

Information & Education Division 🕲



### **2013 BEAR AWARE CAMPAIGN**

#### **MEDIA**

- Press Releases
- Social Media
- Media Day
- Video

#### **PRINT COLLATERAL**

- Brochures
- Posters
- Direct Mail
- Magnets







# 2014 BEAR AWARE CAMPAIGN

# CONTINUED EFFORT

#### **MEDIA**

- Press Releases
- Social Media
- Feature Story
- Video

#### **PRINT COLLATERAL**

- Brochures
- Posters
- Direct Mail
- Magnets

BUT WE'VE ADDED MORE...





#### **DEPARTMENT WEBSITE**







### **MEDIA RELATIONS**





New Mexico Depar Media contact: Rac Public contact: (88) sachel shocklevills

Photographs availal

FOR IMMEDIATE F

**NEW MEXICO CAL** 

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Winslow released a a department office. for food in fown, an

If you really care at

- · Keep trash av
- . Only feed bird
- . Keep food so:
- Keep be/becul
- · Pick fruit befor



New Mexico Department of Game and Fish. Media contact: Rachel Snockley, (505) 476-8071; cell: (505) 470-6832. Public contact (888) 248-6866 cachel shockles/@state.nm.us

Photographs available upon request

FOR IMMEDIATE RELEASE, MAY 8, 2014

**NEW MEXICO CARES ABOUT BEARS** 

ALBUQUERQUE - The New Mexico Department of Game and Fish. reminds New Mexicans that spring is the time of year when bears' emerge from their dens and begin looking for food after their long

Their care for bears this season by securing trash and removing bear attractants now," said Rick Winslow, bear and cougar biologist for the department. In the spring, bears eat neturally available foods such as insects and grass, but they can be lured into dangerous situations by human food and attractants."



Every year, black bears stray into neighborhoods, enticed by human food sources such as garbage and bindleeders. Bears that associate humans with food can become aggressive and are a threat to public safety.

The department wants to give bears every opportunity to be wild, but to keep the public and bears safe, at times we have to step in." Winslow said. "Sometimes we can educate the public about bear attractants, other times a bear has to be relocated, and occasionally, if a bear has become a threat to people, it has to be put down.

"This is a community issue that will only be solved by the community coming together." Winslow said. "If five people on your block are doing the right thing to care for bears and someone isn't, they are putting your whole: neighborhood and bears in danger."

Winslow released a male bear back into the wild in April 7 in the Mangano Mountains south r a department officer captured the young bear last year in downtown Bernaillo. The bear in for food in town, and was scared up a tree. The Wildlife Center in Espanola cared for the

rique, after

If you really care about New Mexico's black bears, help keep wildlife wild by remembr

- . Keep trash away from bears.
- . Only feed birds in the winter or bring bird feeders in at night.
- Keep food sources, including pet food, out of the reach and smell of bear
- · Keep berbecue gnills clean or store inside.
- . Pick fruit before it ripens.



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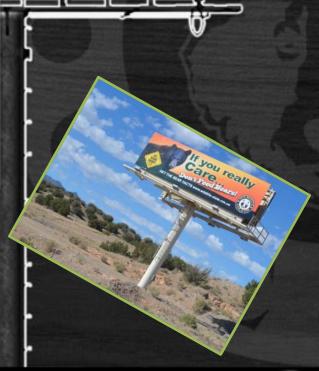


### **BILLBOARDS**





- 2 large Billboards on I-25 and I-40
- 8 Jr. Panels in Albuquerque
- 3 Larger Panels in Albuquerque



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## RADIO CAMPAIGN



400 - :15 second drive time radio spots on 8 radio stations

- 92.3 KRST
- 770 KKOB
- 99.5 MAGICFM
- 93.3 KOBFM
- 1050 AM KTBL
- 96.3 the MOUNTAIN
- 103.3 ED FM
- 610 SPORTS

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# **OUTREACH EFFORT**



42 Presentations to over 1,585 individuals

10 HOA's

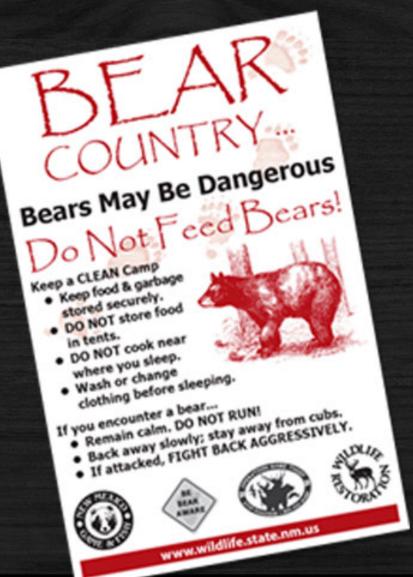
Conducted electronic mailer of Bear Awareness Information

- Members of 38 Official Bernalillo County
  Neighborhood Association
- 12 additional unofficial associations and east Mountain groups
  - Approximately 3,500 mailers
- Conducted an electronic mailer to Torrance County Neighborhood associations
  - Approximately 3,000





### **OUTREACH EFFORT**



Posted Bear and Cougar Signage as of May on Trailheads

- Albuquerque
- La luz
- Piedra Lisa
- Upper La Luz
- Elena Gallegos
- Cedar Brook
- Embudo Park
- Sandia
- Foothills/Embudo Cayon
- Indian School
- Supper Rock
- Hilldale Road at the end of Copper





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