

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

Proactive Communications

- 2014 Deer Season Media Packet sent to media lists 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