

Secondary Research

Colorado Wildlife Council

Existing States' Updates:

Maine

2022 was another quiet year for the Maine Department of Inland Fisheries and Wildlife (MDIFW). A review of the department's website and press release showed no focus on communicating to the public the benefits of hunting and fishing, instead, most of its press releases revolved around game warden enforcement activity and a state grant to repair fish hatcheries.

One new area of the website was under a section called "All-in for the Maine Outdoors," which asks residents to contribute to wildlife management through the purchase of things like special license plates or contributing to other programs.

The department's social media continues to be updated frequently, but with generic posts about key hunting or fishing season updates, as well as re-posts of department press releases or other news updates.

Lastly, 2022 as another year where the department's "Keeper of the Maine Outdoors" website – the closest to a public education initiative the department has engaged in – showed no sign of updates, with the last branded content piece on YouTube having been uploaded five years ago now.

Michigan

For 2022, the Michigan Wildlife Council (MWC) continues to center its communications around the economic benefit that hunting and fishing contributes to the state and its role in helping preserve nature for generations to come – all while not spending state tax dollars. Specifically, the MWC's website focuses on three main areas of concentration: conservation, economic impact and wildlife management.

The conservation section highlights how license fees go directly toward conservation of everything, from shorelines, to forests, to active management of wildlife. Economic impact continues to center around the idea that every time a person goes hunting or fishing in Michigan, it helps boost the state's economy to the tune of \$11.2 billion, generated annually, while supporting 171,000 jobs. Lastly, the wildlife management section showcases how "wildlife can't do it alone," which requires experts to actively management the state's various species of wildlife, as well as their habitats, thanks to license fees.

In the council's May 2022 report to the legislature, the MWC noted its media campaign continues to use its spokesperson "Annette," who is portrayed as lighthearted and humorous, and the campaign maintains a presence through digital video, digital display, paid social media, content marketing, and social influencers. At the same time, the report mentions that the MWC recently conducted audience research – both survey and virtual focus groups – that homes in on the message the council puts out to the public. Some major highlights: the MWC's lighthearted and humorous ads are maintaining a positive reaction, the fact that hunting and fishing dollars are the largest funding

source for wildlife management still surprises many Michigan residents, the economic impact message continues to see broad appeal, while population control has emerged as a more consistent reason to support hunting.

The outcome of this was a new :30 ad for 2022, featuring Annette, that centers on the campaign theme of “Hunting and Fishing Are Great for Michigan.” The ad lightheartedly conveys how a random fisherman being observed is helping fund the building of nesting sites for eagle populations. In addition to this new ad, the council has been exploring other content ideas, including a “Conservation Kitchen” series on its YouTube channel that highlights recipes using wild game; a video called “Something New” where the host tries clay shooting for the first time; and a “River Reborn” video that explores how fees helped revitalize a creek near Kalamazoo.

Lastly, according to the MWC’s FY2022 Operational Plan, the council’s current budgets set aside almost \$1.2 million in media, nearly \$660,000 in messaging and implementation, and just over \$251,000 for research.

Montana

Montana Fish, Wildlife and Parks (MFWP) continues to show no new attempts at a broad public education campaign. A review of MFWP’s website, press and news releases continue to focus mainly on the department’s core mission – as does its social media, by and large.

However, compared to some other states, MFWP executes on a couple of approaches that, while not a public education campaign, seek to highlight the connection between hunting and angling and conservation success. For example, on its social media MFWP thanks anglers for supporting Montana’s fisheries and conservation activities through their fishing. Similarly, its YouTube channel features a regularly updated video series called “Wildlife Wednesday,” which showcases topics ranging from highlighting certain wildlife species, providing fun facts and stats, as well as highlighting the wildlife management activities the department takes on.

Separately, every other month the MFWP produces its *Montana Outdoors* magazine that “shares stories about the wonders of Montana’s fish, wildlife and outdoors.” The current edition includes content ranging from the unintended consequence of feeding wildlife to an update from wildlife research scientists, to a fall colors photo essay derived from public submissions. All of which seek to educate the public on various wildlife, hunting and fishing aspect, but not the benefits to the state.

Additionally, MFWP maintains a distance learning program for students called “Montana WILD” that allows them to interact with state wildlife biologists and practice problem-solving techniques. Speaking of Montana WILD, the program is mentioned in the department’s “Objectives, Goals, Strategies and Measures 2025 Biennium” documents as one it’s looking to additionally create “educational instructional videos that teach the public responsible care of wildlife and habitat from program professionals in the department.” This merits monitoring going forward.

Oregon

Last year, a legislative attempt was made to create Oregon’s version of the Colorado Wildlife Council but was ultimately unsuccessful. A review of 2022 shows that the effort appears to have not been picked backed up this year. Meanwhile, this year was a busy one for the Oregon Department of Fish and Wildlife (ODFW), based on its volume of press releases, though none of the updates included any type of public education or outreach – mainly more of your standard department updates like many other states.

However, one new element prominently highlighted by the department was the recent establishment of the Oregon Conservation & Recreation Fund (OCRF), which allows Oregon residents and businesses to donate to a fund that subsequently doles out grant monies to wildlife and conservation organizations throughout the state through a grant application process. Examples of projects funded this year included underpass wildlife directional fencing, various creek restoration projects, sea otter restoration, removal of invasive species impacting species of turtle, and many others.

The fund operates through its own, dedicated website, OregonIsAlive.org, which invites visitors to “Fund the Future” by contributing.

Lastly, the department continues to host its Beaver State Podcast, which highlights various aspects of the ODFW’s responsibilities ranging from: discussions on best waterfowl destinations, to the psychological impact of being outdoors, to efforts to save local crawdad population and many others.

Pennsylvania

Compared to last year, Pennsylvania had a much quieter 2022 when it came to any sustained public education initiative. The Pennsylvania Game Commission’s (PGC) popular “Wildlife on Wi-Fi” program, which was started during the pandemic and made permanent last year, did not show many signs of updates or evidence of a concerted focus, as the only “new” aspect from last year was a new section on the commission’s Wildlife on Wi-Fi webpage that made various educational resources available to kids ranging from elementary to 12th grade.

There was no mention of the program in any PGC press release, nor in its social media. It is likely that the initiative has taken a backseat due to having turned the corner on the pandemic, and may not receive as much focus as it used to moving forward.

Instead, the PGC has resorted back to the types and styles of communications and content typical of nearly every other state wildlife department.

Tennessee

Compared to last year, the Tennessee Wildlife Resources Agency (TWRA) continues to produce some helpful content, like its popular Tennessee WildCast podcast, but still hasn’t engaged in any broad public education campaign. A review of the agency’s website, news and press releases shows little change from last year as well.

However, the agency recently implemented a new strategic plan that will take it through 2027, which only had a couple of items of note. Mainly, while the agency maintains as a core function its Outreach & Communication function, there is no explicit mention of one of the goals within that section being about better communication of the benefits of hunting and fishing to the public. Instead, what communication is mentioned will largely be in service or recruiting and retaining more hunters and anglers. In fact, the agency acknowledges that it struggles in conveying information by not having a marketing director, so instead will look to work closer with an outside nonprofit, the Tennessee Wildlife Resources Foundation, to do much of the heavy lifting.

Meanwhile, the agency’s virtual learning center, which featured more prominently during the pandemic, does not appear to have had any substantial updates since it was checked last year.

Lastly, one new media outreach initiative TWRA appears to have launched recently is its *Tennessee Outdoor Journal* program, which airs on community access TV channels, as well as premiering on YouTube and Facebook. The latest episode focused on watchable wildlife, fishing baits and bowfishing, among other topics.

Washington

2022 was relatively quiet for the Washington Department of Fish and Wildlife (WDFW), as a review of its content showed no indication of a move toward a broad public education campaign. However, one update of note was the release of the department's "10-Year Recreation Strategy for WDFW-managed Lands" document in July 2022. Within that document, education and management were identified as core priorities of this plan.

Within that priority, the department mentioned efforts to conduct listening sessions to learn more about how to better induce diverse populations to interact with WDFW-managed lands; the recognition of the need to execute a statewide recruitment, retention and reactivation campaign for hunters and anglers; as well as identifying a need to educate the public on why regulations exist and how they help protect public lands.

Next, a review of the department's social media channels returned the standard style of content found in most other states: highlights of various species of wildlife; general hunting and angling information and regulations; recaps and recording of various committees and townhall meetings; and other items of interest. Nothing that resembled a public education campaign.

Lastly, it's worth noting that there was a recent report in *The Spokesman-Review* regarding a wildlife conference in early November that caused a bit of controversy between members of the hunting community and those who belong to organizations that argue for the reform of state wildlife management. At issue was two wildlife management reform groups' attendance and participation in a conference organized by the Wildlife Society, which angered hunter groups who see their advocacy as not being rooted in ecological science.

The reason this is being highlighted is because it was recently communicated to the council that some wildlife organizations in Washington are seeking to create a wildlife council similar to Colorado's, so this will be a topic for monitoring going forward.

Wyoming

2022 was a lot like 2021 for the Wyoming Game and Fish Department. The department continued to execute on its mission and mandates, but with little in the way of public education campaign cropping up. A review of the department's website, and press and news releases showed little attention toward education. Instead, the department followed a more typical year for a game and fish department. Similarly, the department's social channels reflected the same style of content and information observed in other states.

One item that was discovered during the review for this year was the existence of a now-defunct publication proposed by the department from 2017 to all 2021 called *Wild Times*. It was sent to Wyoming's fourth grade classrooms and sought to "increase student awareness of the importance of preserving and restoring habitat," among other topics.

Additionally, the department continues to produce its Get Outside podcast, “where the department discusses current topics and issues regarding Wyoming’s wildlife so that hunters, anglers and others who appreciate the outdoors can get insight into what make’s Wyoming’s wildlife so special.”

Lastly, an update on the activities of the Wyoming Wildlife Taskforce, which was formed last year. While it seemed, last year, that the taskforce might broach the topic of wildlife, with hopes that an education campaign might have been an output of that discussion, that will not be the case. Instead, the taskforce’s work has been mainly centered around revisions to hunt designations for certain species; recommendations on resident vs. nonresident tags for high demand hunts; revision to the leftover tag draw; and other items. The taskforce’s business is scheduled to sunset after its last meeting is held in December.

National/Federal:

At the federal level, the Hunting and Wildlife Conservation Council, a federal advisory committee resurrected last year by the Biden administration, announced its 18 members in a press release on Sept. 24, 2022. The council’s members will “will provide recommendations to the federal government regarding policies that benefit wildlife and habitat conservation; expand fair-chase hunting, safe recreational shooting sports, and wildlife-associated recreation opportunities; and policies that benefit national and local economies.”

According to the Federal Register, the council’s first meeting is scheduled for Dec. 19, 2022.

Secondary Addendum

Maine

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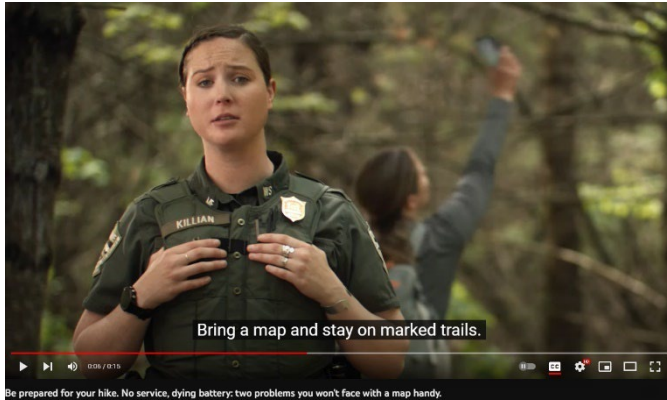
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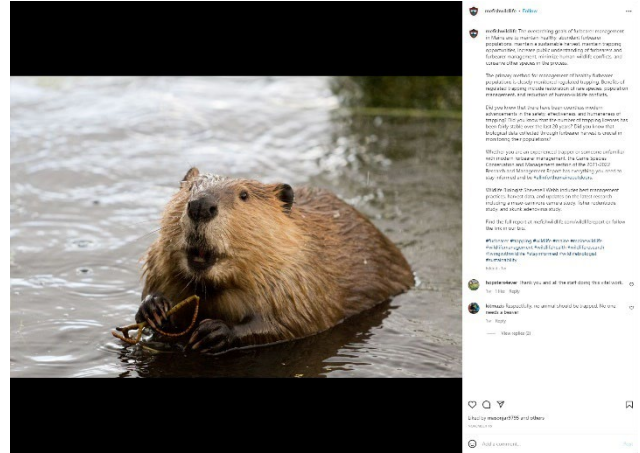
- A review of the Maine Department of Inland Fisheries and Wildlife's website, as well as its press release and external communications, shows little change from last year in regard to public education on hunting and fishing.
 - For 2022, the vast majority of press releases were those announcing game warden enforcement activities, and other law enforcement activities. The only highlighted activities related to hunting and fishing were promoting a free fishing weekend in June, as well as a state grant to rebuild state fish hatcheries.
- One new section of the department's website, located under "All-in for the Main Outdoors," asks visitors to consider participating in programs such as purchasing special license plates in order to help fund the state's wildlife management programs.
- Similar to last year, while MDIFW continues to host and maintain the "Keepers of the Maine Outdoors" website, no recent activity or updates could be found. Additionally, it has now been five years since the department

produced any YouTube content of the same name, which is the closest to a public education campaign the department has fielded.

- The MDIFW posts frequently on social media, though the same content is shared between Facebook and Twitter, which all tend to be re-posts of press releases or other news announcements. The department’s Instagram account highlights the aforementioned content, as well, but also features more visually captivating images of



various species of Maine fish and wildlife species. Lastly, the MDIFW’s YouTube account was sparsely attended to in 2022, featuring only a handful of videos under a Protect Maine Wildlife series that teaches residents how to seal up entry points to their homes, not to feed wildlife, and guidance on how to best prepare for hikes and inclement outdoor weather.





[Maine Department of Inland Fisheries & Wildlife website, accessed [11/28/22](#); Maine Department of Inland Fisheries & Wildlife website, accessed [11/28/22](#); Instagram, accessed [11/28/22](#); Facebook, accessed [11/28/22](#); Twitter, accessed [11/28/22](#); YouTube, accessed [11/28/22](#); Keeper of the Maine Outdoors website, accessed [11/28/22](#)]

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In the council’s May 2022 report to the legislature, the MWC noted its media campaign continues to use its spokesperson “Annette,” who is portrayed as lighthearted and humorous, and the campaign maintains a presence through digital video, digital display, paid social media, content marketing, and social influencers. At the same time, the report mentions that the MWC recently conducted audience research – both survey and virtual focus groups – that homes in on the message the council puts out to the public. Some major highlights: the MWC’s lighthearted and humorous ads are maintaining a positive reaction, the fact that hunting and fishing dollars are the largest funding source for wildlife management still surprises many Michigan residents, the economic impact message continues to see broad appeal, while population control has emerged as a more consistent reason to support hunting.

The outcome of this was a new :30 ad for 2022, featuring Annette, that centers on the campaign theme of “Hunting and Fishing Are Great for Michigan.” The ad lightheartedly conveys how a random fisherman being observed is

helping fund the building of nesting sites for eagle populations. In addition to this new ad, the council has been exploring other content ideas, including a “Conservation Kitchen” series on its YouTube channel that highlights recipes using wild game; a video called “Something New” where the host tries clay shooting for the first time; and a “River Reborn” video that explores how fees helped revitalize a creek near Kalamazoo.

Lastly, according to the MWC’s FY2022 Operational Plan, the council’s current budgets set aside almost \$1.2 million in media, nearly \$660,000 in messaging and implementation, and just over \$251,000 for research.

- Similar to previous years, the Michigan Wildlife Council’s main messaging continues to center around the economic benefit of hunting and fishing to the state, as well as highlighting the role activities have in preserving nature for generations to come, all while not spending state tax dollars.

IT’S OFFICIAL!
Hunting and fishing
are good for Michigan.

Hunting and Fishing
bring people together.

Hunting and Fishing
are Michigan’s
best friends.

Hunting and Fishing
are good for Michigan’s
economy.

- Specifically, breakout areas of its website continue to concentrate on:
 - Conservation
 - “It takes a lot of hard work — and money — to take care of Michigan’s natural resources. Luckily, the money from the sale of hunting and fishing licenses — not taxes — goes directly to fund the conservation of thousands of miles of freshwater shorelines, millions of acres of forests, and a vast and diverse population of wildlife. These unique, natural resources require active management to ensure that they’ll be here for the use and enjoyment of generations to come.”
 - Economic Impact
 - “Every time a person goes hunting or fishing in Michigan, it helps boost Michigan’s economy.”
 - “\$11.2 billion generated annually from hunting and fishing.”
 - “171,000 jobs are supported by hunting and fishing.”
 - Wildlife Management.
 - “Wildlife can’t do it alone. They need our help. Wildlife management practices are a cornerstone of healthy populations. Numerous management activities are funded by hunting and fishing licenses, including:”
 - Species population monitoring and surveys
 - Disease prevention activities
 - Food plot provision

- Forest management
 - Habitat protection and construction
 - Invasive species prevention and mitigation
 - Conservation-minded hunting and fishing regulations
- This page then segues into a section below the messaging that highlights some of the state's more prominent species, with some basic facts about each.
- The Michigan Wildlife Council's May 2022 semiannual report to legislature contained insight into the council's recent campaigns, the strategy behind it, success metrics, and top-level results of audience research it conducted. The main points:
 - "During fall 2021, the council focused messages on the benefits of hunting during a time when hunting was top of mind for key audiences. The council continued to use the fictitious character Annette to help connect more closely with target audiences.
 - "Annette is portrayed by Zavia Ferguson and comes across as lighthearted and humorous, while delivering direct messages. Zavia enjoys fishing and embarked on her first hunting trip in fall 2021 with Beth Gruden (a council members). Media tactics included digital video, digital display, paid social media, content marketing, and social influencers."
 - "Multiple social influencers were enlisted to authentically reach specific audiences through Facebook and Instagram."
 - "From Oct. 1 through Dec. 31, 2022, the campaign generated over 11,152,721 impressions and 2,538,011 engagements (clicks to websites, likes, shares, videos and views)."
 - In late 2021 and early 2022, the council commissioned both a survey and virtual focus groups to gain audience insights in advance of its 2022 campaign.
 - The survey found:
 - "65% of Michiganders understand that human wildlife management is necessary for thriving wildlife populations, up from 39% in the baseline measure before the campaign started."
 - "More than 7 in 10 metro Detroit residents correctly identified hunting and fishing licenses as the source of funding for wildlife and wildlife management work."
 - "Approval of hunting and fishing in Michigan and among metro Detroit residents matches or exceeds national approval data. Hunting is at 83% approval. Fishing is at 90% approval."
 - The virtual focus groups found:
 - "Annette's energy and enthusiasm helped to make the ads engaging."
 - "The lighthearted and humorous nature of the ads drew positive reaction."

- “Hunting and fishing dollars as the largest funding source for wildlife management is still surprising to southeast Michigan residents.”
 - “Economic impact messaging continues to be broadly appealing.”
 - “Population control emerged as a more consistent reason to support hunting than in previous years.”
 - “There is opportunity for a stronger call to action, to showcase more outdoor spaces, and speak to more conservation experts.”
- The outcome of this research was a new :30 ad that continued to feature its spokesperson, Annette, and continued onward with the MWC campaign theme of “Hunting and Fishing Are Great for Michigan.”
 - The ad focuses on conveying how an angler portrayed fishing is actually contributing to natural resource conservation activities, like building nesting sites for state eagle populations. The actress explains to the spokesperson, “Well, he’s just fishing,” which prompts the spokesperson to explain how license fees go toward the conservation. She then waves and thanks the angler, who awkwardly waves back. It then ends with of the title card.



- Aside from a new :30 ad, the council in 2022 has explored and produced a couple of new pieces of content:

- This year, the council launched its “Conservation Kitchen” YouTube series featuring host AJ Williams, editor of the *Michigan Chronicle*, with local chef Trimell Hawkins. The episodes focus on cooking recipes that include wild game.
 - The first episode focused on how to prepare venison for a chili, while the second was how to prepare a wild turkey porchetta.
- Similarly, the council produced a two-part intro to clay shooting video called “Something New,” which featured AJ Williams trying the sport for the first time.
- Lastly, the council released a video in November called “River Re-Born,” which explored how license fees helped revitalize Portage Creek at Milham Park in Kalamazoo.
- This year, Governor Gretchen Whitmer proclaimed July as “Wildlife Conservation Month” in Michigan.
 - According to a report from WSGW, the proclamation “coincides with the ninth anniversary of the Michigan Wildlife Council. ... The council is celebrating with a traveling exhibit entitled ‘Conservation Takes Flight,’ which will focus on the conservation efforts involved with certain Michigan ecosystems and some of the birds that call them home.”
- According to the Michigan Wildlife Council’s FY2022 proposed budget, the council has nearly \$1.2 million allocated for media; \$250,000 for research; and nearly \$660,000 for messaging and implementation.

**Proposed Budget
Fiscal Year (FY) 2022**

	FY 21 Encumbrance	FY 22 Budget	FY22 Total
Campaign Management	12,717	80,000	92,717
Media	227,313	936,000	1,163,313
Messaging & Implementation	211,050	448,000	659,050
Research	115,076	136,000	251,076
Total FY22 Budget	566,156	1,600,000	2,166,156

[Michigan Wildlife Council website, accessed [11/17/22](#); Michigan Wildlife Council, Semiannual Report to the Legislature, [5/2/22](#); Michigan Wildlife Council YouTube channel, [10/24/22](#), [11/29/21](#), [11/2/22](#), [11/8/22](#); News Radio WSGW, [7/5/22](#); Michigan Wildlife Council, FY 2022 Operational Plan, [2/25/22](#)]

Montana

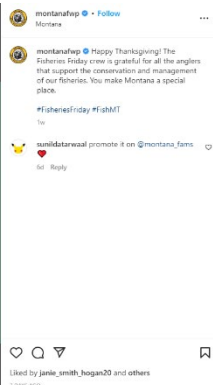
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Separately, every other month the MFWP produces its *Montana Outdoors* magazine that “shares stories about the wonders of Montana’s fish, wildlife and outdoors.” The current edition includes content ranging from the unintended consequence of feeding wildlife to an update from wildlife research scientists, to a fall colors photo essay derived from public submissions. All of which seek to educate the public on various wildlife, hunting and fishing aspect, but not the benefits to the state.


Additionally, MFWP maintains a distance learning program for students called “Montana WILD” that allows them to interact with state wildlife biologists and practice problem-solving techniques. Speaking of Montana WILD, the program is mentioned in the department’s “Objectives, Goals, Strategies and Measures 2025 Biennium” documents as one it’s looking to additionally create “educational instructional videos that teach the public responsible care of wildlife and habitat from program professionals in the department.” This merits monitoring going forward.

- A review of the Montana Fish, Wildlife and Parks’ website shows no new attempts at a broad public education campaign. A review of MFWP’s website content, press and news releases continues to focus mainly on the department’s core mission – as does its social media, by and large.
- While MFWP’s social media channels display all the standard information you’d expect from a state wildlife department, it does make small attempts to educate the public on the role fishing has on state fisheries, as well as using its YouTube channel as a way to execute on public education series like “Outdoor Reports,” “The Outside” and “Wildlife Wednesday.”



Outdoor Reports ▶ Play all

Weekly news stories about Montana's outdoors.



			
Thanksgiving MontanaFWP 205 views • 8 days ago	Kokanee MontanaFWP 439 views • 2 weeks ago	Game Wardens MontanaFWP 980 views • 3 weeks ago	Bear Managers MontanaFWP 860 views • 1 month ago

The Outside ▶ Play all

			
SAGE BRUSH LIZARDS MontanaFWP 343 views • 3 months ago	SAILING MontanaFWP 249 views • 4 months ago	Canyon Ferry Pelicans MontanaFWP 343 views • 5 months ago	Leave Em Alone MontanaFWP 377 views • 7 months ago

Wildlife Wednesday ▶ Play all

Welcome to Wildlife Wednesday! Each week we tackle a different wildlife topic. From making models of animal scat to going on an amphibian adventure, there is always something new to learn...

			
Turkey Wildlife Wednesday MontanaFWP 53 views • 9 days ago	Wildlife Wednesday Bat Facts MontanaFWP 126 views • 1 month ago	Wildlife Wednesday Waterfowl ID pt.2 MontanaFWP 83 views • 1 month ago	Wildlife Wednesday MontanaFWP 123 views • 1 month ago

- *Montana Outdoors* is MFWP's "award-winning magazine [that] shares stories about the wonders of Montana's fish, wildlife and outdoors."
 - The current issue of *Montana Outdoors* focuses on the topics of the unintended consequences of feeding wildlife; the success of Montana's Roosters for Recruitment Program; an updated from wildlife research scientist; how roadkill on the state's highways is managed; and the results of a fall colors photo essay.



- MFWP maintain a distance learning program called “Montana WILD,” where “students participate in two interactive livestream events allowing them to interact with wildlife biologists and other conservation specialists. Students walk through the steps of problem-solving as they react to a real-world scenario. As they research, brainstorm, apply criteria, develop action plans, and submit solutions for review, students are critically thinking and developing real-world skills. Teachers can embed the program into their curriculum any way they choose – use it as a whole class, student teams or independent project.”
 - Within the department’s “Objectives, Goals, Strategies and Measures 2025 Biennium” document, Montana WILD is mentioned as the program where they are looking to additionally create “educational instructional videos that teach the public responsible care of wildlife and habitat from program professionals in the department.”

[Montana Fish, Wildlife and Parks website, accessed [12/2/22](#); Montana Fish, Wildlife and Parks website, accessed [12/2/22](#); Facebook, accessed [12/2/22](#); Instagram, accessed [12/2/22](#); Twitter, accessed [12/2/22](#); YouTube, accessed [12/2/22](#); Montana Fish, Wildlife and Parks website, accessed [12/2/22](#);

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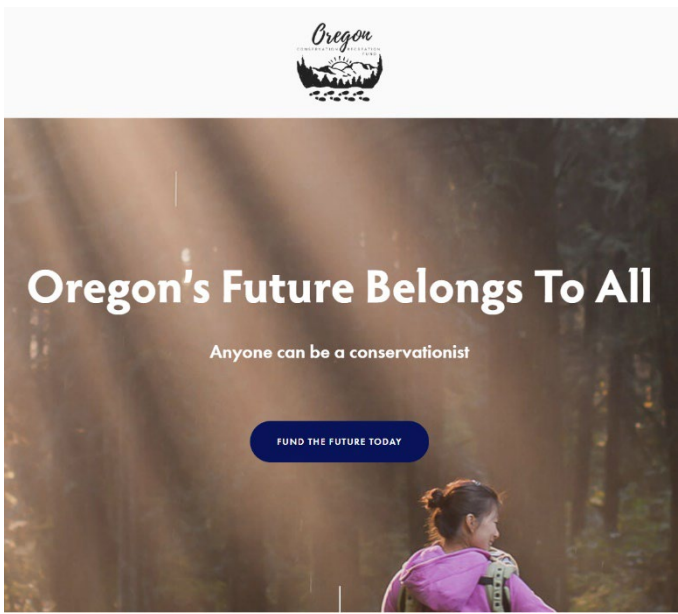
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Lastly, the department continues to host its Beaver State Podcast, which highlights various aspects of the ODFW’s responsibilities ranging from: discussions on best waterfowl destinations, to the psychological impact of being outdoors, to efforts to save local crawdad population and many others.

- Last year saw an attempt by the Oregon Legislature to pass legislation creating the Oregon Wildlife Council, with a similar role and responsibility of the Colorado Wildlife Council. That effort ultimately failed, and a review of 2022 shows the measure was not picked back up again this year.
- A review of the Oregon Department of Fish and Wildlife’s website, press releases and news updates for 2022 shows that while the department was extremely prolific in communicating with the press this year, very little of it was in the furtherance of a public education campaign.

- A typical month saw around two dozen press releases, with topics ranging from advisory committee meeting notices, to fishing and hunting season update, game warden enforcement updates, and general conservation efforts. But nothing that resembled a public education or outreach campaign.
- ODFW continues to operate under a strategic plan developed in 2018, with no updates, additions or revision to that plan since last year.
- One new element highlighted prominently by the department is the recent creation of the Oregon Conservation & Recreation Fund, which is billed as “a new way for Oregonians to help protect and enhance wildlife species and their habitats and to create new opportunities for wildlife watching, urban conservation, community science, and other wildlife-associated recreation.”
 - Operating under its own unique website, OregonIsAlive.org, the OCRF allows Oregonians to “Fund the Future” by donating to the fund. Funds raised by OCRF are then disseminated back throughout the state via a grant application process that caps grants at \$50,000.
 - Examples of projects funded through the OCRF’s grant process include underpass wildlife directional fencing, various creek restoration projects, sea otter restoration, removal of invasive species impacting species of turtle, and many others.



Succor Creek and Beaver
 Project Leader: [Friends of the Owyhee](#)
 Amount: \$8,066
 Total project cost: \$19,066
 Partners: Oregon Natural Desert Association
 Location: Malheur County
 Ecoregion: Northern Basin & Range
 In collaboration with Oregon State Parks and Recreation, Friends of the Owyhee will conduct a short-term, diurnal beaver survey along Succor Creek in the Owyhee basin. They are pursuing the creation of a hiding trail in Succor Creek State Natural Area that will likely extend near some of the current beaver habitat. Identify areas already used by beaver and areas that may benefit from a BDA. Between the two, we will also identify areas where vegetation reclamation is the priority. We intend to target at least two such locations and build at least one BDA and one vegetation reclamation project with the collaboration of land management agency or landowner.



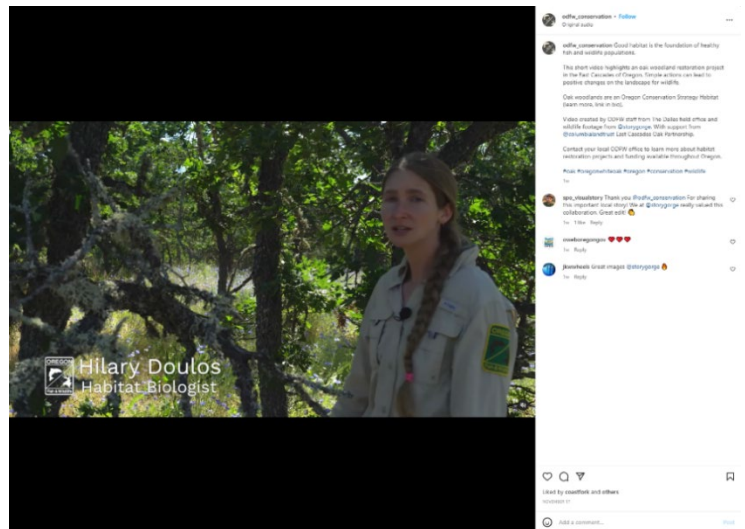
Link Creek Restoration with Students and USFS
 Project Leader: [Tour Unlimited and Colden](#)
 Amount: \$7,890
 Total project cost: \$27,900
 Partners: Deschutes National Forest
 Ecoregion: East Cascades
 Tour Unlimited and Colden will engage public school students from Central Oregon and urban youth from Portland, with restoration work conducted by US Forest Service. Each student will have two field experiences available to study Link Creek and the Metolius River and support a project to improve habitat for Suckeye and spring Chinook salmon (seasonal field trips during fall, summer and spring provided). In the event a critical learning option is required due to continued school closures, three seasonal virtual field experiences will be created. If conditions allow, students will be able to plant native, plant species along Link Creek after the wood placement is completed, and track how the habitat improves and is used by multiple species of wildlife, including salmon and trout.



Gilchrist Underpass Wildlife Directional Fencing
 Project Leader: [Oregon Hunters Association](#)
 Amount: \$70,000
 Total project cost: \$1,000,000
 Partners: Oregon Department of Transportation, Rocky Mountain Elk Foundation, Mule Deer Foundation, Oregon Wildlife Foundation, US Forest Service - Deschutes NF, Oregon Watershed Enhancement Board, National Fish and Wildlife Foundation, Oregon Department of Fish and Wildlife, Protect Animal Migration, Oregon Department of Forestry, Coastal Farm and Ranch
 Location: East Cascades
 Oregon Hunters Association, the Oregon Department of Transportation (ODOT), and many other partners will install the directional fencing needed to guide animals to the newly constructed Gilchrist Wildlife Underpass along Highway 97. ODOT chose to construct the underpass as an opportunity to replicate the wildlife passage success of the 2012 Lava Butte underpass. ODOT was not able to fund the necessary directional fencing to make the underpass an effective migratory barrier solution. The benefits of barrier-free, animal passage include reducing wildlife loss, economic loss from animal/vehicle collisions and less human injury or death.

- In terms of content, the department continues to produce its Beaver State Podcast, which explores topics ranging from discussions on best waterfowl destinations, to the psychological impact of being outdoors, to efforts to save local crowdad population, and many others.

- Similarly, like many other state fish and wildlife departments, ODFW posts frequently on all major social media platforms, with a focus on telling the department's perspectives through the lens of state wildlife biologists and other experts, interspersed with the standard posts of images of wildlife in their natural habitats.



[Oregon Department of Fish and Wildlife website, accessed [11/28/22](#); Oregon Conservation Recreation Fund website, accessed [11/28/22](#); Beaver State Podcast, accessed [11/28/22](#); Facebook, accessed [11/28/22](#); Instagram, accessed [11/28/22](#)]

Pennsylvania

Compared to last year, Pennsylvania had a much quieter 2022 when it came to any sustained public education initiative. The Pennsylvania Game Commission's (PGC) popular "Wildlife on Wi-Fi" program, which was started during the pandemic and made permanent last year, did not show many signs of updates or evidence of a concerted focus, as the only "new" aspect from last year was a new section on the commission's Wildlife on Wi-Fi webpage that made various educational resources available to kids ranging from elementary to 12th grade.

There was no mention of the program in any PGC press release, nor in its social media. It is likely that the initiative has taken a backseat due to having turned the corner on the pandemic, and may not receive as much focus as it used to moving forward.

Instead, the PGC has resorted back to the types and styles of communications and content typical of nearly every other state wildlife department.

- A review of the Pennsylvania Game Commission website, press releases and news updates for 2022 shows that while the department was active communicating with the press this year, none of it took on the form of a public education campaign.
 - In particular, there were no announcements or news updates to the commission's Wildlife on Wi-Fi initiative that was started during the pandemic and was made permanent last year. Wildlife on Wi-Fi was the commission's closest attempt at a public education effort, as it sought to education residents on wildlife issues during the height of the pandemic.

- However, a review of the Wildlife on Wi-Fi section of the commission's website does show some updates compared to 2021. Specifically, the page now has a variety of educational material, coloring activities and educational videos geared toward kids from elementary, all the way to 12th grade. Additionally, the section appears to now be updated seasonally, as the Wildlife on Wi-Fi page prominently features information on wildlife set to hibernate in the winter, with the woodchuck being the primary animal featured.
- Beyond updates to its section on the commission's webpage, it doesn't look like Wildlife on Wi-Fi has changed much since last year. No other content pieces or marketing assets were found, so it's likely to be minimally maintained going forward.

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.



Tell us what supports or services you need to help you teach about Pennsylvania wildlife and conservation? Let us know at wildlifeonwifi@pa.gov.



WINTER IS COMING! How is wildlife preparing? In Pennsylvania, [bears](#), [bats](#), [woodchucks](#) and some [mice](#) hibernate.

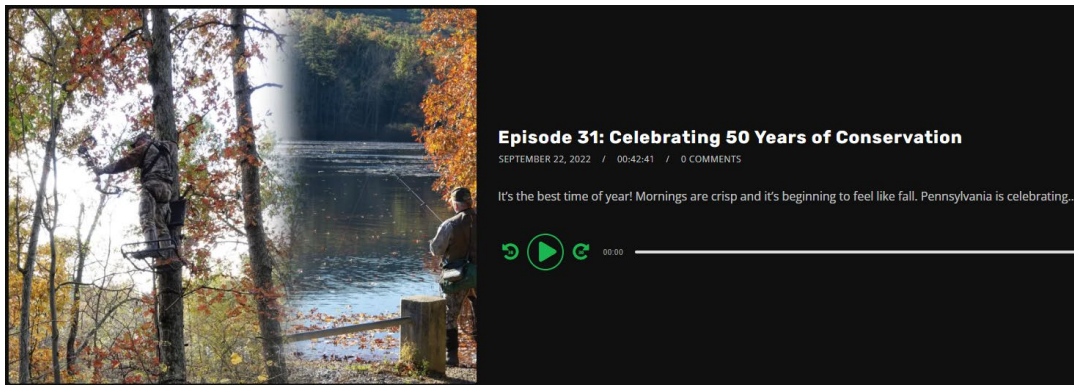
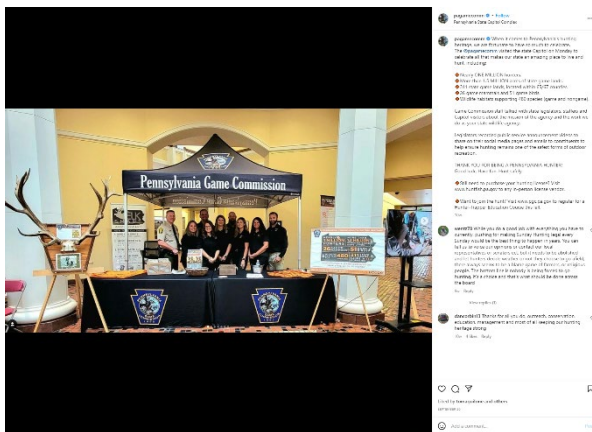
ACTIVITIES and VIDEOS:

- [Woodchuck coloring page](#) (PDF) – lower elementary
- [Discussion about hibernation PBS Learning video](#) (1:55) – lower elementary
- [Inspiration from hibernation PBS Learning Nova video](#) (4:54) – grades 6-12
- [Cool ways animals adapt for winter PBS Learning Science Spot](#) (2:46) – grades 3-8
- [Visit a Pennsylvania bear den in February](#) (2:20) – for grades 6-12
- [Check out a bear den and learn about bear cubs](#) (2:48) – for grades 6-12
- [Head into a cave on a Winter Bat Hibernaculum Survey](#) (1:47 video) – for grades 6-12

WOODCHUCK WONDERS!

Woodchucks hibernate during winter. They eat heavily throughout summer and early fall to accumulate body fat and prepare to shelter in their burrows all winter. Woodchucks begin denning up with the hard frosts of October. Few remain active past the first of November. A hibernating animal goes into a deep sleep, or a dormant state: its body temperature, heartbeat and other metabolic processes fall off drastically as the animal lives over winter on its body fat. A woodchuck's body temperature drops from more than 90 degrees Fahrenheit into the low 40s; its heartbeat slows from more than 100 beats a minute to only four. Learn more in the [Woodchuck Wildlife Note](#).

- The PGC’s social media is typical of most other state wildlife agencies, featuring information on hunting seasons, profiles and images of prominent Pennsylvania wildlife, and information on how to report wildlife crimes. OF note: The PGC’s YouTube channel is updated frequently, but is solely focused on hunting-related information, safety tips, and how-to’s.
 - The commission continues to produce its Call of the Outdoors podcast, which has episodes ranging from tips on waterfowl hunting to shooting sports to profiles on first-time game wardens.



[Pennsylvania Game Commission website, accessed [11/29/22](#); Pennsylvania Game Commission website, accessed [11/29/22](#); Facebook, accessed [11/29/22](#); Twitter, accessed [11/29/22](#); YouTube, accessed [11/29/22](#); Instagram, accessed [11/29/22](#)]

Tennessee

Compared to last year, the Tennessee Wildlife Resources Agency (TWRA) continues to produce some helpful content, like its popular Tennessee WildCast podcast, but still hasn’t engaged in any broad public education campaign. A review of the agency’s website, news and press releases shows little change from last year as well.

However, the agency recently implemented a new strategic plan that will take it through 2027, which only had a couple of items of note. Mainly, while the agency maintains as a core function its Outreach & Communication function, there is no explicit mention of one of the goals within that section being about better communication of the benefits of hunting and fishing to the public. Instead, what communication is mentioned will largely be in service or recruiting and retaining more hunters and anglers. In fact, the agency acknowledges that it struggles in conveying information by not having a marketing director, so instead will look to work closer with an outside nonprofit, the Tennessee Wildlife Resources Foundation, to do much of the heavy lifting.



Meanwhile, the agency's virtual learning center, which featured more prominently during the pandemic, does not appear to have had any substantial updates since it was checked last year.

Lastly, one new media outreach initiative TWRA appears to have launched recently is its *Tennessee Outdoor Journal* program, which airs on community access TV channels, as well as premiering on YouTube and Facebook. The latest episode focused on watchable wildlife, fishing baits and bowfishing, among other topics.

- A review of the Tennessee Wildlife Resources Agency website, blogs, press releases and news updates for 2022 shows no signs on any broad public awareness campaign. Instead, like many other states, the agency kept to its core mission and mandate this year.
 - However, last year it was noted that the agency's strategic plan was set to update soon, and it has with the agency's new strategic plan going until 2027. Listed as one of the agency's core functions is "Outreach & Communication."
 - Within that core function, the new strategic plan notes the goal is to "Recruit, Retain and Reactivate hunters, anglers, target shooters, and boaters through quality communications and information as well as relevancy themed communications efforts to educate the public about work that TWRA does to benefit all Tennesseans."
 - Objective No. 1 of that section, while acknowledging a lack of public understanding of wildlife management, does not include as an action item anything that might take on the aspect of a broad public education campaign. Instead, it seems more focused on education as a means to recruit more hunters and anglers.
 - In fact, the agency acknowledges within Objective No. 4 that the agency "lacks the services of a full-time marketing director," so instead, they're recommending working more closely with the Tennessee Wildlife Resources Foundation, which is an outside nonprofit.
- The TWRA's virtual learning section, which was featured more prominently during the pandemic, looks to have not received hardly any updates since then. Much of the content is the same as was observed last year.
- A review of the Tennessee Wildlife Resources Agency's social media channels returned similar results – lots of showcasing of hunting and angling informational material, including the agency's popular podcast Tennessee WildCast, but nothing that really spoke to the activities' benefits to the state.

Tennessee Wildlife Resources Agency posted a video to playlist Tennessee WildCast ...
 — at Hatfield Knob Elk Viewing Tower.
 20h · La Follette, TN · 🌐

4x4 In The Great Outdoors - #TennesseeWildCast
 This week on Tennessee WildCast we are visiting with OHV Manager, Rusty Dunn and OHV Sergeant, Dustin Burke to learn more about the off-highway riding opportunities on North Cumberland WMA. Don't miss it!
 #tnwildlife #goutdoorstennessee #tnwildcast
 tnwildlife.org

tnwildliferesourcesagency · Follow

tnwildliferesourcesagency · Reminds
 Phase 2 of the Tennessee duck season kicks off on Monday, December 5th and runs through January 31, 2023. We know many are used to a weekend opener but this year it starts on a Monday due to the split season we use to maximize hunt days later in January based on the Federal migratory bird rules.

Other Dates & Deadlines Approaching
 Early Segment
 -Hunt Dates: December 5-22, 2022

Mid Segment
 -Left-Over Drawing: December 12, 2022
 -Hunt Dates: December 22, 2022- January 12, 2023

Late Segment Deadlines are approaching (Includes Youth and Military/Veteran) -Application Period: November 6 - December 6, 2022
 -NCS (due - December 19, 2022
 -Left-Over Drawing: January 2, 2023
 -Hunt Dates: Jan 11-Jan 31, 2023
 -Youth Waterfowl Hunting Season - Feb. 4 and Feb. 11, 2023. Same as regular season daily bag limits
 -Veterans and Active Military Personnel - Feb. 5 and Feb. 12, 2022. Same as regular season daily

Liked by volfan and others
 7 HOURS AGO

Add a comment...

Tennessee WildCast ▶ Play all



4x4 In The Great Outdoors – TN WildCast 320

Tennessee Wildlife Resources Ag...
 77 views · 19 hours ago



Elk in Tennessee - Healthy, Growing, Opportunities for ...

Tennessee Wildlife Resources Ag...
 430 views · 7 days ago



Be BearWise, It Saves Lives – TN WildCast 318

Tennessee Wildlife Resources Ag...
 1.5K views · 2 weeks ago



Healing Motion, Casting For Recovery – TN WildCast 317

Tennessee Wildlife Resources Ag...
 265 views · 3 weeks ago

Drop The Tailgate ▶ Play all



Wading Patiently with Creek Fishing Adventures - Drop...

Tennessee Wildlife Resources Ag...
 4.3K views · 3 months ago



Hunter West Story - Drop The Tailgate

Tennessee Wildlife Resources Ag...
 339 views · 6 months ago



Wascally Wabbits - Drop The Tailgate

Tennessee Wildlife Resources Ag...
 2.2K views · 9 months ago



Catch A Varmint By The Toe - Drop The Tailgate

Tennessee Wildlife Resources Ag...
 633 views · 9 months ago

- One new media outreach initiative TWRA appears to have launched recently is its *Tennessee Outdoor Journal* program, which airs on community access TV channels, as well as premiering on YouTube and Facebook.



Watchable Wildlife, Jerk Baits, Bowfishing - TN Outdoor Journal Ep. 212



Tennessee Wildlife Resources A...
11.2K subscribers

Subscribe

11



Share

Download



416 views May 26, 2022

This week on Tennessee Outdoor Journal we'll start off with Watchable Wildlife. Next up... Tackle Tip - Jerk Baits. And we'll finish off with Drop the Tailgate - Bowfishing.

[Tennessee Wildlife Resource Agency website, accessed [12/2/22](#); Tennessee Wildlife Resource Agency, Strategic Plan 2021-2027, accessed [12/2/22](#); Facebook, accessed [12/2/22](#); Twitter, accessed [12/2/22](#); Instagram, accessed [12/2/22](#); YouTube, [12/2/22](#)]

Washington

2022 was relatively quiet for the Washington Department of Fish and Wildlife (WDFW), as a review of its content showed no indication of a move toward a broad public education campaign. However, one update of note was the release of the department's "10-Year Recreation Strategy for WDFW-managed Lands" document in July 2022. Within that document, education and management were identified as core priorities of this plan.

Within that priority, the department mentioned efforts to conduct listening sessions to learn more about how to better induce diverse populations to interact with WDFW-managed lands; the recognition of the need to execute a statewide recruitment, retention and reactivation campaign for hunters and anglers; as well as identifying a need to educate the public on why regulations exist and how they help protect public lands.

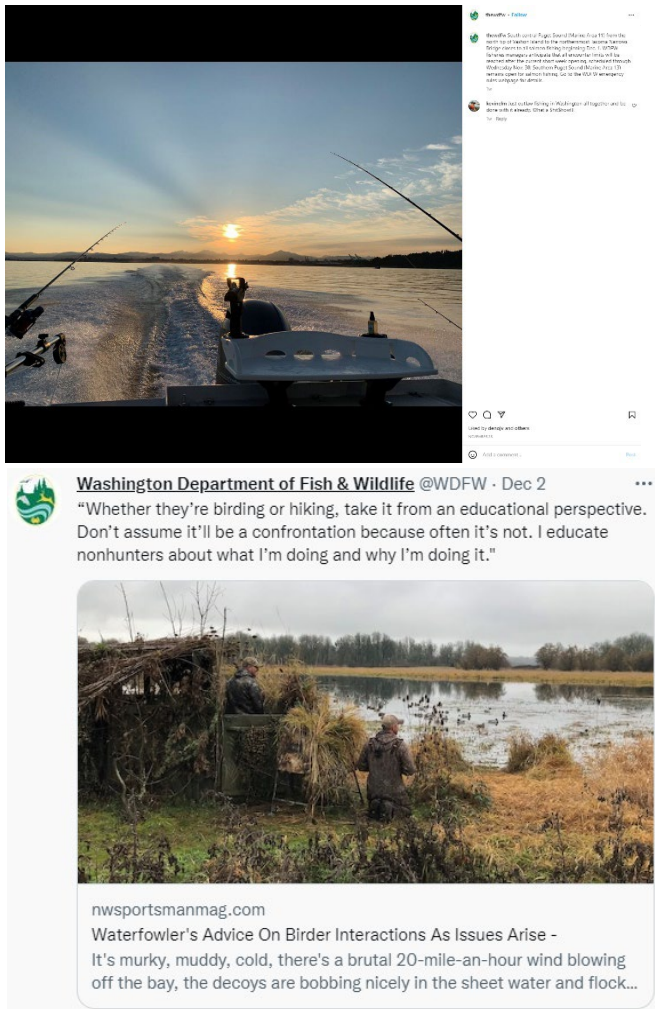
Next, a review of the department's social media channels returned the standard style of content found in most other states: highlights of various species of wildlife; general hunting and angling information and regulations; recaps and recording of various committees and townhall meetings; and other items of interest. Nothing that resembled a public education campaign.

Lastly, it's worth noting that there was a recent report in *The Spokesman-Review* regarding a wildlife conference in early November that caused a bit of controversy between members of the hunting community and those who belong to organizations that argue for the reform of state wildlife management. At issue was two wildlife management reform groups' attendance and participation in a conference organized by the Wildlife Society, which angered hunter groups who see their advocacy as not being rooted in ecological science.

The reason this is being highlighted is because it was recently communicated to the council that some wildlife organizations in Washington are seeking to create a wildlife council similar to Colorado's, so this will be a topic for monitoring going forward.

- A review of the Washington Department of Fish and Wildlife's website, publications, press releases and news updates for 2022 shows no signs of any new broad public awareness campaign. Instead, like many other states, the agency kept to its core mission and mandate this year.
 - However, there is one recent publication of note, which was the creation of the department's "10-Year Recreation Strategy for WDFW-managed Lands" in July 2022. Within that strategy document is a focus on "education and management" as identified as core priorities.
 - Within those priorities, there were a handful of items worth noting, though none of them appeared to rise to the level of what CWC or its Michigan counterpart is doing:
 - 1) The department acknowledged a need to better understand how to encourage a diverse population to visit WDFW lands. The department's solution is to engage in a "series of facilitated listening sessions" that will seek to understand how they can better "make WDFW-managed lands feel safer and more welcoming for diverse visitors of all ages and backgrounds."
 - 2) The department mentions needing to engage in a statewide recruitment, retention and reactivation campaign to encourage more hunters and anglers. It notes that, while "hunting and fishing continue to be popular and treasured uses for WDFW-managed lands, statewide participation in hunting and fishing is declining." Though not an education campaign focused on the benefits from license fees, this will warrant monitoring.
 - 3) The department mentioned needing to educate the public on "why regulations and restrictions are in place," so they can better understand "outdoor recreation's cumulative impacts" and how that "impedes effective management."

- Similar to other states, WDFW's social media channels prominently highlight various species of wildlife, general hunting and angling information and regulations, and other items of interest. The department's YouTube channel is primarily where WDFW posts its virtual meetings, townhalls and seminars, as well as useful hunting/angling tips video and highlights of events.



- *The Spokesman-Review*: "A well-respected wildlife conference is getting flak from some in the hunting community following inclusion of two advocacy groups focused on reforming state wildlife management. ... Two events, however, have drawn the ire of hunting advocacy groups. On Monday night, Washington Wildlife First – an organization dedicated to reforming the Washington Department of Fish and Wildlife – will host a meet-and-greet and show an animated film based on a poem written by the late Spokane-based wolf advocate Hanke Seipp. Then on Thursday, Wildlife for All – a national organization also dedicated to reforming state wildlife management – is hosting a panel discussion titled 'Transforming State Wildlife Management to Be More Ecologically Focused, Democratic and Compassionate.'"
 - "Both groups advocate for state wildlife agencies to focus more on species and habitat conservation and less on hunting and fishing opportunity. They broadly argue that climate change and biodiversity loss mean that the North American Model of Wildlife Management – which is largely credited for pulling numerous species from the brink of extinction in the 1900s and relies on hunting and fishing license

sales to fund conservation work – is outdated. Neither organization says it is anti-hunting, although some in the hunting community disagree.”

[Washington Department of Fish and Wildlife website, accessed [12/7/22](#); Washington Department of Fish and Wildlife, “10-Year Recreation Strategy for WDFW-Managed Lands (2022),” [7/13/22](#); Instagram, accessed [12/7/22](#); Twitter, accessed [12/7/22](#); Facebook, accessed [12/7/22](#); YouTube, accessed [12/7/22](#); The Spokesman Review, [11/6/22](#)]

Wyoming

2022 was a lot like 2021 for the Wyoming Game and Fish Department. The department continued to execute on its mission and mandates, but with little in the way of public education campaign cropping up. A review of the department’s website, and press and news releases showed little attention toward education. Instead, the department followed a more typical year for a game and fish department. Similarly, the department’s social channels reflected the same style of content and information observed in other states.

One item that was discovered during the review for this year was the existence of a now-defunct publication proposed by the department from 2017 to all 2021 called *Wild Times*. It was sent to Wyoming’s fourth grade classrooms and sought to “increase student awareness of the importance of preserving and restoring habitat,” among other topics.

Additionally, the department continues to produce its Get Outside- podcast, “where the department discusses current topics and issues regarding Wyoming’s wildlife so that hunters, anglers and others who appreciate the outdoors can get insight into what make’s Wyoming’s wildlife so special.”

Lastly, an update on the activities of the Wyoming Wildlife Taskforce, which was formed last year. While it seemed, last year, that the taskforce might broach the topic of wildlife, with hopes that an education campaign might have been an output of that discussion, that will not be the case. Instead, the taskforce’s work has been mainly centered around revisions to hunt designations for certain species; recommendations on resident vs. nonresident tags for high demand hunts; revision to the leftover tag draw; and other items. The taskforce’s business is scheduled to sunset after its last meeting is held in December .

- A review of the department’s website, press and news releases showed little attention toward education, and instead, the department followed a more typical year for a game and fish department.
 - Similarly, the department’s social channels reflected the same style of content and information observed in other states.



wygameandfish · Follow

wygameandfish it's #Batweek! Did you know that bats in the myotis genus can eat hundreds of mosquito sized insects every night? Bats in the myotis genus can be found in elevations ranging from sea level on the Pacific Coast to over 10,000 feet like the bat which was photographed in the West River gorge in Wyoming.

arkand.bearinger Stop killing owls

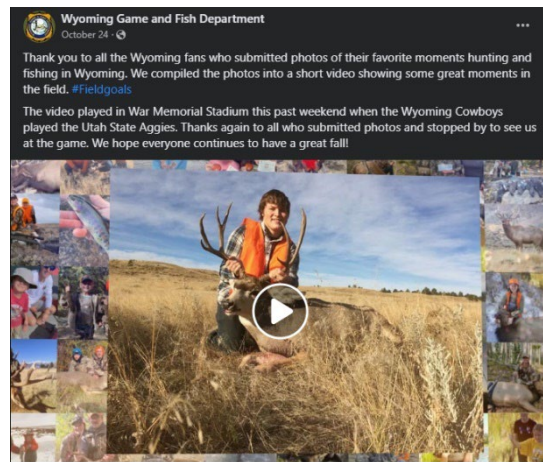
Liked by jack.kroer and others

Add a comment...



Wyoming Game & Fish @WGFD · Oct 14

For lots of WY residents, fall is dedicated to hunting. But #DYK? Fall also offers some great opportunities for fishing throughout the Cowboy State! Game and Fish expects good fishing at various lakes, reservoirs, rivers + streams. Fall fishing forecast bit.ly/3T9NX26



- Throughout 2022, the department continued to produce its Get Outside podcast, which it describes as a communication channel “where the department discusses current topics and issues regarding Wyoming’s wildlife so that hunters, anglers and others who appreciate the outdoors can get insight into what make’s Wyoming wildlife so special.”



PODCAST

Get Outside (with Wyoming Game and Fish)

Wyoming Game and Fish

- “Wild Times was a quarterly publication that Wyoming Game and Fish began printing and sending to Wyoming’s 4th grade classrooms in 2003. Although it had gone out of print in 2012, we brought back a new digital version in PDF format from winter 2017 until fall 2021.”
 - Wild Times aims to:

- “Increase student awareness of the importance of preserving and restoring habitat.
 - “Recruit new wildlife enthusiasts with strong conservation ethics for the land and wildlife.
 - “Assist students in developing awareness, knowledge, skills, and commitment to result in lifelong informed decisions, responsible behavior, and constructive actions concerning wildlife and the environment.
 - “Foster an understanding and appreciation of wildlife management and the interconnectedness of wildlife/fish, habitat and humans.”
- “For the past 14 months, the Wyoming Wildlife Taskforce has debated some of the most contentious issues in wildlife management for the Cowboy State. Everything from license allocations to landowner licenses and habitat improvements has been at the table for this group.”
 - “First, the wildlife taskforce looked deeply into these controversial issues, sifted through thousands of comments, and came up with a decision to maintain status quo on three of the six items presented in the comprehensive package. Resident preference in leftovers will move forward as a recommendation to the Wyoming Game and Fish Department from here. Also, the waiting period and high-demand hunt language is going to be drafted and available for public comment in the near future.”

[Wyoming Game & Fish Department website, accessed [12/1/22](#); Wyoming Wildlife Federation, [8/10/22](#); Wyoming Wildlife Taskforce website, accessed [12/1/22](#); Wyoming Game & Fish Department website, accessed [12/1/22](#); Wyoming Game & Fish Department press release, [3/21/22](#); Facebook, accessed [12/1/22](#); Instagram, accessed [12/1/22](#); YouTube, accessed [12/1/22](#); Twitter, accessed [12/1/22](#)]

National/Federal:

At the federal level, the Hunting and Wildlife Conservation Council, a federal advisory committee resurrected last year by the Biden administration, announced its 18 members in a press release on Sept. 24, 2022. The council’s members “will provide recommendations to the federal government regarding policies that benefit wildlife and habitat conservation; expand fair-chase hunting, safe recreational shooting sports, and wildlife-associated recreation opportunities; and policies that benefit national and local economies.”

According to the Federal Register, the council’s first meeting is scheduled for Dec. 19, 2022.

- “In advance of National Hunting and Fishing Day on Sept. 24, the U.S. departments of the Interior and Agriculture today announced 18 members of the Hunting and Wildlife Conservation Council.”
 - “The Federal Advisory Council, chartered in February 2022 and managed by the U.S. Fish and Wildlife Service, is a federal advisory committee of subject-matter experts that will provide recommendations to the federal government regarding policies that benefit wildlife and habitat conservation; expand fair-chase hunting, safe recreational shooting sports, and wildlife-associated recreation opportunities; and policies that benefit national and local economies. ... The council will help advance the administration’s America the Beautiful initiative, which aims to conserve, connect and restore our nation’s lands, waters and wildlife with collaborative, inclusive and locally led conservation efforts.”
 - According to the Federal Register, the council’s first meeting is scheduled for Dec. 19, 2022.

- Council members are:
 - Colin Beck (Confederated Tribes of Coos, Lower Umpqua & Siuslaw Indians) representing tribal resource management organizations
 - Ryan Busse (unaffiliated) representing shooting sports interests
 - Jeffrey Crane (Congressional Sportsmen's Foundation) representing wildlife and habitat conservation/management organizations
 - Michael Crowder (National Association of Conservation Districts) representing agriculture interests
 - John Devney (Delta Waterfowl) representing waterfowl hunting organizations
 - George Dunklin Jr. (Five Oaks Duck Lodge) representing tourism, outfitter and/or guide businesses related to hunting and/or wildlife conservation
 - Bethany Erb (Pheasants Forever/Quail Forever) representing upland bird hunting organizations
 - Daniel Forster (Archery Trade Association) representing archery interests
 - Cole Mannix (Mannix Ranch) representing ranching interests
 - Collin O'Mara (National Wildlife Federation) representing wildlife and habitat conservation/management organizations
 - Lucas Martinez (League of United Latin American Citizens) representing wildlife-associated recreation interests
 - Lydia Parker (Hunters of Color) representing wildlife-associated recreation interests
 - Joel Pedersen (Mule Deer Foundation) representing big-game hunting organizations
 - Land Tawney (Backcountry Hunters and Anglers) representing wildlife and habitat conservation/management organizations
 - Keith Tidball (Cornell University) representing veterans' services organizations
 - Lauren Ward (Conservation Without Conflict) representing wildlife and habitat conservation/management organizations
 - Gerald (Tony) Wasley (Nevada Department of Wildlife) representing state fish and wildlife management agencies
 - Joel Webster (Theodore Roosevelt Conservation Partnership) representing wildlife and habitat conservation/management organizations

[U.S. Department of the Interior press release, [9/23/22](#); Federal Register, [11/28/22](#)]