Deer 2014 – Communications and Outreach Summary (through October 2014)

Proactive Communications

- **2014 Deer Season Media Packet sent to media statewide and posted on dnr.wi.gov keyword "deer" page during October and November.**
- **Comprehensive statewide news outreach project – focused on getting wildlife staff on local news programs for informational interviews.**

News Releases

- **July 1 – Sept. 23→ 15 deer season focused news releases distributed statewide.**
- **Additional regional releases to address localized issues.**

Live Chats

- **Informational chats open to the public with DNR wildlife, law enforcement, regulations and communications specialists. For more information, visit dnr.wi.gov and search keyword "expert."**
- **So far in 5 chats focused on deer season:**
    - **632 Live Participants**
    - **1,228 Viewed It Later**
    - **207 Total Questions Answered**

- **Live chat schedule moving forward:**
    - **Nov. 18: Season Forecast**
    - **Nov. 19: Know where to hunt! (VPA, PAL Atlas, Hunting and Parks apps)**
    - **Nov. 20: Safety and Regulations**
    - **Nov. 21: Women in hunting, youth hunting, recipes, deer camp, favorite memories**

Gov Delivery

- **Deer Trustee Report "Fast Facts" informational campaign→ coupling quick gov delivery messages with our informational chats.**
- **To sign up to receive messages from the department related to a number of conservation-related topics, visit this link.**

Targeted Media Outreach

- **Targeted media outreach plan, running from 9/8 through gun deer opener.**
- **Full media strategy and media plan created:**
    - **TV and Radio spots, online ads, newspaper and magazine ads (statewide, and also fringe markets for out of state hunters in IL and MN)**

Video Projects

- **:30 TV spot and radio spots RUNNING NOW**

Alternative Outreach

- **Proactive outreach to Hmong and Hispanic Community Groups throughout Wisconsin with positive results.**
- **Presence at Hmong New Year and other cultural events to answer questions.**
- **Hmong and Spanish translated regulations brochures available on "deer" page and will be included in media packet.**

Web

- **Weekly updates to the "deer" page with timely information – able to address issues quickly as they arise.**
- **"Frequently Asked Questions" document, regulations, meeting information, and other informative materials regarding deer season found on dnr.wi.gov, keyword "deer."**

For more information regarding the Wisconsin Department of Natural Resources' outreach efforts for the 2014 deer hunting season, please contact:

- **Bill Cosh, DNR spokesperson, 608-267-2773**
- **Sawyer Briel, DNR lands division public affairs manager, 608-261-0751**

For more information regarding new rules and changes for the 2014 deer hunting season, contact:

- **Kevin Wallenfang, DNR big game ecologist, 608-261-7589**
- **Melinda Nelson, DNR assistant big game ecologist, 608-264-6023**
- **Dan Kaminski, DNR assistant big game ecologist, 608-261-7588**