



PUBLIC INFORMATION & OUTREACH DIVISION

INFORMATION TOOLS

- Most basic is the news release...
- Distributed through Gov-Delivery to 133,012 subscribers
- Posted to the website
- Department-produced video
- Re-issued in the “New Mexico Wildlife” magazine (350,000 copies statewide)
- Re-used in the electronic “Conservationist”
- Basis of information distributed through Information Center employees
- Records and information requests



IN-SCHOOL EDUCATION TOOLS

OUR MISSION

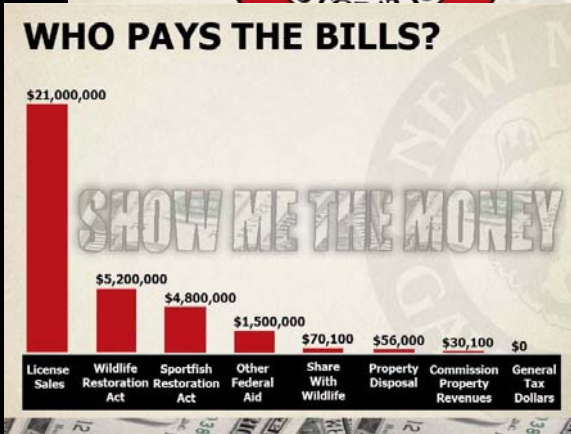
To provide and maintain an adequate supply of wildlife and fish within the state of New Mexico by utilizing a flexible management system that provides for their protection, conservation, regulation, propagation, and for their use as public recreation and food supply.

WILDLIFE CYCLE OF SUCCES\$

Hunters, anglers, boaters and recreational shooting sports participants purchase equipment.

Manufacturers pay an excise tax on that equipment.

RESULT: More wildlife, better hunting, fishing, boating and wildlife-oriented recreation.



- Wildlife Classroom presentations (officers and PIO employees, 2,500 students first year)
- National Archery in the Schools Program (More 8,000 students statewide)
- Aquatic Resource Education (About 12,000 students statewide, fishing skills to watershed monitoring)
- Curriculum development, targeting 4th grade with science and math lessons
- Hatchery tours (guidebook for educators)
- Fly-fishing in the Schools (New program first state in the West)

OUTSIDE SCHOOLS EDUCATION TOOLS

- Hunter Education (~3,500 students annually, 500 volunteer instructors)
- Off-Highway Vehicle (1,000 web students annually)
- Off-Highway Vehicle hands-on training program in development
- Developing OHV park west of Albuquerque with tribal consultation
- Shooting Program (AIM and 4H now, Scholastic Clays in near future, and working to develop or improve ranges)



OUTREACH EVENTS

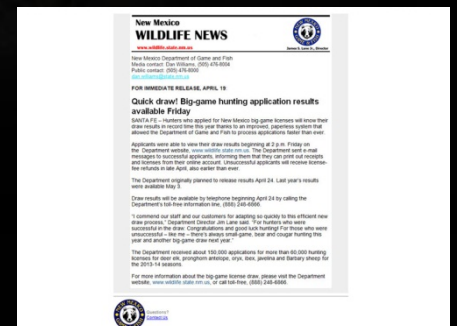
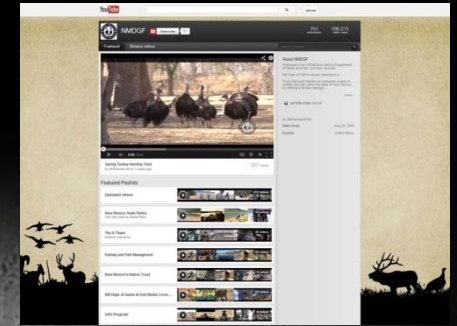


- Commission meetings and web casting
- Outdoor Expo, Aug. 16-18 at Albuquerque Shooting Range Park, almost 4,000 attendees in 2012
- Youth Hunter Education Challenge May 31-June 1-2, NRA Whittington Center, Raton
- International YHEC, July 22-26 at Whittington Center
- State Fair in September
- Bob Gerding Show in February
- Free-Fishing Day Clinics in June
- National Hunting and Fishing Day in September
- Shotgun events have been offered in Las Cruces, Albuquerque, Los Alamos

DIRECTION FOR COMMUNICATION

We anticipate increased use of the following communication tools:

- Website
- Gov-Delivery, 160,000+ recipients (\$14,500.00)
- Facebook, 4,000 fans at the present
- Twitter, 2,268 followers
- YouTube account, more than 590,215 video views – over 96,000 on just one video
 - Cheaper production than Hi-Definition TV, no broadcast costs (Previous cost: \$155,000)
- Smart phone applications



DIRECTION FOR COMMUNICATION EFFORTS



- Mentored Youth hunting ...
1,277 youth registered
(First 3 months)
- Year-one monitoring is being
done by Responsive
Management
- National Archery in the Schools
500 kids at State Tournament,
NM Shooter finished in top 100
at National Tournament
- Working with Public Education
Department to develop a
4th-grade wildlife curriculum



Mobile Advertising Effort

Currently the Department is engaged in a mobile advertising effort utilizing the existing fleet:

- Trailer wraps
- Hatchery truck wraps
- Tailgate wraps



CHEVROLET SILVERADO



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**NEW MEXICO DEPARTMENT OF GAME & FISH
PUBLIC INFORMATION AND OUTREACH DIVISION**

