

2012  
Gun  
Deer  
Season



# Deer hunting tradition runs deep





# Participating in the tradition

**Goal:** Celebrate the traditions of the 9-day and the importance of involving new generations to keep the heritage alive.

## Partners in conservation

- DNR participating with hunters
- Involving, engaging, exchanging information



## Changing the tone - regulator to participator

"...thank you for all the hard work and effort. We are very pleased! You are doing an awesome job."

"....I really like the work that the DNR is doing to improve communication with the sportsmen and women in Wisconsin. Listening to the hunting community and providing updates on a regular basis will pay big dividends in the short and long term."

"...noticeable difference in the DNR's approach to Deer Season. The emails, FAQs, and videos have him really excited about hunting this year."

"The whole look and feel I get from the DNR is great. In the past it was so rigid, sterile and not inviting. Keep up the great work."



# How?

- Old fashioned conversation meets modern day technology.
- Reached our audience where they were.
- Connect with people – fun and useful for them and for us!
- Created relationships with thousands that will last beyond deer season.



# Tools

- Earned media – spiced up with new tactics
  - Telebriefings
  - Governor E-updates
  - utilizing external networks (GovDelivery and legislative lists, tweeting)
  - media tours
- Access to us, direct contact

# Social media – Coordinated

## YouTube

- 6 new pieces, 14,000 views since Nov 14 (122,000);
- 3 featured Gov and/or Sec, 59% of views.

## GovDelivery

- Targeted 104,000 subscribers, 20% open rate (20,800)

*On par with circulation of MJS and WI State Journal, direct with our message*



# Social media – Coordinated

## “Ask the Experts” Chats

- Women in hunting, season warm up, access, safe and legal.
- 782 participated live, additional 2400 read transcripts.



The screenshot shows a blog post from a website titled "Wisconsin Deer Hunting". The header features two images of deer: one in a field and one in a floral arrangement. Below the header, the text reads "Home" and "Hunting for the Health of It: Spiritual". The post is dated "November 19, 2012". The main content includes a paragraph about a hunting experience and a small image of a blue sky with white clouds. On the right side, there is a search bar and a "Recent Posts" section listing several articles with bullet points. Below that is an "Archives" section with dates and a "Categories" section with several items.

## Wildlife Blog

- 200 views within 2 hours of posting, 2700 over 7 days.

# Social media – Coordinated

## Tweet-Along

- Major increase in traffic: 69 to 171 mentions
- Over 450 new followers for deer season
- 16% of followers in 1% time we've had Twitter

2012	2011
633,460	626,524

## Web

- Deer Show page
- New Deer Hunt page, license table
- Social media gateway
- New buyer

# Social media – Coordinated

## Facebook

- Gained 963 new “likes,” 10% in just two weeks.
- First photo contest

facebook Search for people, places and things Jennifer

WISCONSIN DEPT. OF NATURAL RESOURCES

**Wisconsin Department of Natural Resources**

9,411 likes · 1,192 talking about this

Government Organization  
Welcome to the Wisconsin Department of Natural Resources! This page is for sharing your experiences recreating in Wisconsin's outdoors. Enjoy!

About Photos Chat WIDNRTV YouTube House Rules



# The numbers

The important numbers:

- How many we connected with: exponential
- How many stories: > 633,460
- How many women: 10% of total, 33% of first timers
- First-time 9-day hunters: nearly 29,000

# Law Enforcement Overview



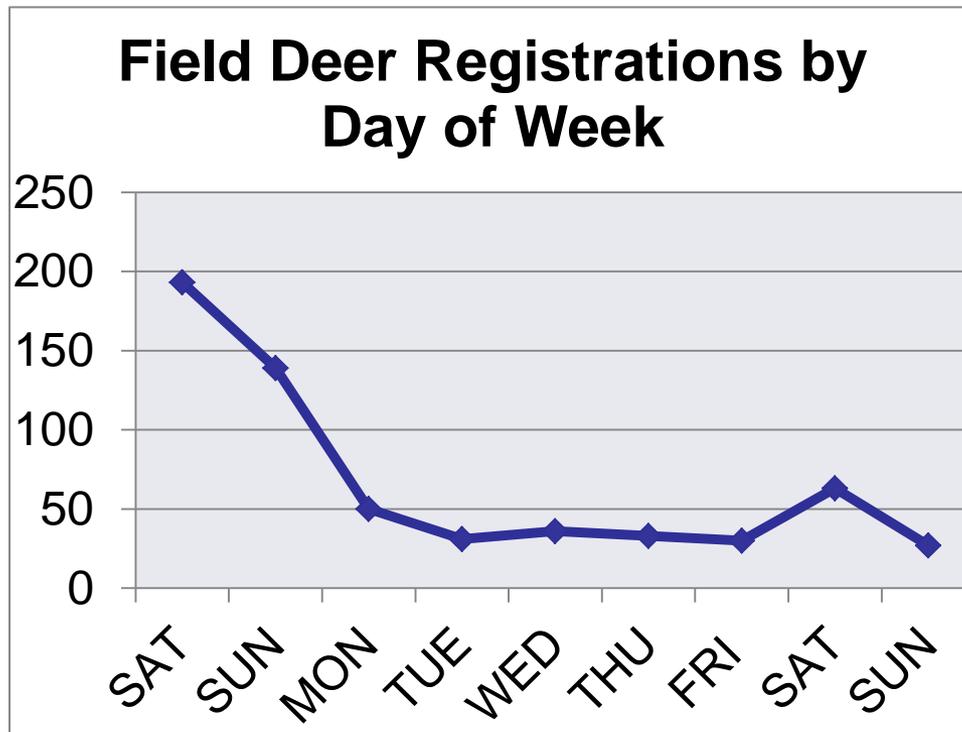


# Hotlines and Calls For Service

Type of Call	2009	2010	2011	2012
Found dead deer or other carcass	84	90	84	108
Baiting and feeding	48	24	23	29
Heard shots; believes poaching	23	13	19	23
Hunt within 50 feet of roadway center	20	30	29	12
Shoot from a vehicle	21	16	21	18
Hunt before or after hours	31	31	43	56
Possession of untagged deer	5	2	1	11
Possession of illegal deer	15	19	14	12
Miscellaneous	229	245	234	266
<b>Total Hotlines</b>	<b>476</b>	<b>470</b>	<b>436</b>	<b>535</b>
Calls to the Hotline not DNR violations or other calls for service/info	157	168	158	197
<b>Total calls</b>	<b>633</b>	<b>638</b>	<b>594</b>	<b>732</b>
Hotlines from Tip 411			13	9
				134

Wardens also responded to **3,637** calls for service during the 2012 gun deer season. Number of Hotlines increased by 23% as compared to 2011.

# Field Registration





# **VIOLATION / ARREST SUMMARY**

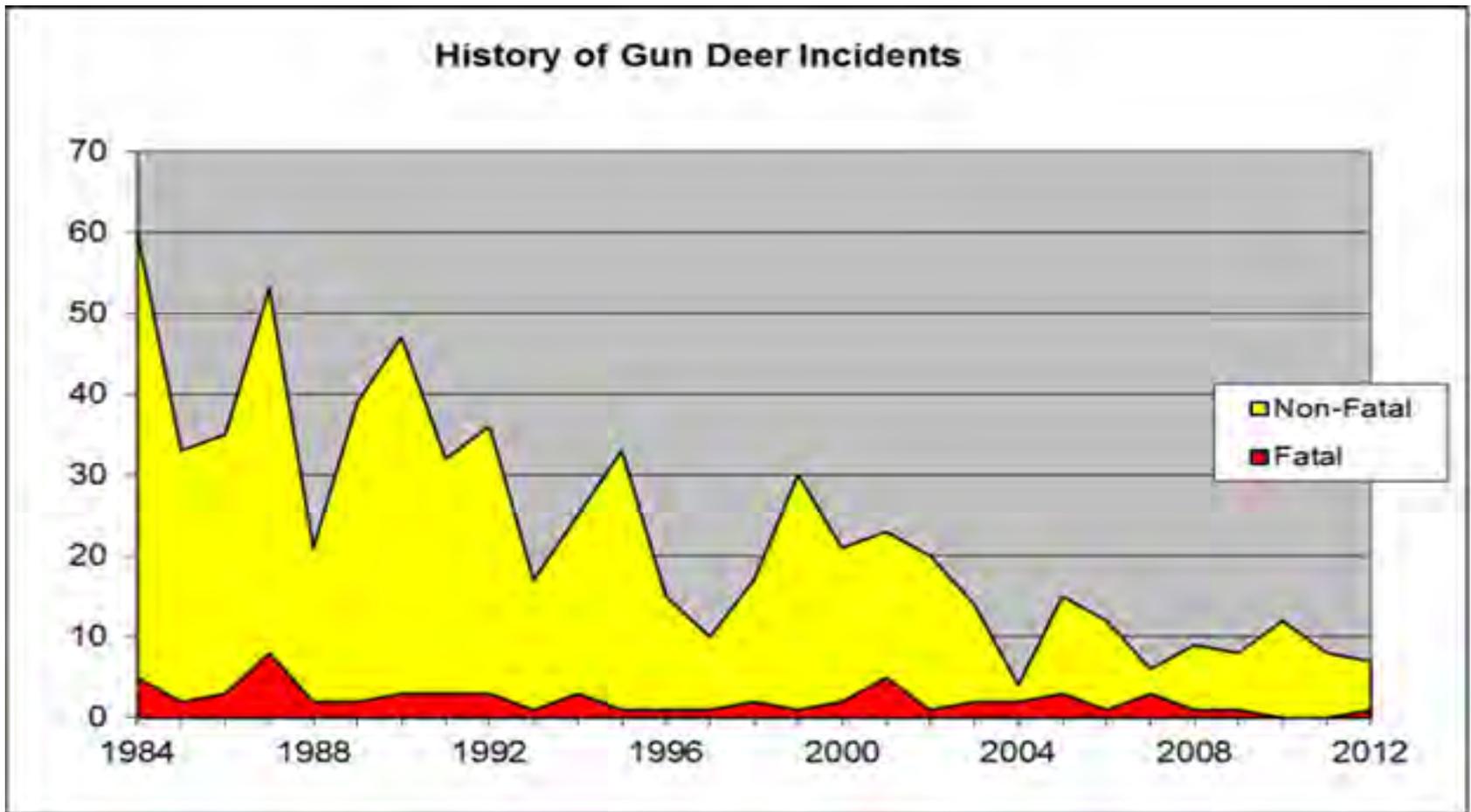
- There were 994 arrests reported, down slightly from 1,009 arrests in 2011.
- Wardens documented 1,627 verbal warnings for violations encountered.
- Wardens were involved in 14 search and rescue situations during the gun deer season.



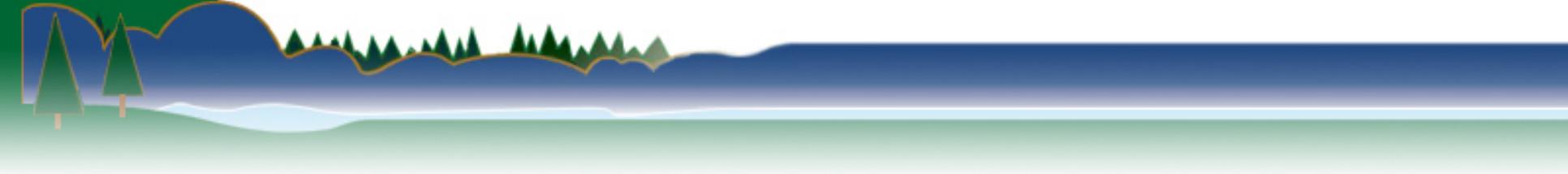
# Most Commonly Encountered Violations

Violation	2009	2010	2011	2012
<b>Illegal use of bait –</b> 2012 - 204 firearm hunters/4 archery hunters	334	216	184	208
<b>Place, possess or transport loaded gun in vehicle</b>	88	109	33	58
<b>Fail to validate tag</b>	37	50	45	49
<b>Hunt within 50 feet of paved road center</b>	35	53	67	42
<b>Hunt deer before or after hours –</b> 2012 - 31 firearm hunters/6 archery hunters	24	18	25	37
<b>Shoot within 50 feet of or across road</b>	32	28	35	31
<b>Hunt without or improper blaze orange</b>	23	26	14	26
<b>Shoot from vehicle</b>	16	16	25	25
<b>Hunt deer without a license</b>	35	30	36	25
<b>Use illegal elevated device, tree stand</b>	51	43	45	22
<b>Hunt with improper license</b>	28	20	21	22
<b>Feeding wild animals violations</b>	42	32	28	19

# 1984-2012 Incident Trend



Incident rate was 1.1 incidents per 100,000 Hunters



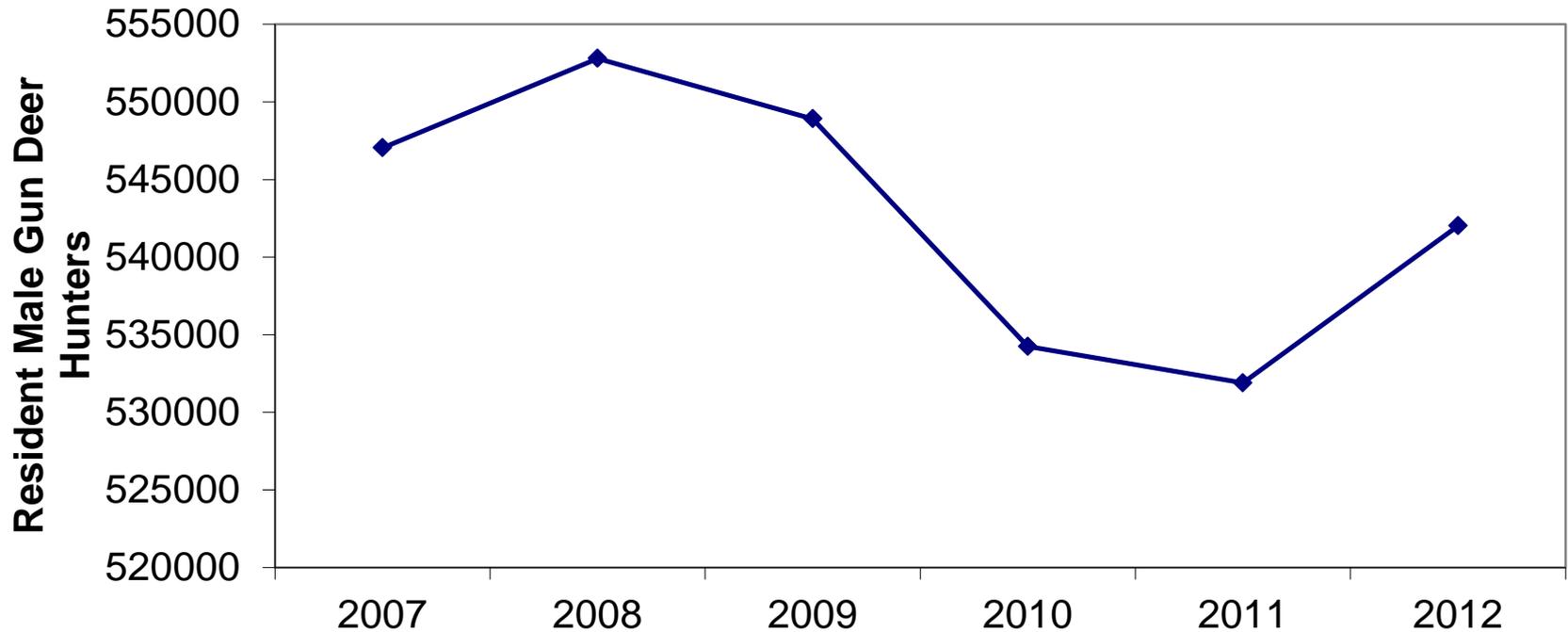
# SUMMARY OF INCIDENTS

- 2 of the 7 incidents involved a self-inflicted injury (29%), the other 5 incidents involved two individuals, shooter and victim (71%.)
- Of the two party incidents, 4 of the 5 involved members of same hunting group (80%.)
- 3 of the incidents occurred during deer drives (43%)
- Type of firearms involved: 6 – Rifle, 1 – Shotgun



# Rebound in Resident Male Gun Deer Hunters 2007-2012

- ❖ 2% increase this fall.
- ❖ At *all ages* between 20 through 50, the number of hunters grew this fall



# First Time and Returning Buyers

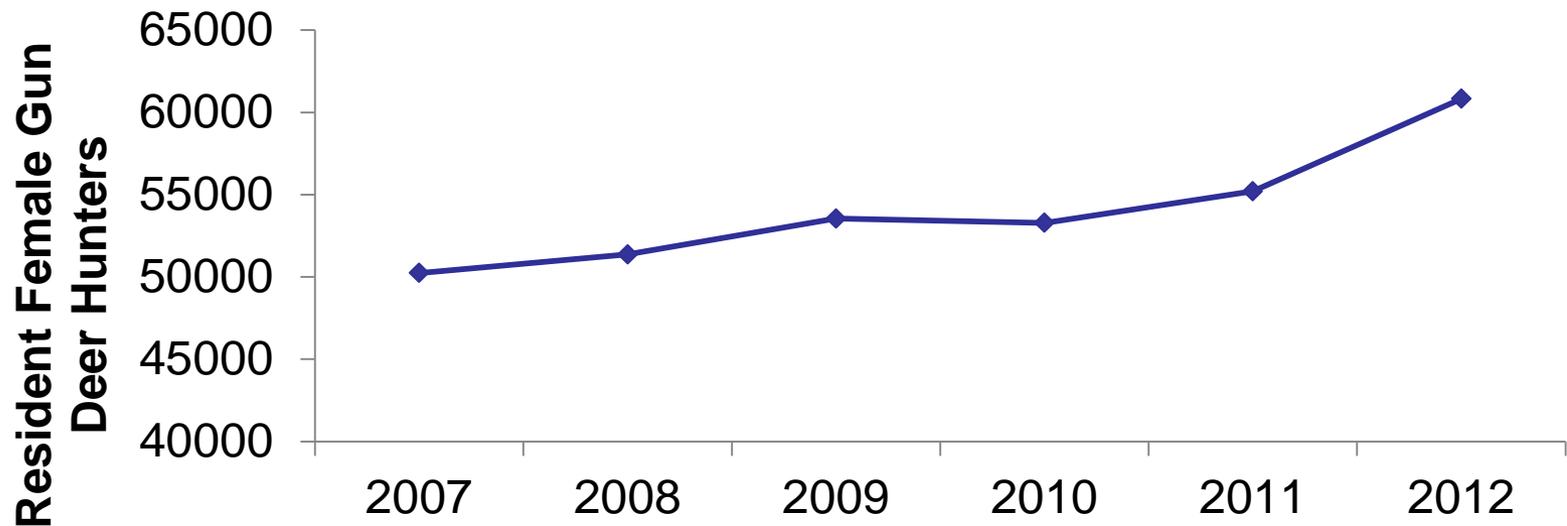


- First time buyers and those who have not purchased in at least 10 years: \$5 deer license
  - Turkey, small game, fishing, etc.
  - Half price combo licenses
- Outreach through radio, press, web, Facebook
  - 28,925 First time and returning deer license buyers
    - 19,000 were adults
    - 30% of the residents were female



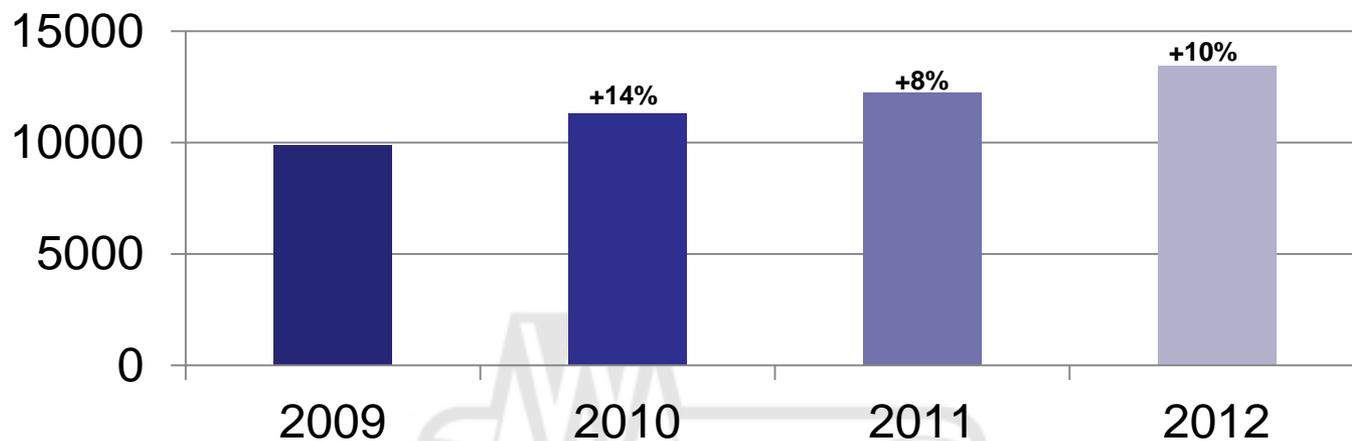
# Growth in Resident Female Gun Deer Hunters 2007-2012

❖ 10% jump this season



# Mentored License Sales Trends 2009-2012

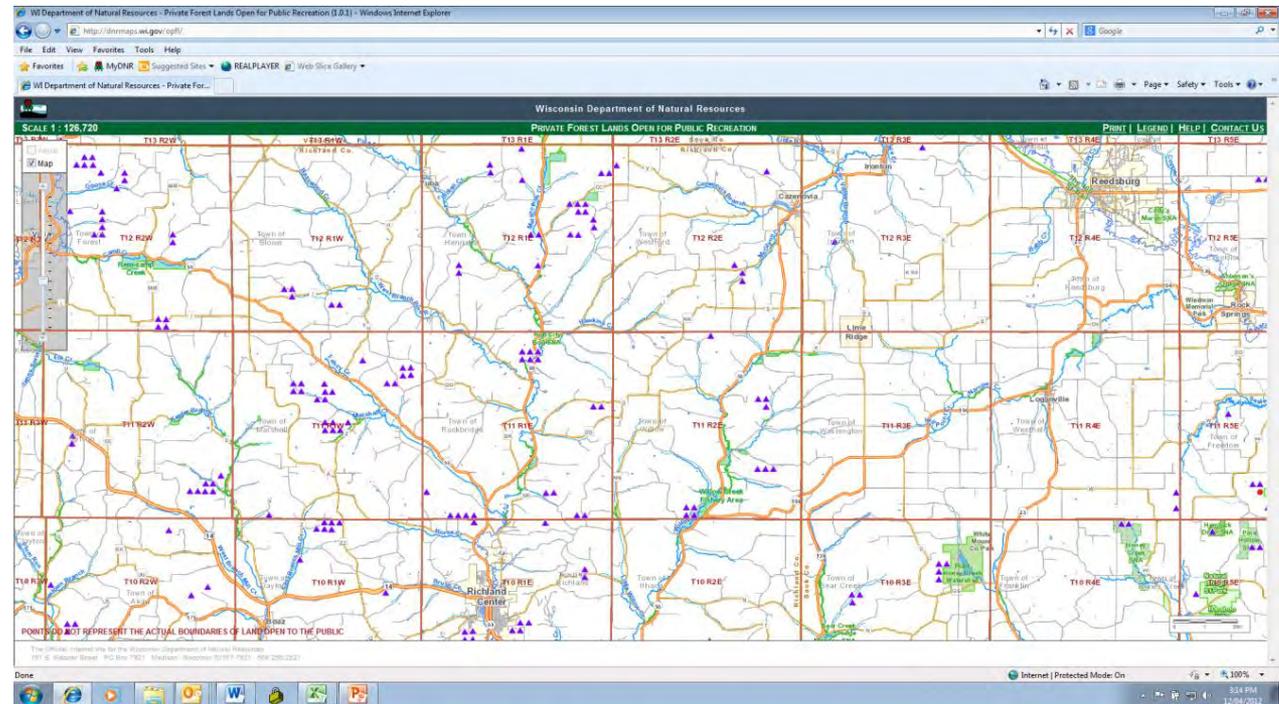
## 10 and 11 Year-Old Mentored License Sales 2009-2012



- Goal: 2% increase annually

# New Access and Apps

- New web mapping tool for MFL and FCL very popular
- VPA properties appreciated and used by many hunters



WDNR Hunting Hours App Launched November 1 – 1,669 Sold

# Ingredients to Make a New Hunter

- Desire to obtain food locally  
“Locavore”
- Young adult
- Participated in LTH turkey and deer program
- Took DNR MATC course
- Hunter Ed Internet Course
- Purchased firearm
- Purchased \$5 First Time Buyer license
- Hunted his first deer on MFL land
- Home butchering



"I believe one could say that I am hooked."

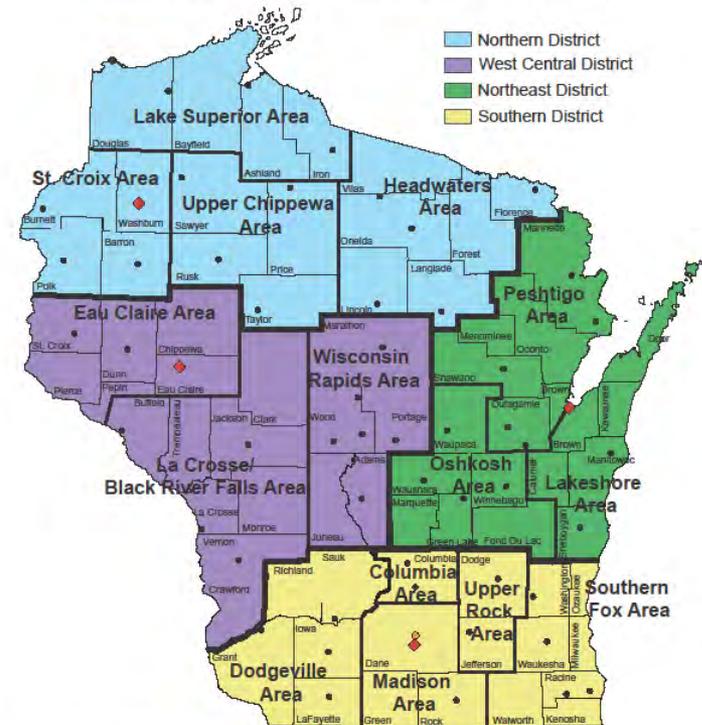
# Harvest



# 2012 9-day "Call-In" Registration

DNR District	2012 total harvest	Change in bucks	Change in antlerless	Total district change
Northern	58,813	10%	-10%	-1%
West Central	90,058	16%	8%	11%
Northeastern	54,019	9%	9%	8.9%
Southern	40,849	9%	15%	12%
<b>Total</b>	<b>243,739</b>	<b>12%</b>	<b>4%</b>	<b>7.7%</b>

Wildlife Management District & Area Boundaries



- Wildlife Staff Offices
- ◆ Headquarter Office
  - Central Office
  - Staff Office

Note: Office locations are approximate.

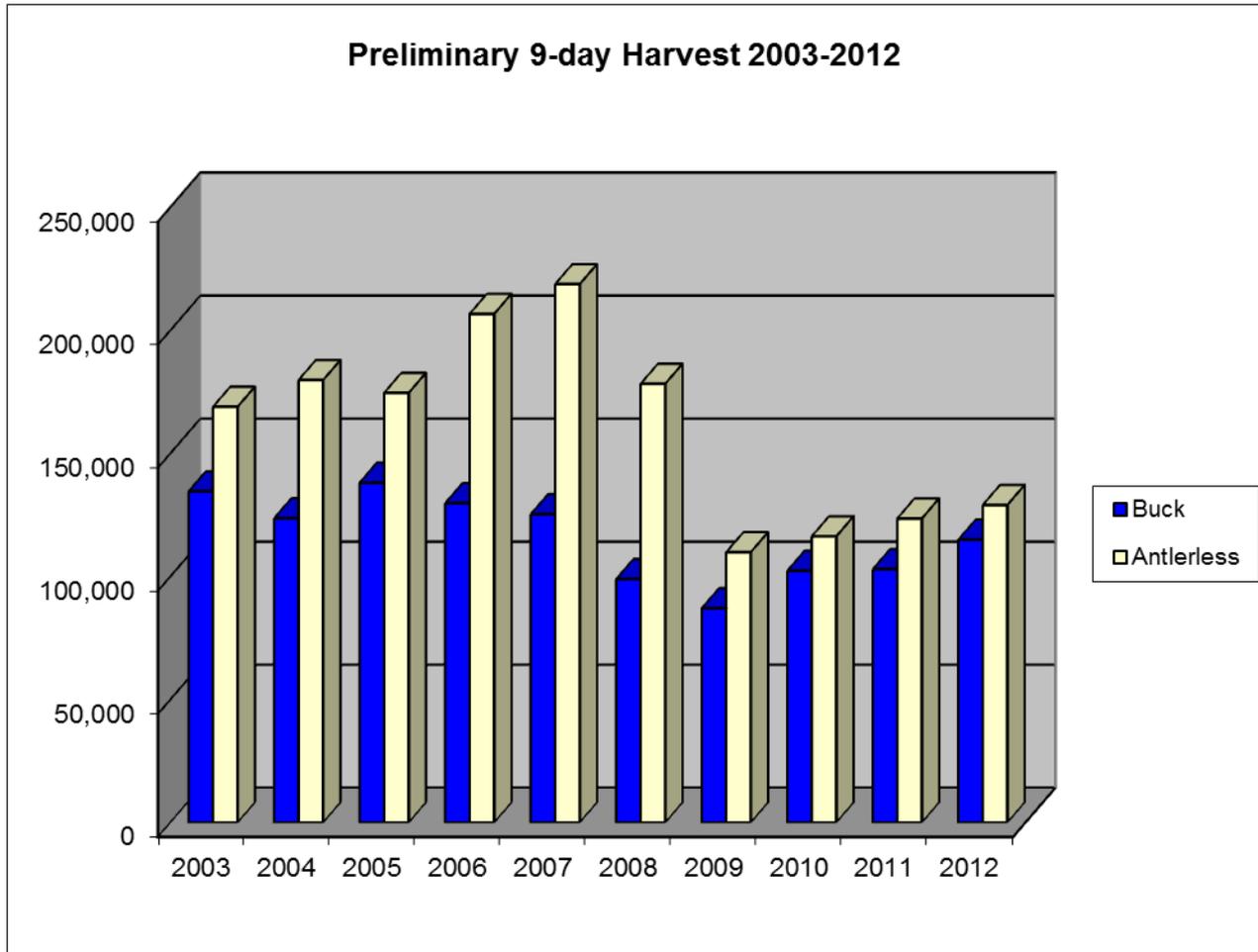


# Deer Stub "box score"

Data entered through December 6th

Season	Bucks		Antlerless	
	2011	2012	2011	2012
Early Archery	23,407	33,164	24,498	31,374
Oct Antlerless	25	---	1,593	---
Youth Hunt	1,778	3,193	2,718	4,773
9-day	21,516	35,315	20,646	35,177
Muzzleloader	4	1	11	7
Dec 4-day	---	---	---	---
Late Archery	92	153	120	139
Holiday Hunt	---	---	---	---
Totals	46,822	71,826	49,586	71,470

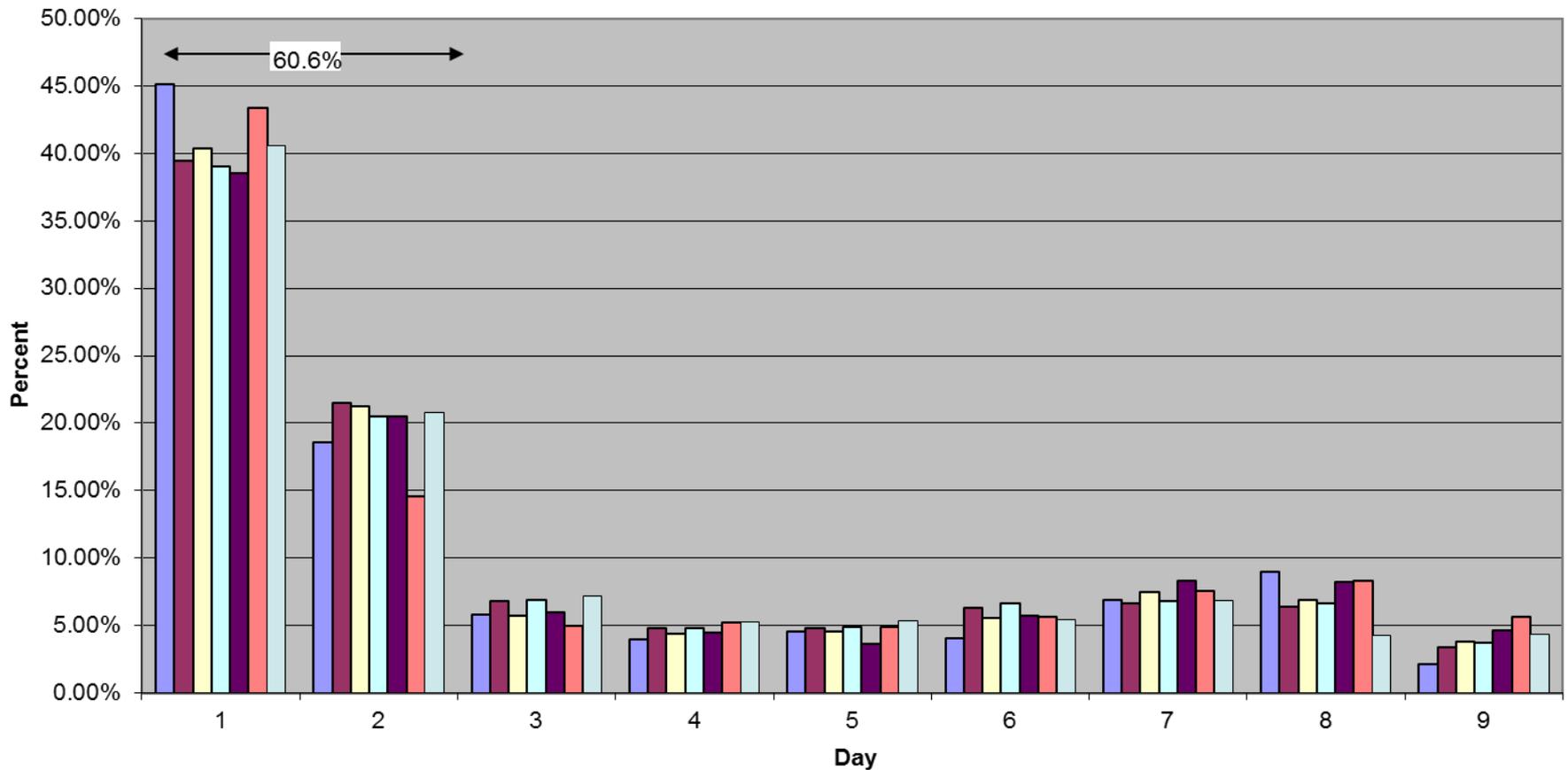
# 9-Day Gun Deer Season Harvest 2003-2012



# Opening Weekend Importance

Daily Percent of Total 9-Day Kill

2005 2006 2007 2008 2009 2010 2011



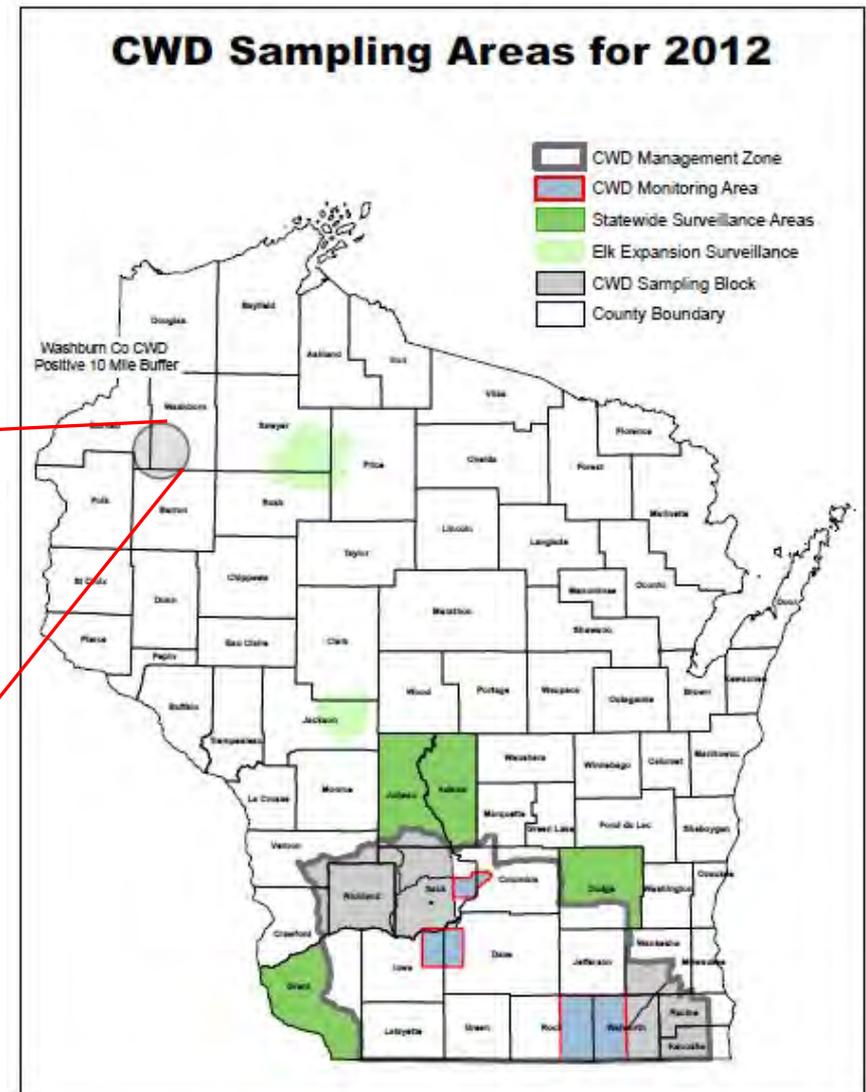
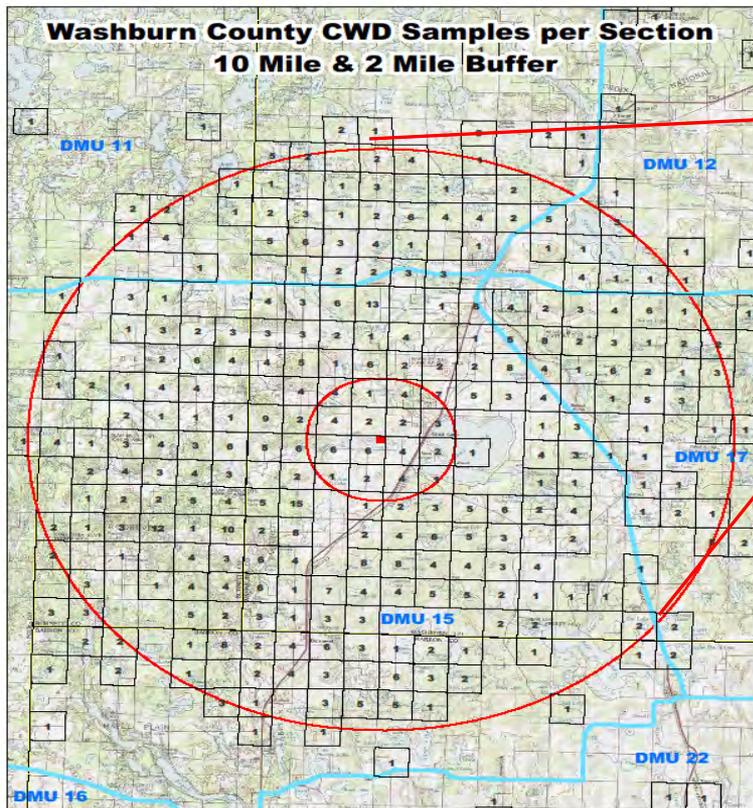
# 2012 Research Wrap

- Marked 768 deer in the first 2 years of the study
- 494 of them were collared
- 78 marked deer have been shot during the 2012 hunt season so far compared to 58 marked deer shot during 2011 hunting season



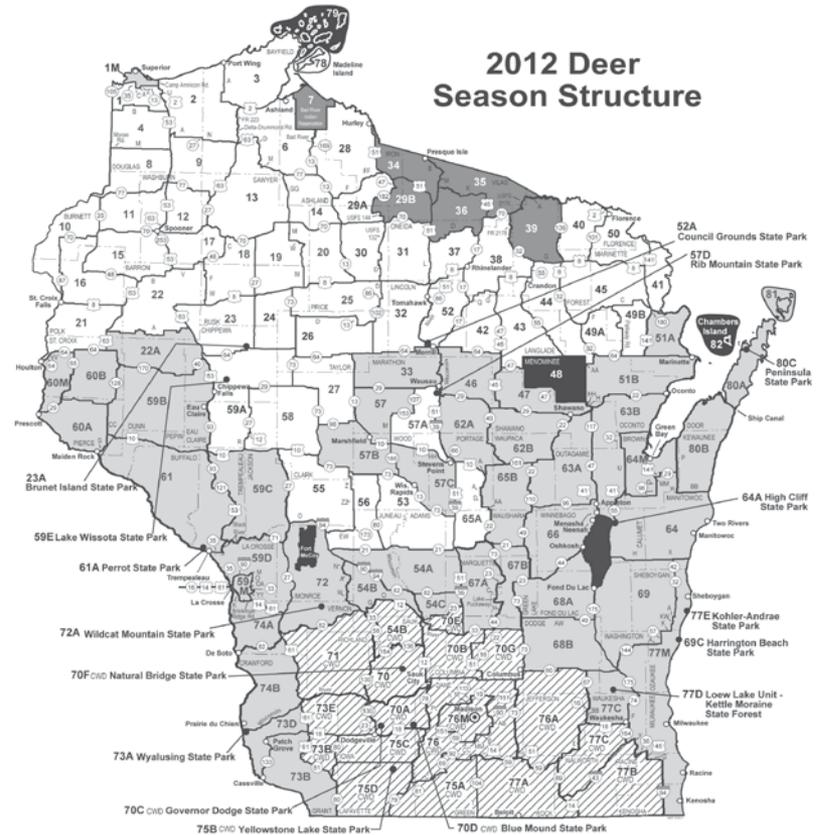
# CWD Surveillance

- Over 5,300 samples statewide
- 48 Positives in CWD-MZ
- Washburn Area: 966 samples



# 2012 Deer Season Structure

- 60 Regular Units (6 buck-only)
- 52 Herd Control Units
- 22 CWD Units with “Bonus Buck”
- 111-day archery hunt
- 2-day youth gun hunt
- 8-day disabled gun hunt
- 9-day gun hunt
- 10-day muzzleloader hunt
- 4-day Dec. antlerless gun hunt
- 16-day holiday gun hunt (CWD-MZ)



- Regular Unit - Bucks plus \$12 bonus antlerless permits
  - Herd Control Unit - Bucks plus \$2 antlerless permits
  - Bucks Only - (DMUs 7, 29B, 34, 35, 36, & 39)
  - Non-Quota Area - No permits issued by DNR
  - ▨ CWD Unit - 1 archery buck, 1 gun buck, plus antlerless permits and Bonus Buck rules apply
- Unit 48 firearm season is for tribal members only - season set by Menominee Tribe