

**Kentucky Department of Fish & Wildlife Resources Commission
Public Relations Committee Meeting
October 26, 2018, 11:00 AM EDT
1 Sportsman's Lane
Frankfort, Kentucky**

Committee Members: Chairman Jeff Eaton, Kevin Bond, Kenny Knott

AGENDA

- I. Call to Order & Welcome: Chairman Eaton**
- II. Pledge of Allegiance**
- III. Information Item: Goals and objectives of the Public Relations Committee**
- IV. Information Item: Marketing Goals and Strategy Attachment 1**
- V. Information Item: Information and Education Goals and Strategy Attachment 2**
- VI. Information Item: Department's Social Media Usage and Strategy Attachment 3**
- VII. New Business**
- VIII. Adjourn**

Attachment 1

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III. Discussion Item - Marketing Plan Goals and Strategy

Background:

The primary role of the Marketing Division is to increase both the funding and number of active supporters of the agency. Starting in 2010, the division began to take shape, instituting business-marketing disciplines. Private sector style marketing was not part of any state fish and wildlife agency. KDFWR hired a director (Brian V. Blank) with extensive private sector marketing and sales experience to head the new division. Brian had a proven record of accomplishment at boosting sales and revenue at several businesses including two Fortune 500 companies. He assembled a team of marketing experts, and focused on constructing comprehensive marketing and outreach campaigns that achieved measurable results. From the outset, the team shared mutual understanding of the importance of leveraging and maximizing national, regional and grassroots campaigns.

Prior to 2011, Kentucky's hunting and fishing license sales had been decreasing for over a decade in both units and dollars. In 2012, this trend began to change as license sales increased by over \$1M dollars from a low of \$24,533,027.00 in 2011 to \$25,752,668.00 in 2012. In 2013, license sales increased more than \$1M again above the 2012 numbers. Consistent annual sales of \$29,000,000.00+ became the new norm. Another significant marketing achievement was exceeding \$750,000.00 in revenue from the 2018 Elk Hunt Drawing application process.

The Marketing Division now helps with or directly manages over 18 agency social media sites. The David Giles bull elk harvest post reached over 1.2M views and we consistently have posts viewed and shared by tens to hundreds of thousands of Facebook subscribers. In FY19, we will direct mail over 140,000 post cards to customers. We will also: support over 60 grassroots community events; exhibit at 11 national outdoor shows; and be a significant driver of the \$5.9 Billion in economic impact annually generated by fishing, hunting, trapping, boating, and wildlife viewing annually in Kentucky.

Discussion of FY19 Marketing Promotional Planning Calendar

- Understanding the goals and strategy of concentrating marketing inventory during key selling periods
- Understanding the goals and strategy of concentrating marketing inventory on key sellers (Sportsman's Licenses, Fishing Licenses, Elk Hunt Drawing applications)

Case study review of Data Base Mining, Gov. Delivery and Eblast generating \$218,000 in fishing license sales

- Reactivated lapsed anglers
- Promote sales and participation
- Provide current fishing information to consumers

Grassroots/Community Marketing Coordination (CMC)

- Donation/Sponsorship - Online Process
- Use of branded merchandise (See examples)
- Efficiency of the program
- Banners

Our goal is to improve the "Customer Experience" (CX). The experience customers "Have", "Remember" and "Share" now define customer experience!

Attachment 2

Information and Education Division Goals and Strategies

The goal of the Information and Education Division is to inform the public of the agency's mission and to promote hunting, fishing and other wildlife related opportunities across the state.

Salato Wildlife Education Center Goals and Objectives

The interpretive goals describe what the SWEC will provide for the visitor to help develop public appreciation and support of the work of KDFWR.

1. Improve understanding of the KDFWR mission, strategic plan, programs and funding.
 - a. Incorporate agency's mission and funding sources into programming, interpretive signage, and exhibit development.
 - b. Update 2011 SWEC strategic plan.
2. Enhance the visitor experience by creating a connection to KDFWR through participation in interpretive programs and exhibit experiences.
 - a. Update permanent interpretive exhibits; including black bear exhibit, bobcat exhibit, reptile exhibit and other indoor exhibits that have surpassed their lifespan.
 - b. Secure funding and complete the Hunt and Fish Kentucky exhibit, and work to secure other funding partnerships.
 - c. Develop and conduct additional mission-focused programming options including R3 programs.

Recruitment, Retention, Reactivation Branch

The Recruitment, Retention, Reactivation Branch is simultaneously growing its "R3" efforts and developing its strategic plan for the future.

1. Current R3 programs include our "Field to Fork" program which is gaining the agency National recognition and is being duplicated by 9 other states.
 - a. Continue to grow and expand all R3 programs, including Field to Fork, Hook and Cook, Teacher's Tackle Box and Becoming an Outdoors Woman, among others.
 - b. Finalize R3 strategic plan and have in place by February 2019.
2. Over 154,000 children shot archery in the schools in the 2017-2018 reporting year and 6,500 archers shot in the State Tournament,
 - a. Continue to grow KyNASP program, ensuring our program remains the largest state NASP program in the world.
 - b. Bridge the gap between NASP target shooting and hunting by leveraging the over 1 million Kentucky residents who have participated in the KyNASP program to further the reach of the agency and our mission.
3. Hunter Education has certified over 500,000 hunters over the past few decades.
 - a. Eliminate as many barriers to hunting as possible while maintaining the safety standards that people have come to expect from our agency.

Conservation Camps

1. Enhance the camper experience through a critical analysis of current camp program.
 - a. Create surveys of camp attendees, analyze effectiveness of camp program
 - b. Conduct a meeting with all camp educators examining new ideas to rejuvenate camp programs while still covering the necessary materials to receive federal funding.
 - c. Partner with Marketing Division as they create Conservation Camp promotional campaign.

Attachment 2

2. Reduce camp costs and generate additional revenue
 - a. Campers will be leaving Friday morning saving meal and personnel costs, and helping improve employee morale.
 - b. Creating sponsorships for camps off-setting department costs.

Kentucky Afield TV

1. Produce high-quality television production that promotes hunting and fishing opportunities across the state.
 - a. Promote the work KDFWR biologists do across the realm of conservation and how it affects hunters and anglers.
2. Expand our reach via non-traditional methods of viewership through our YouTube channel, Roku, Amazon Video, Social Media and Podcast.
 - a. Create short-form content specifically produced for these non-traditional outlets.

Print Information

1. Improve and refine our methods of media communication and distribution of press releases and other important promotional material.
 - a. Develop a comprehensive communication strategy for the Department.
2. Continue to be the trustworthy direct contact for hunters and anglers and other constituents.
 - b. Update and refine our methods of communication in the Information Center, live-chat/email correspondence.
3. Inform and educate the public on hunting and fishing opportunities across the state, WMA's, regulation changes, and other news coming from KDFWR.
 - a. Research model for digital hunting and fishing guides.
 - b. Continue to inform the public via short-form videos on legislative, regulatory and other topics of concern.
4. Research and develop new methods and outlets for Kentucky Afield magazine to reach a broader, more diverse audience in an effort to expand the customer base.
 - a. Work with Marketing to develop strategy for increased subscriptions.
 - b. Research model for digital magazine that incorporates video and audio.

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VI. Information Item - Current inventory of the department's social media platforms, usage and strategy

Department of Fish & Wildlife Resources - Social Media Channels

Account Description

Handle

FACEBOOK

Kentucky Department of Fish & Wildlife Resources	kdfwr
Kentucky Afield TV	kentuckyafieldiv
Kentucky Afield Radio	kentuckyafielddradio
Salato Wildlife Education Center	SalatoWildlifeEducationCenter
Western Kentucky Fisheries	westerndistrictfisheries
Otter Creek Outdoor Recreation Area	OtterCreekORA
Ballard Wildlife Management Area-KDFWR	BallardWMA

INSTAGRAM

Department page	kyfishwildlife
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TWITTER

Kentucky Department of Fish & Wildlife Resources	@kyfishwildlife
Salato Wildlife Center	@fwsalatocenter
Kentucky Afield	@kentuckyafield
Northwestern Fisheries District	@kyfisheriesnw
Western Fisheries District	@kyfisheriesw
Northeastern Fisheries District	@kyfisheriesne
Southeastern Fisheries District	@kyfisheriesse
Southwestern Fisheries District	@kyfisheriessw
Central Fisheries District	@kyfisheriesc
Eastern Fisheries District	@kyfisheriese
Fish Hatcheries	@kyfishhatchery

As an agency we strive to guide the message and leverage social media to connect, engage, raise awareness and infuse clear calls to action. There is no longer a need to subscribe to costly newspapers, wait for the radio broadcast on the half hour or hour, or search for the news on TV, when consumers receive free, more relevant and timely content from their peers via social media.