDFW will be better positioned to help our partners succeed, while we also directly benefit from the work.”
 - One of the near-term actions identified by WDFW included creating and promoting “education opportunities in WDFW wildlife areas, in urban centers, and on school grounds.
 - Two of the seven “25-Year Desired Outcomes” identified by WDFW included: “WDFW is well recognized for contributing to residents’ quality of life” and “wider recognition of the role fishing and hunting play as conservation tools for many species,” which tracks closely with CWC’s mission in Colorado.
- “A cultural audit of the Washington Department of Fish and Wildlife, started in lieu of allegations of pervasive sexual harassment, found problems with communication, bullying and internal accountability, according to the

Office of the Washington State Auditor. The culture audit, however, which is the first of its kind in Washington State, did not find that sexual harassment was a pervasive issue.”

- “The audit was first conceived in response to allegations of widespread sexual harassment throughout the agency, culminating in the conviction of former Fish and Wildlife’s deputy director, Greg Schirat, of rape in 2018. At the same time, stakeholders, including politicians, raised concerns about the agency’s culture and accountability, said Emily Cimber, the lead performance auditor. Despite the problems, Cimber credited the agency for taking proactive steps.”
- “The state auditor’s office started the culture audit about two years ago. In 2018, Kelly Susewind was named WDFW’s new director, replacing Jim Unsworth, who had a tumultuous tenure, one marked by the sexual assault allegations and controversy over the handling of bear and wolf hunting practices. Susewind said he had hoped they would delay the audit until he had a chance to implement changes, but added that he believes the report is “fair.”

[Washington Department of Fish and Wildlife website, accessed [12/1/21](#); Washington Department of Fish and Wildlife, 25-Year Strategic Plan, [November 2020](#); The Spokesman-Review, [9/26/21](#)]

Wyoming

In Wyoming, 2021 was also a relatively quiet year. From an analysis of press releases, the Wyoming Game & Fish Department spent 2021 executing its mission and mandates without pursuing any sort of large-scale, public education initiatives. However, the Wyoming Department of Tourism (WOT) picked up the mantle. This year, the department announced that its “WY Responsibly” campaign, which was originally created as a response to COVID-19, would be expanded and continued for 2021. The campaign is a “value-based mission to educate and facilitate responsible travel by being stewards of Wyoming’s natural spaces, wildlife, communities and culture.” So, while it’s not a campaign focused on the benefits of activities like legal hunting and fishing, it does seek to portray interactions with wildlife and natural space with respect, responsibility and appreciation.

Additionally, 2021 saw the first meetings of the Wyoming Wildlife Taskforce, which was created to make “recommendations to the Wyoming Legislature and the Wyoming Game & Fish Commission,” but does not have rulemaking authority. While the focus of the taskforce largely will center around policy discussion relative to increasing resident sportsperson opportunities and involving private landowners as stewards of the land, it’s worth noting as the formation of this taskforce suggests a more active involvement in wildlife policy communications.

Lastly, the department’s current strategic plan references the results of public opinion research that was conducted at an undetermined time. Of note, one portion of the research results noted that the challenge for the department over the next five to 10 years “will be in determining the extent to which the Game & Fish Commission expands the scope of its priorities” relative to going “further in the fulfillment of its mission. ...” Therefore, “the obligation for Game and Fish Commission over the next five to 10 years will be to balance priorities by widening, but not shifting, the

scope of its management efforts.” This might be a prelude to more robust public communication, but that remains to be seen.

- Feb. 2020: “A new piece of legislation filed with the Legislative Service Office this week could potentially make firearms and hunting safety courses a regular part of the school day in Wyoming’s schools.”
 - “Sponsored by Sen. Ogden Driskill, (R-Devil’s Tower), Senate Joint Resolution 1 (SJR 1) would urge the Wyoming Department of Game & Fish to work with the Wyoming Department of Education to provide firearms and hunter education as a voluntary P.E. elective in the state’s public high schools.”
 - “While lacking teeth, the resolution could be an important reaffirmation of hunting for sport in Wyoming, where revenues from hunting and fishing licenses make up a critical percentage of the state’s conservation budget.”
 - According to LegiScan, SJR 1 was passed and ultimately signed by the governor on March 24, 2020.
- May 2021: “The Wyoming Department of Tourism announced that it will launch its second summer of the WY Responsibly campaign on June 1, encouraging all to be mindful travelers throughout the state. The WY Responsibly campaign is a value-based mission to educate and facilitate responsible travel by being stewards of Wyoming’s natural spaces, wildlife, communities and culture.”
 - “The WY Responsibly campaign was initially launched as a response to COVID-19, providing safe travel tips and resources that resonated with travelers and residents alike, and led to WOT expanding the campaign into 2021 by fostering three main initiatives.”
 - “Enjoy Natural Spaces Responsibly: Resources on how to respect the outdoors, including camping and trail etiquette, outdoor safety, precautions and best practices.”
 - “Coexist Responsibly: Resources on how to respect wildlife, reporting wildlife interactions, fishing guidelines and gear suggestions to prepare for any encounters.”
 - “Be Part of a Responsible Community: Resources on how to respect fellow travelers and locals, including current health guidelines, tips on supporting local businesses, and how to avoid overcrowding with recommendations for destinations throughout the state and along any road trip.”
- June 2021: “The Wyoming Wildlife Taskforce convened in Casper in June for its first meeting to begin discussions on policy issues related to hunting licenses and access facing Wyoming hunters and anglers.”

- “Through a ranking process, taskforce membership prioritized three issues for initial discussion over the next several meetings:”
 - “What policies might sustainably increase resident sportsperson opportunities for the “big 5” species — moose, sheep, goat, bison and grizzly bear? This discussion comes with a proposal to consider a 90/10 allocation for resident/nonresident licenses. ”
 - “What policies might sustainably increase resident sportsperson opportunities for deer, elk and antelope?”
 - “What policies and practices might support private landowners as stewards of wildlife habitat?”
- “The charge of the taskforce will be to formulate recommendations to the Wyoming Legislature and the Wyoming Game & Fish Commission; the taskforce does not have rulemaking authority.”
- From the Wyoming Game & Fish Department’s Strategic Plan, reference public opinion research conducted at an undetermined time: “
 - “In general, the main output of the Wyoming Game & Fish Department — healthy fish and wildlife populations and habitat, and quality fish and wildlife-related recreational opportunities — is regarded by Wyoming residents as extremely important.”
 - “... there is much evidence to suggest that the health of the state’s fish and wildlife resources and the continued availability of unique wildlife-related outdoor recreational opportunities contribute substantially to the overall quality of life in Wyoming.”
 - “With strong ratings from residents in terms of credibility, program priorities and current performance, there is no overwhelming mandate for the Game & Fish to drastically veer from its present course. However, the research also makes clear that residents want Game & Fish to go even further in the fulfillment of its mission — the challenge over the next five to 10 years will be in determining the extent to which Game & Fish expands the scope of its priorities.”
 - “... the obligation for Game & Fish over the next five to 10 years will be to balance priorities by widening, but not shifting, the scope of its management efforts.”

[Casper Star Tribune, [2/3/20](#); LegiScan, Senate Joint Resolution 1, as enrolled, [3/24/21](#); Cowboy State Daily, [5/13/21](#); Wyoming Game & Fish Department press release, [6/23/21](#); Wyoming Game & Fish Department, Strategic Plan, accessed [11/30/21](#)]

National/Federal:

Just before Christmas in 2021, the Biden administration announced it would be creating the Hunting and Wildlife Conservation Council, a federal advisory committee that will provide recommendations to the U.S. departments of the Interior and Agriculture regarding wildlife and habitat conservation and preserving the nation's hunting heritage.

This commission will be modeled after a similar one that had been established in 2010, but had been disbanded in 2018. If the new commission follows the contours of the previous, membership will consist of subject-matter experts from state fish and wildlife management agencies, hunting organizations, tribal resources management organizations, and conservation organizations, as well as others.

- “The Biden administration has announced that it is creating the Hunting and Wildlife Conservation Council, a federal advisory committee that will provide recommendations to the U.S. departments of the Interior and Agriculture regarding wildlife and habitat conservation and preserving the nation's hunting heritage.”
 - “The new council will build off the work of the Wildlife Hunting and Heritage Conservation Council, established during the Obama administration in 2010 and disbanded in 2018, as well as the Sporting Conservation Council, launched in 2006 during the George W. Bush administration.”
 - “As during its previous iterations, council membership will consist of subject-matter experts from state fish and wildlife management agencies, hunting organizations, tribal resources management organizations, and conservation organizations, as well as other key stakeholders.”
- “The U.S. Fish and Wildlife Service will manage the administration of the council, which will provide guidance and advice to the agency and to the departments of the Interior and Agriculture as they develop policies related to wildlife conservation and outdoor recreation, including hunting and fishing. Previous councils have provided advice on issues such as wildlife disease and federal land management planning decisions.”

[The Wildlife Society, [12/22/21](#); U.S. Department of Interior press release, [12/20/21](#)]