



FINAL REPORT

August 18, 2016

August 1-4, 2016

Gateway Marriott, Atlanta, GA



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Executive Summary

August 18, 2016

To All Crucial to Conservation Workshop Participants:

First, on behalf of our sponsors, we want to say THANKS for your participation. Your level of interest in and engagement with the topic was greatly appreciated.

As we try to gain some perspective from the event, we're left with several insights as follows:

* **This was a great “start”.** With over 60 participants from 4 continents representing nearly 50 different organizations, we were able to benefit from a budding coalition of pro-hunting leaders. After hearing from 10 different presenters, some of the top experts in the field, we were provoked, encouraged, and sometimes sobered, by what we heard. We met new people, looked for common ground, and began to move through the KLTV Relationship-building process (Know-Like-Trust-Value).

* **We harvested a LOT of ideas and insights.** Starting with the pre-Workshop Survey, everyone began thinking about the key issues facing our industry, resulting in 32 pages worth of ideas. Next, we participated in 3 different SoloStorming exercises on 3 different topics. And then, we split up into smaller groups and tried to get some consensus about our core message. What we learned is that “messaging” is a messy, chaotic process! Although the allocated timeframe and noisy room weren't ideal, the 8 groups still came up with and shared some very solid insights ... which turned into the first draft of a Core Message (7 pages worth!).

* **There's still a lot of work to do.** Here are few of the critical next steps:

- Defining and re-defining some of our industry's key terminology
- Selecting the primary target groups for our message
- Researching the mindset and attitudes of our target groups
- Clarifying and shifting our strategy in light of a complex and continually changing world
- Educating our industry, as well as hunters, about how to best share the positives about hunting

Enclosed in this “final report” is the basic data generated from the workshop. You'll find some very good new ideas that you generated during the 2 brainstorming events (How to Get Our Message Out and How to Increase Cooperation). You'll also find contact information for all of our presenters in case you want to follow up with any of them.

We are beginning to work on a plan for next steps and looking for ways to keep the momentum going. If you have feedback, suggestions, and/or ideas, please let us know. Our first suggestion for a next step is to take a highlighter and work through this report, marking the sections most useful to your organization.

Thank you again for your positive participation. We'll be in touch soon.

John Boretsky, Crucial to Conservation Coordinator
John Storm, Moderator



List of Participants

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<u>Name</u>	<u>Affiliation</u>
Paul Babaz	Safari Club International
Shane Black	Wildlife Stewardship Council/Thaltan Outfitters
Craig Boddington*	Outdoor Writer / USMC
John Boretsky	Safari Club International
Bill Brassard	National Shooting Sports Foundation
Jennifer Burbey	Colorado Outfitters Association
Stan Burger	Professional Hunters Association of South Africa
Tony Caligiuri	Boone and Crockett Club
Ben Carter	Dallas Safari Club
Don Chilcote	National Rifle Association
Will Coggin*	Center for Consumer Freedom
Phil DeLone	Safari Club International
Mark Duda*	Responsive Management
Dominic Dugre	Quebec Outfitters Federation
Roger Duxfield	New Zealand Professional Hunting Guides Assn.
John Eastman	Quality Deer Management Association
Scott Ellis	Guide Outfitter Association of British Columbia
Bee Frederick	Congressional Sportsmen's Foundation
Walt Gardner	Nevada Outfitters and Guides Association
Andy Genasci	Shikar Safari Club
Sy Gilliland	Wyoming Outfitters and Guides Association
John Goodwin*	The Herald Group
Eddie Grasser	Safari Club International
Bill Greene	Safari Club International
Ron Hicks	Newfoundland Labrador Outfitters Association
Larry Higgins	Safari Club International
Rob Holliday	Safari Club International
John Jackson III	Conservation Force
Bruce Keller	Shikar Safari Club
Eric Keszler	Ducks Unlimited
Mitch King	Archery Trade Association
Adri Kitshoff-Botha	Wildlife ranchers of South Africa
Mark Lambrecht	Rocky Mountain Elk Foundation
Brian Lynn	Sportsmen's Alliance
Tom Lewis	Boone and Crockett Club



List of Participants

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<u>Name</u>	<u>Affiliation</u>
Richard Maasdorp	Safari Operators Association of Zimbabwe
Alan Maki	Safari Club International
Laurie Marcil	Nature and Outdoor Tourism Ontario
Scott Mayer	Safari Club International
Deb Moore	Alaskan Professional Hunters Association
Roland Norton	Professional Hunters Association of Zambia
Tom Opre*	Professional Outdoor Media Association
Craig Pattee*	Agenda
Nick Pinizzotto	National Deer Alliance
Susan Recce	National Rifle Association
Carla Rhyant	Alberta Professional Outfitters Society
Kerrie Romero	New Mexico Council of Outfitters and Guides
Jason Roussos	African PH Association/Ethiopian PH Association
Michael Sabbeth*	Outdoor Writer
Warren Sackman	Safari Club International Foundation
Doug Sayer	Wild Sheep Foundation
Steve Skold	Safari Club International
Stephanie Spika Hickey*	Safari Club International
Katie Sprenger*	The Tarrance Group
John Storm	Moderator, BrainStorm Network
Johan Svalby	F.A.C.E.
James Swan*	Author / Television Producer
Lindsay Thomas	Quality Deer Management Association
Paul Turenne	Manitoba Lodge Outfitters Association
Danene van der Westhuyzen	Namibia Professional Hunting Association
Scott Vance	National Wild Turkey Federation
Jeff Watkins	CIC
Charles Williams	Tanzanian PH Assn./ Tanzanian Hunting Operators Assn

*Designates a speaker or presenter

Crucial to Conservation Workshop Breakout Session Core Message – Draft 1 – 8/4/16

Core Message – Option 1 - Narrative:

Hunters believe all living creatures have value. Life and death are the start and end of all natural life. All animals die, including mankind. Humans, by nature, are hunters. People have been a part of the ecology of predator and prey since the beginning of human history. Hunting has allowed the human race to survive and provided a deep heritage of family, tribal, and cultural traditions.

While the personal reasons one participates in hunting are varied, hunters cherish wildlife. The social benefits of that pursuit contribute to a healthy life. Hunters hunt for many reasons but at the core is affirming man's place in the circle of life - body, mind and soul. This deep understanding motivates hunters to appreciate the power of nature to support all life and to practice good stewardship of natural resources. Hunters have an inherent interest in serving as protectors, custodians, stewards and promoters of conservation, as well as improving and sustaining wildlife populations.

Hunters enjoy multiple facets of a hunting experience. ... from hunting for food to watching animals interact with their surroundings, to being outside in nature. Hunting is a journey that includes: Preparing for the hunt. Scouting out game. Sensing nature's elements through heat, cold, and wind. Navigating terrain. Identifying species of wildlife. Harvesting and preparing the animal for food. Cooking and enjoying the meal. Sharing and re-living the experience.

Hunting is not focused solely on collecting a "trophy". Rarely is the meat wasted. Hunters are united in their commitment to the conservation of wildlife and habitat through ethical hunting. They are directly responsible for sustainable wildlife populations and habitat for both game and non-game species.

Hunters acknowledge there have been mistakes and tragedies made in the past. From illegal poachers to over-hunting certain species, hunters are aware of and committed to not repeating the past. Through funding of government agencies, hunters cooperate with game wardens to identify and prosecute poachers involved in illegal hunting.

Just like many non-hunters, hunters have, enjoy, and love animal pets. They give them names and often treat them like people. Yet, pets are very different from wild animals who live and die in the wild - animals who face disease, starvation, and the natural predator/prey relationship. Hunters believe animals do NOT have human feelings, rational thoughts, or free will. This is very difficult for some people to accept in our media-saturated, entertainment-driven, modern technological world of animated movies. With the Disneyfication of animals, some people have begun to believe that animals, as depicted in animated movies (i.e. Bambi, Lion King, Jungle Book, etc.), are just like human beings who talk and have human personalities. Hunters know this is not true in the wild kingdom. However, hunters respect, honor, and value the amazing beauty of living things which creates a strong bond between hunter and game animals.

Wildlife biologists and game management professionals base their harvesting regulations on solid SCIENCE. Hunter-generated wildlife revenue (license fees, game tags, duck stamps, individual and organization contributions and grants, excise tax revenue on guns, ammo, and archery) supports wildlife restoration and habitat protection that provides benefits to all who enjoy wildlife photography, wildlife viewing, wildlife education and hunting.

Hunters are the ultimate stewards of nature and play a critical role in the sustainable utilization and preservation of wilderness and wild creatures for all human beings to enjoy through the funds generated by their passionate endeavors and enthusiasm for all things wild.

Core Message – Option 2 – Bullet Point (2 pages):

Hunters ...

1. are the heart and soul of the true animal rights movement and are the most committed wildlife advocates.
2. are true conservationists who love, respect, support, and are passionate about all wildlife.
3. are united in their commitment to wildlife and habitat through legal, managed and ethical hunting.
4. live within the boundaries of the law and are socially responsible.
5. fully support game wardens in their pursuit of poachers who rob the ecosystem of valuable resources.
6. support our regulators and game wardens to enhance all hunting and wildlife management because without hunting, we will NOT have wildlife.
7. believe harvesting and eating wild animals is a healthy, normal, and acceptable way of providing necessary protein required for people to survive. Wild game meat is a healthy, organic source of protein.
8. are partners with a wide group of stakeholders in wildlife management and conservation.
9. are caring stewards that provide essential conservation revenue and leadership through the world's most successful user pay-benefit system. They are indispensable.
10. are the largest individual contributors in funding the conservation of all wildlife.
11. fund the vast majority of conservation activities worldwide.
12. are directly responsible for sustainable wildlife populations and habitats for both game and non-game species.
13. provide the economic component that allows wildlife managers to carry out surveys, anti-poaching, habitat improvement and incentives to local people who rely on the utilization of wildlife for their very existence.
14. are partners in conservation with a deep responsibility and pride.
15. work to protect or preserve animal wildlife for the future
16. are pleased to make a legitimate contribution to the management of our valued wildlife resources through participation in hunting thereby assisting with wildlife management plans through the harvesting of wildlife resources and furthermore, contribute financially to science and research through licenses, fees, etc. We strive to hunt only under the scrutiny of good up-to-date science and sound wildlife management plans.
17. Share and promote ethical practices among the majority of hunters that include the concepts of:
 - clean, quick kill
 - respect for the animal
 - a "fair chase" standard which supports the concept of ethical harvest

Core Message – Option 2 – Bullet Point (2 pages):

Hunting ... (legal, regulated, well-regulated, ethical)

1. is part of the human race's culture and history. It is a human tradition, a heritage of honor.
2. is a legal, regulated, government-sanctioned activity. True hunters do not support poaching, unsustainable harvest or reckless hunting practices.
3. is a key component of sustainable wildlife management and conservation. It is one of several tools used by wildlife management professionals, based on science, to create value that benefits local inhabitants and balances the game animal population. Hunting helps support healthy, sustainable wildlife ecosystems and wildlife habitat. No species has been threatened with extinction because of regulated and legal hunting.
4. produces sustainable, organic protein for millions of people and is a critical part of our food security.
5. involves an honest and respectful relationship with nature.
6. contributes significant financial and economic benefits for many communities around the world.
7. is a legal and ethical means of wildlife conservation.
8. conservation efforts result in an increase in habitat and higher quality habitat that produces more and healthier populations of wildlife.
9. supported by a strong historical legacy that supports the conservation of the wildlife and its habitat and produces diverse economic, cultural and environment benefits.
10. provides the opportunity to experience challenges, pursuit, failures and successes with family and friends.
11. embodies the ideal of paying respect by using restraint and not overwhelming game species by human capabilities.
12. is NOT just a right, but an ethical and professional responsibility to all people to ensure the sustainability, benefit and enjoyment of wildlife.
13. is a force for good in the public interest.
14. is a key component of sustainable wildlife management and conservation. It contributes significant financial support for conservation activities.
15. fulfills a primal need for humans to connect with the natural world, especially in modern times, when most people have fewer opportunities to experience nature.
16. helps people understand our natural environment
17. is a noble and honorable pursuit.
18. empowers, supports and provides economic vitality to many rural communities
19. provides revenue that ensures the sustainable utilization of wildlife and its supporting habitats.
20. is about the experience and not solely the end result.
21. provides social and economic benefits of legal hunting support our communities in a substantive way.
22. advocates collaborate with and support responsible conservationists, communities, global citizens and children to be the custodians of wildlife, to enjoy their beauty and mystery while utilizing the wildlife bounty in a sustainable manner.

Core Message – Option 3 – Benefit Bullets (3 pages):

POSITIVE BENEFITS OF HUNTING

CONSERVATION

- Ensure healthy wildlife populations (both predator and prey)
- Hunting is a positive example of sustainable management of a renewable resource.
- Wildlife management tool and population management control
- Helps promote habitat conservation
- Reduce potential hazards from an increase in predatory other wildlife species.
- Low ecological impact
- Commitment to future generations of nature lovers and hunters
- Helps build an appreciation and participation in conservation and giving back to the resource.
- Provides funding for conservation and management.
- Balanced eco-system
- Wildlife managers can use hunting regulations to manipulate mortality rates for population-level management of wildlife.
- Land put into conservation for hunting and conservation of species
- Increases chances of survival
- Reduction in human-wildlife conflict - Protects people from problem animals.
- Limiting of suffering of animals due to overpopulation (starvation, disease).
- Intrinsic and monetary value on animals to override poaching so locals protect remaining herds
- Control destruction of infrastructure (bridges, waterways, etc. due to furbearer activity)
- Hunters are a special interest group that provides most management revenue, including that for anti-poaching/ law enforcement, most wild habitat and rural incentives for Conservation. They are the stewards/ game keepers/ shepherds of game and habitat.
- Support for anti-poaching
- Hunting organizations with a vested long term interest in an area ensure the game population thrive
- Hunters have a vested interest in ensuring that there is wildlife to hunt and nature to enjoy. Biodiversity loss is an enormous challenge globally. This is why hunters engage every day across the globe to conserve nature and biodiversity – and are paying for it out of their own pockets. Hunters conserve far more than just huntable species.
- Unlike many other environmental organizations which employ staff to do policy work in the political institutions, hunters are active in the field all year round turning policy into reality. Few other organizations in the environmental field produce such a tangible added-value outcome through mostly voluntary work.

ECONOMIC IMPACT

- Money generated by hunting helps hunters and non-hunters throughout the world
- Funding provided by hunters and related taxes, permits, licenses and fees for habitat and species management; anti-poaching efforts, population control of animals; funding of local economies; employment opportunities for local communities, conservation activities and projects; significant employment in the retail and tourism sectors ... jobs for many others - locally and internationally from camp cooks to wildlife officers, airline employees to butchers, tanners, taxidermists and jewelers, etc.
- Hunting provides significant economic benefit through the equipment, licenses, accommodations, gas and other products and services purchased for the purpose of hunting.
- Social, economic, and employment benefits to local communities and rural areas
- License sales generate revenue for governments or reinvestment into the resource
- Hunters off-set costs for society by carrying out vital societal services often for free, such as population monitoring programmes, disease prevention and control, predator and wildlife damage control, prevention of road accidents, etc. Not only does this directly benefit society in general but also other important rural sectors such as the forestry and agro sectors.

Core Message – Option 3 – Benefit Bullets (3 pages):

PERSONAL DEVELOPMENT / INDIVIDUAL SATISFACTION

- Hunting provides physical, psychological, mental, and spiritual health benefits
- Hunting builds character, discipline, endurance. It sharpens and awakens the senses, bonds participants, etc.
- Hunting offers global adventure and travel opportunities, understanding other cultures (social, economic, and political)
- Hunting helps teach respect for life, self-discipline, goal-orientation, personal achievement
- Hunting helps people learn important outdoor and survival skills; become proficient at a hobby
- Hunting provides a sense of adventure, challenge, personal achievement, and personal mastery
- Hunting offers a way to learn values: patience, observation, doing things correctly, self-awareness, self-control
- Hunting allows people the opportunity to learn about wildlife, the environment, plants and nature
- Hunting provides good exercise, physical activity, and the physical challenge of hunting in difficult areas
- Hunting allows people to enjoy the outdoors, appreciate nature, understand the balance and cycles of life
- Hunting helps people obtain personal fulfilment through their hunting and find their identity in hunting.

HUMAN RELATIONSHIPS

- Hunting offers a relaxing and enjoyable social atmosphere
- Hunting Connection/Camaraderie/Bonding/Fellowship with fellow hunters, like-minded friends and family
- Building lasting memories
- Time together with family and friends in the outdoors, away from technology.
- Hunting introduce the next generation to hunting (critical to future management, etc.)
- Hunting provides Mentoring Opportunities (Hunting Techniques, respect for game and game laws)
- Hunting is an activity in which older hunters can enjoy the younger population (create special memories and experiences)

FOOD

- Great source of healthy, nutritious, organic, free-ranging food/meat/protein
- The satisfaction of providing food for your family
- Harvesting healthful food and sharing it with others (local food banks, charities, organizations, etc.)
- Moral, participatory source of food
- Taking responsibility for your food

ANIMAL AND PUBLIC HEALTH

- Hunters are trained, motivated and committed to eliminate any avoidable suffering to animals – it is an essential part of hunting ethics and of all formal codes of conduct.
- Hunters also monitor the health status of animals living in the wild (Swine Fever, Rabies, Avian Influenza...) and play so a key role in protecting public health and that of domestic (farmed) animals and are partners of initiatives against transmissible diseases.

SOCIAL AND CULTURAL

- Hunting has a long history and its socio-cultural elements are expressed in social practices, traditional skills, knowledge and rituals, traditional handicrafts and craftsmanship, oral expressions, artistic representations, to mention a few areas.
- In many rural areas in the world, hunting is the central social and cultural activity bringing people together.

ENHANCEMENT OF LIVEABILITY IN RURAL AREAS

- In a time of urbanization, hunting and hunting tourism provide important sources of income and the main social and leisure activity in many rural areas.
- In third-world countries, tourist hunting provides poverty reduction and important income to local people, which in turn incentivizes them to conserve wildlife.

HERITAGE/TRADITION

- Hunting provides an activity that is deeply rooted in tradition and heritage that is often passed down through generations.
- Carrying on a tradition and culture of rural areas - all our societies were originally based on hunter/gatherer lifestyles

Core Message – Option 3 – Benefit Bullets (3 pages):

RECREATION/APPRECIATION/CONNECTION WITH/STEWARDSHIP OF NATURE

- Hunting provides the ultimate, most complete and rewarding relationship to the natural world and wildlife.
- Hunters develop an appreciation for wildlife and therefore take on the responsibility of being stakeholders who volunteer their time and spend their money to work on habitat conservation and wildlife management.
- Hunting offers an understanding, appreciation, love and enjoyment of and connection and engagement with nature, outdoors, wildlife, natural resources.
- Hunting provides an outdoor activity teaches children to respect wildlife and help them develop ethics.
- Hunting builds appreciation and understanding of nature and man's place in the natural world.
- Hunting provides a range of diversified recreational opportunities.
- Hunting offers time to slow down, de-stress and connect with nature, away from work and daily stresses

Miscellaneous

Simple Slogans:

No Hunters. No Wildlife. Know Hunters. Know Wildlife.

No Hunting. No Wildlife. Know Hunting. Know Wildlife.

No Hunters, No Conservation. Know hunters. Know conservation.

No hunters, no future for wildlife!

Hunters care ...

Hunters are ...

If you love wildlife, hug a hunter.

Hunters—promoting healthy ecosystems around the world.

Hunters create a future for wildlife!

Hunting = conservation

Hunting is conservation.

Hunters ... doing what's best for wildlife.

Hunters sustain: wildlife, communities, families.

We hunt. We hunt for food, for management and for conservation. We hunt for life.

Anti-hunters harm wildlife.

Anti-hunters kill animals.

If anti-hunters had compassion, they would be hunters.

If you care about animals, learn about hunting.

If you care about animals, become a hunter.

Hunters—promoting healthy ecosystems around the world.

Conservation is job 1 for hunters.

Take a kid hunting. Take me hunting.

Facts Needed:

Estimated # of vegans, vegetarians, hunters, non-hunters, anti-hunters

natural mortality rate for animals in the wild (only 2-5% of wildlife mortality is from hunting)

Stories (Successes &/or Failures that Tie into Hunting):

North America: Whitetail deer, bison, wild turkey, elk

Africa: Elephant, Lion, Leopard

Definitions Needed:

Hunting

Poaching

Conservation

Trophy

Game Animal

Non-Game Animal

Position Statements (Global and Country-Specific):

American System of Funding: Through the American System of Conservation Funding, voluntary excise taxes of hunting products sold generate funding that produce tangible benefits to water and soil quality, game and non-game species, etc.

Anti-Hunters and Non-Hunters: Hunters respect the rights of others to disagree with their lifestyle and choices. Hunters and non-hunters ultimately have the same goal. They both want the best for wildlife, but disagree on how to achieve that goal. The opposing doctrine results in long-term, wide-spread suffering of animals via natural corrections (starvation, disease, and human-wildlife conflict) period.

Conservation: Conservation means identifying and maintaining a sustainable balance between wildlife population numbers and the many human and wildlife demands on that habitat. Conservation helps balance wildlife population in a responsible way. Conservation only succeeds through collaboration of multiple stakeholders.

Food: Hunters believe it is important for all meat eaters (~90%? of the world's population) to understand that meat comes from live animals that are harvested for people to eat. Meat (beef, chicken, pork, mutton, etc.) is not "manufactured" at the grocery store. The commercial meat industry raises real, live animals (cows, chickens, pigs, sheep, etc.), then kills and processes them to provide food for billions of human beings. Most game animals that are harvested by hunters provide quality, safe, nutritious, organic, healthy protein. Game animals also provide food security through a sustainable use of wildlife.

Sanctity of Human Life: Hunters believe that human life is of higher value than animal life. Thus when human life is threatened, we believe that taking an animal's life is justified to save a human being. This is not something to be done lightly, or without respect for the animal. Yet, saving the life of a person endangered by a wild animal takes precedent.

Trophy Hunting: Trophy means different things to different hunters. Anti-hunters have tried to define "trophy hunting" using only negative images such as 'rich white men who want heads on walls and leave the meat to rot'. A trophy is defined as a decorative object which commemorates an achievement. Trophy hunters provide vital funds for conservation around the world. They provide antibiotic-free, organic sources of protein for families, villages, and food pantries. Trophy hunters help to maintain healthy populations of wild game animals as well as habitat for non-game species. They can be rewarded for their efforts with a tangible token which is forever a majestic and artistic reminder of their wild experience as well as their contributions to the betterment of the species and wild lands conservation overall. For many species, trophies are often the oldest male animals whose contribution to the genetic pool has been reduced due to age. For most hunters, trophies are nothing but a by-product of all the other good experiences that come from a successful hunt. They are much more than an animal body part, whether they be a head, skin, claw, horn, or even a photo commemorating their pursuit of a magnificent animal. They are tangible tokens that spark memories of the total hunting experience.

Crucial To Conservation Workshop BrainStorming

8/4/16

How to Get the Message Out

Methodology:

The following ideas were generated from a short SoloStorming exercise focused on “How to Get the Message Out” on August 4, 2016. 37 individuals participated. We received over 140 insights and ideas.

Each individual’s total input is grouped together and then separated from the next person by the ---. Every effort was made to decipher the variety of handwriting. The few exceptions are marked with “???”. Each individual idea is numbered in order to help future teams communicate easier.

Thank you for your participation! If questions, please contact John Storm at John@BrainStormNetwork.com.

1. Utmost important to be in universal agreement on the message
2. Messaging will need to be attached to all participating in the program website social media, etc.
3. Where possible to get the message in schools
4. Where possible a program ??? through SCI to assist in some funding where outfitters could do a pre-season program to get teachers out into the field
5. To grow a “partnership” with WWF

-
6. Partner with wildlife management agencies: multi-media hunting PR blitz, rebranding
 7. Get hunting gear and manufacturers on board, with modified message.
 8. Add “core message” to the individual organization “messages.” Layering the content to show cohesion.
 9. Seek out an agency—ad or PR to “rebrand” hunting and us—all agree to manage the perception and portrayal of our profession, hobby, lifestyle for the future of ourselves.
 10. KISS—for us and for them
 11. Need a singular point of contact for crisis or “heated” questions or issues
 12. Hire a non-hunter?

-
13. Start by introducing the concepts of conservation to school curriculums.
 14. Have roadshows—booths at organic markets, talks at schools to disseminate information to all strata and age groups.
 15. Get ads out on TV and social media extolling the huge benefits that hunting brings to the table. This will spur the public debate and get people talking and involved and interested.
 16. Offer conservation education programs to inner city kids where the moms and dads can also be involved.
 17. Try to get mothers involved in various wilderness experiences and they will bring their kids on board.
 18. Put up billboards at prominent spots on major highways with strong pro-hunting messages.
 19. Interact with our own communities to convey the message that hunters REALLY care and quantify what we as individuals do to improve the overall quality of life in our own back yards.

-
20. PR campaign – consistent messaging
 21. All groups – same or similar messaging
-

22. Hunter education course: role of hunting, responsibilities of a hunter - in public, with social media
 23. Get all wildlife federation involved
 24. Make a presentation at meeting of wildlife ministers/wildlife agencies/game warden
 25. Publish our common message on each of our organization's websites
 26. Make sure we have a continuous overlook (annually) on the effectiveness of the message: establish a quick & effective canal of communication between our organizations
 27. Make sure the message resonates for the average hunter so we can identify itself to it and help to spread it (keep it simple).
-

28. Within our industry: through internal publications, direct education
 29. Outside our industry: through schools, through print media, through social media
-

30. Need to select the BEST spokesperson(s) to represent hunters for ad campaigns: print, billboards, social media/YouTube segments
 31. Develop hash tags that hunters can use when sharing the message.
 32. Distill to: talking points for orgs/associations/outfitters, talking points for individual hunters, slogans for ad campaign
 33. Needs to be tested and vetted with our target audience(s)
 34. Develop a meme generator for hunters. This would help with messaging to the public and provide opportunity to guide hunters with posting 'public friendly' photos.
-

35. Many voices, one message
 36. Move slowly and strategically with social media
 37. Needs to be simple message or slogan "hunters care" "know hunters – know wildlife" execution through pictures/video
 38. Craft message to the 70% in the middle
 39. Option 1: more distilled/simple—print
 40. Option 2: bullets - ads/TV (visual) "Hug a Hunter"-type campaign
 41. Option 3: just grouped
-

42. Soccer mom ads
 43. Being better able to relate to non-hunters in a one-on-one conversation
-

44. We need a single media outlet funded and supported by all NGOs, outfitters and professional hunting organizations. This is needed so that we can call upon this group of experts to deal with the media, press releases, social media websites.
-

45. Step 1 - do a thorough analysis of the indicators, the raw data provided by Responsive Management, etc.
 46. Step 2—from the indicators, derive appropriate messaging.
 47. Step 3—test the messaging.
 48. Step 4—hone the message.
 49. Step 5—identify the necessary financial resources and a plan to obtain them.
 50. Step 6—execute our campaign.
-

51. Ads—showcase the positives
 52. A lot of good news stories in industry. Let do a better job of telling/sharing with both hunting and bow hunting community.
-

53. Need to narrow group thoughts to 4-5 key points (topics)
 54. Find way to contract professional help to: craft final draft of message, decide on proper outlets to deliver message, choose proper audience(s) for delivery
-

55. Develop core expert representatives that really know and can repeat and broadcast the best/agreed upon message.
 56. Local sports/outdoor news editors and writers.
 57. Develop trust relationships.
-

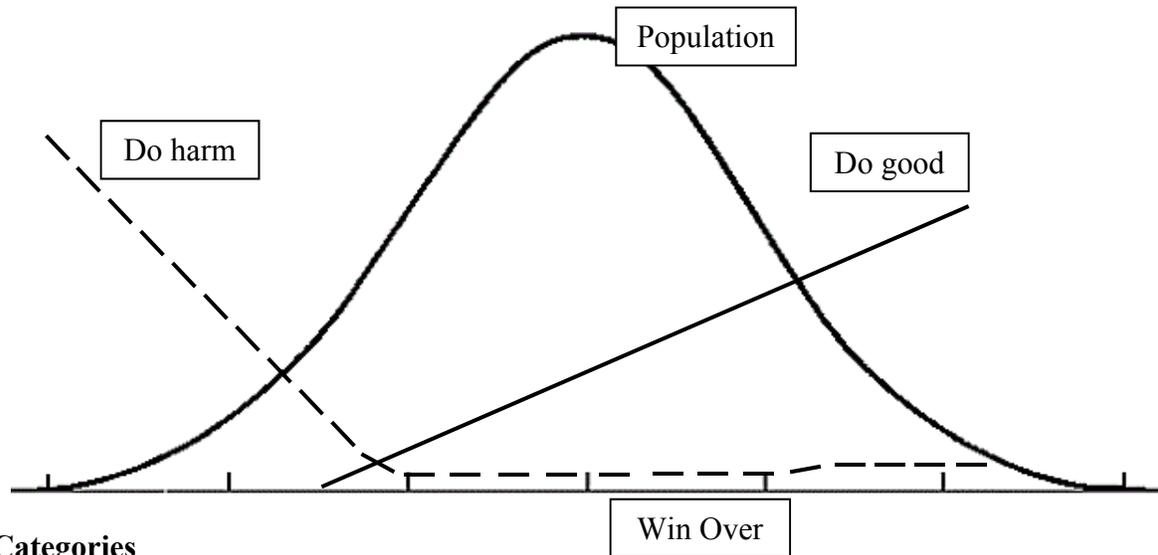
58. Need spokesperson(s) that have earned trust and respect of the average citizen.
 59. “Southern” culture may do more harm than good. Many perceive southerners as uneducated.
 60. Align with established/popular cultural trends (i.e. Garden & Gun, Anthropology).
 61. Feeling is more powerful than fact.
 62. “Wade into the water” as opposed to jumping in (i.e. show village feasting on meat harvested after big game hunt instead of the kill itself).
 63. Discourage the concept of whack ‘em and stack ‘em videos and images shared via social media.
 64. Most people will not form educated opinions of hunting, they’ll form emotional opinions.
 65. We need to structure our approach with this in mind, fewer statistics.
 66. People don’t need to play pro football to love it. Most ardent supporters of hunting participate. How do we create affinity without engagement?
-

67. This depends on: which audience you want to reach, what you want that audience to do, how you measure the success of your efforts.
 68. You can’t determine messages or delivery tools until you have answers to the above.
-

69. First—formulate the “message.” What we have done so far is to identify key points. We need to now hire an agency to assist in message development. Use focus groups of our target audience to develop messages that will produce the desired reaction.
 70. Within our community:
 - a. Get “buy-in” - possibly an “oath” - say a “hunter’s oath” - something our hunting community (from individuals to outfitters to organizations) can adopt and promote.
 - b. Develop a logo for our effort—to use within our community.
 - c. Advertise hunts with more data about how hunts help communities, help populations, promote conservation.
 71. Outside of our community: Use all media outlets as well as advertisements to promote the messages and/or slogans we develop,
 72. How about establishing a “chat room” for our community for routine communication and exchange of issues?
 73. Combat the anti—similar to Humanewatch
-

74. By Example (Enable our members; inform them of the message & get their buy-in & support – masses to share the same message) – at least cost
 75. Educate “decision-makers” – at least cost
 76. Awareness programs (adverts, etc.)
-

77. Print—must reach mainstream!!
 78. Letters to editor: promoting message, re-butting anti’s and promoting message, responding to any hunting (or anti) piece, new regs?, new season debates?, chime in with letters falling back on points.
 79. OP-EDs
 80. Promoting message
 81. Disarming anti—responding to articles or letters, advocating for new/expanded seasons or access
 82. Social media—On Organization’s pages, repeated in threads, “like” comments supporting theme, comment with theme on mainstream pages and articles.
-



83. **Categories**

a. Extreme Anti	Anti	Non-Hunters	Hunters
b. Attack		Welcome	Increase subscription to conservation
c. Discredit		Educate	
d. (Other audiences will be		1. Invite	
e. educated but not feel attacked)		Participate in common cause	

Other Comments:

- 84. Find Opinion Leaders (One on one / visits)
- 85. Children – computer, games / animation, more camps, competition
- 86. Social Media – case examples of doing good

- 87. We now have the key elements of our message from this workshop.
- 88. We now have to agree on "who is the audience" we want to impact.
- 89. We need to find professional ad agency to help us build the program—test and vet the message with focus groups. Social media, print media, TV
- 90. We must collectively agree on how to fund the program = sponsor network.
- 91. Produce the ad/message campaign.
- 92. Need additional focus groups after the program roll-out to test effectiveness i.e. did we move the needle on public awareness/acceptance of hunting?

- 93. Through organizations represented here as well as through others who were unable to participate, we can get the final messages out.
- 94. It would be helpful if there was a cheat sheet for all involved that listed ways each organization could help to get the message out.
- 95. A plan or cheat sheet could advise things like the following:
- 96. To send message out to the individual industry participants first.
- 97. The best methods (best practices) to get the message out to the general public.
- 98. Methods to use to keep the messages out there.
- 99. It would also be useful to know how many groups are making use of the work we've done this week.
- 100. Before we move the message(s), I assume that it will go through testing and refinement through the use of a professional firm to ensure we have developed a message(s) that will be most effective to reach our target market or educate or confirm our position for all.

101. The social media is the obvious choice but with extreme caution and expert consultation
 102. Short well-made movie clips on hunting with the accent on conservation and the link to hunting
 103. Goal – Strategy – Tactics
-

104. Message to industry: Have message to 4-5 key points. Produce materials (simple, easy to understand) which can be distributed electronically via the www. This could be as simple as picture memes on social media to short films depicting the issues. This could include workshops/presentations at meetings (SCI, OSC, etc. chapters) where well-versed speakers imply the message. Also, sponsor workshops with outdoor media and challenge them to disseminate the message (speak to our choir).
 105. Message to public: Hire the most creative people (not hunters) to take research and conceptualize a “got milk” type campaign. Market and promote campaign through established and proven marketing vehicles (print, radio, TV, www). Sponsor media outlets and writers to experience aspects of this campaign (eating wild meat = chef prepared or scientist show make up of meat or first nation people discussing our place in Mother Nature).
-

106. Some of the best pieces written about hunting have come from non-hunting reporters/authors who took the time to learn it.
 107. Hunters need to focus on being good stewards of themselves and the sport. Society will judge their comfort with that. For a very long time, more than 70% still find us favorable. Even after Cecil and other examples.
 108. We need less focus on the “opposition” and more focus on continuing to cultivate the reasonable masses.
-

109. Work parts of some bullets into a one page ad
 110. Advertise in gun publications (i.e. AK, NM, BC and other O & G publications—could also post on social media)
 111. Write or use narrative as article for NY Times or some other fairly liberal publication read by non-hunters.
 112. Write article for own publication to communicate with own industry.
-

113. Shoot another collared lion – just be prepared with a good response

114. Ask every participant to disseminate on all social media.

115. We have good information here
 116. Seek out a PR outfit that can: digest these thoughts, provide a study of our ideals on the general non-hunting public and provide a direction for our industry to take that will be most effective.
-

117. An organized, strategic, coordinated effort to communicate to local, regional, national and global audiences. A constant and consistent flow of messages that reinforce our position statements. Must include success stories! Printed media, Social media, TV, Film
 118. In general, the public is unaware of the goals of each conservation organization. Noticed that there are no manufacturers at this conference—why? They are the largest stakeholder and shoulder the majority of the cost of conservation with the excise taxes. Hunters don't really recognize the tax. The producers actually write the checks!
-

119. Crucial to conservation coalition—organizations, industry
120. Educational campaign
121. Build on hunting acceptance
122. Build knowledge of practices that are being challenged
123. Address the misconceptions that non-hunters have about hunting, wildlife populations and hunting's contribution to society.

-
124. Schools/education
 125. Documentaries featuring and being adapted to non-hunters
 126. Have non-hunters who benefit from hunting speak out, such as in local communities, government officials, authorities, biologists, etc.
 127. The right use of social media
 128. Focus on changing the face of hunting: feature women, immigrants...
 129. Find some journalist champions in mainstream media and work long-term with them
 130. Team up with other animal users and conservationists to communicate on cross-cutting issues.
 131. What we want to say (i.e. the draft core message) needs to be filtered through:
 - a. The lessons learned throughout this workshop in presentations and discussions (for example, not to be defensive, to use purposeful language, etc.)
 - b. Be run through focus groups of different categories of society.
This should be done by neutral/external communication experts.
-

132. International “days” of honoring/focusing on aspects of our message, built around a hash tag message that will be used and driven by all the cooperators. For example: International #HuntToEatDay, #HuntersAreConservationDay, #HuntersStopPoachersDay. Must be carefully designed so the hash tag can’t be corrupted or co-opted.
 133. Social media, email, video: coordinated campaigns by all the cooperators.
-

134. Paid advertising
 135. Earned media
 136. Proactive press (seeking out media opportunities)
 137. Internal communication within industry/hunting community
 138. Outfitter associations need to consider who their public spokespeople are. That is part of job description of exec directors and presidents. This needs to be considered by associations when they hire and elect executives.
-

139. Allies with other industries and have THEM advertise us and vice versa
 140. Ad campaign with women presenting the message
-

141. Education: general public, hunting associations, school children, local inhabitants living within and impacted by wildlife populations
-

142. Direct and targeted PR campaign—ex: hug a hunter—tested messages for specific audiences
143. Unified and collaborated messages on social media from major memberships from organizations and manufacturers, etc.
144. Identify key people and faces, even from outside industry, elected officials, minorities, females.

Crucial To Conservation Workshop BrainStorming

8/4/16

Ideas to Increase Cooperation

Methodology:

The following ideas were generated from a short SoloStorming exercise focused on “How to Increase Cooperation” on August 4, 2016. 31 individuals participated. We received over 75 insights and ideas. Each individual’s total input is grouped together and then separated from the next person by the ---. Every effort was made to decipher the variety of handwriting. The few exceptions are marked with “???”. Each individual idea is numbered in order to help future teams communicate easier.

Thank you for your participation! If questions, please contact John Storm at John@BrainStormNetwork.com.

1. When a universally accepted message can be agreed on it will need to be shared with any and all “user” groups
2. A message that is all inclusive
3. Education

4. Build trust & integrity
5. Regular feedback & communication
6. Commitment from all participants

7. We as hunters need to gain the trust of our communities by accentuating our sincerity and integrity in all things we do.
8. Reach out and try to determine what others point of views and prejudices as far as hunting goes, to see how we can convince and educate them.

9. All groups consider joint funding for high end PR campaign by top tier firm
10. Create strong focused simple message that reaches beyond core hunting values
11. What will sell?
12. Engage peripheral stakeholders (manufacturers, organizations, landowners, gun industry, fishing industry, healthy food organizations, engage millennials)

13. Host this meeting annually...when? Builds trust and communication.
14. Blast email to all SCI lists, both internal and external.

15. Establish a forum of discussion (internet) where communication/exchanges would always be possible and fluid between the different groups.
16. Links with organizations from other fields than hunting i.e. fishing organizations, agriculture, conservation (WWF), forestry, environment.
17. Essential to establish better cooperation with natives/first nations. They have a “status” that we can benefit from.

18. The group of organizations that SCI have pulled together is a great start: An International Federation.

19. Must focus on what we all agree upon—let go of what we don’t agree.

20. Facilitate communication
21. Use professionals in PR/advertising and facilitation
22. Build alliances with other industries i.e. Agriculture, Rodeo

-
23. Examples—WSF – Ag creating solutions for wild sharp—this conference
 24. Needs—working relationships with other resource users
 25. Goals—working toward an understanding that provides mutual respect and acceptance among hunting and non-hunting groups.
-
26. Continue with reaching out to all organizations to join together in a media effort.
 27. Build a funding source that works toward developing a “war chest” that continues into the future.
 28. Maybe that “war chest” is built similar to what the cattle industry has done with a voluntary tax or mandatory tax on tariff on our activity.
-
29. Put aside differences in mandate, etc. willfully and tangibly work together for “the common goal”, whether it be resource-wise, financially, or otherwise.
-
30. C2C Conference needs to be ongoing and possibly expanded to include even more groups
 31. See if we can bring additional “professional” help to keep process moving forward (messaging, etc.)
-
32. Recognize the common enemies and necessity of joining forces to be a greater force/voice. It is not optional. We need to maximize the broadcasting of the saving messages. One hundred broadcasters are better than only one.
-
33. Align political interests when and where applicable.
 34. Adopt and accept mutually agreed upon big picture objections and goals while maintaining individual purposes and identities.
-
35. Designate a core group to work on a marketing/branding campaign.
-
36. Identify 2-4 organizations to form response message(s) and put spokesmen forward to deliver that message.
-
37. NGO’s organizations that have same common group
 38. We speak their language, they speak ours
 39. Celebrities/sportspersons against a broader message
 40. Filmed examples of people doing good for poor people
-
41. With message and PR campaign in hand, we now need to fund the campaign.
 42. Approach outdoor industry, firearms manufacturers, outdoor clothing, etc. for sponsorships of program.
 43. Acknowledge that this is not a one year program – it will take many years of funding.
-
44. Understanding that there are challenges with travel in order to meet face to face regularly, it might be helpful to have some form of online closed group chat room where we can reach out to each other for comments/opinions/advice, share messages/campaigns/updates and post our newsletters somewhere we will feel safe to share our ideas and opinions. The travel factor aside, perhaps a meeting such as this one every 2 or 3 years would be beneficial. One that has a specific agenda.
 45. It may help the broader outfitting communities around the world if the professional organizations shared stories of what is happening in other places. It will bring more of a connection among the industry.
-
46. Poll focus groups to get key indicators—then we need to pool our resources to fund an ad campaign
-

47. Pledge to put wildlife and wildlife habitat first.
 48. Set aside differences.
 49. Understand the entire industry will lose if hunting is banned.
 50. Work/assist groups with difficult issues (South African predators/game breeders in USA, etc.) and don't throw them under the bus.
-

51. Will always be a challenge, and a singular "leader" is probably not going to work. SCI, for example, maintains a record book, and that is challenging to itself.

52. Large organizations need to pay attention to and respect the efforts of what the local F & G organizations are doing on the ground and support us in the areas that they can.

53.



-
54. Each entity needs to see value in participating—such as: firearms, ammunition supplies, all outdoor suppliers to the hunting industry, etc.
 55. If we can provide a proper message we will be able to: continue hunting as we know it, recruit more hunters to the field and provide more funds for conservation.
 56. Once this workshop is complete and a direction is implemented, other similar and like groups need to be approached and brought into the fold.
-

57. Scheduled meetings for communication professionals.
 58. Press release that we are cooperating—even at this conference.
 59. Won't ever happen by accident—each organization has to adopt cooperation as a priority.
 60. "The problem with our hunting industry is, there are people in it!"
-

61. Two networks are needed globally:
 - a. Hunting networks (hunting associations, industry, etc.)
 - b. Animal users sectors (food producers, retailers, hunters, pelt traders, etc.)
62. Regular contacts, meetings and workshops needed to identify joint strategies to further animal use and address the philosophy of the extreme animals rights agenda.
63. Start by finding common ground, mapping threats and opportunities and proceed to developing a comprehensive response and common language.
64. We need to come up with our own vision and philosophy.
65. To facilitate regular contacts, task force groups can be set up in between workshops.
66. In Europe, FACE was part of taking the initiative to set up the Ethics Platform for Animals Sectors in Europe-EPASE, gathering family, fashion industry, hunters, circuses, pelt traders, medical researchers, etc.

-
67. Consider establishing an umbrella organization, such as the Council on Ethical Hunting or something to that effect, that we organizations can volunteer to answer to.
 68. Hold sessions like this one more regularly (recognizing that costs money).
 69. Share published material, media stories quoting our organizations, etc. with each other.
-

70. Global PR company channeling all information and crisis control for all parties involved here.
 71. Media: #tag all parties here today with all future messaging—sprouts positive media constantly.
 72. Schools and education facilities should be actively informed and invited.
 73. Central PR hub for all involved here.
-

74. Understand the issues that are impacting other industries (environmental, etc.) and work with them to send out a core message.
75. Try to get mainstream politicians to embrace our philosophy and spread the core “conservation message” to their political colleagues and constituents.



Crucial To Conservation Workshop Survey Results – Final - 8-1-16

Methodology:

The following survey was conducted via online survey in July, 2016. The survey consisted of 10 questions focused on hunting issues. It was sent to 58 individuals of which 44 individuals participated. As promised, the names of participants are not listed.

The response was quite impressive. We received over 800 individual insights and ideas (22,410 words). That's 32 pages with 9 point font! It took over 12 hours to review the data and make simple corrections (typos, spelling, punctuation). The next step was to create categories and place each individual insight or idea into a category. Some responses listed multiple ideas all together and I did my best to separate them and place in the best category. Be aware that in many cases, responses could be placed in multiple categories. In cases where there was exact duplication of a response, these are noted with parentheses (#), with the number being the # of exact responses.

Thank you for your participation! If questions, please contact John Storm at John@BrainStormNetwork.com.

1. List as many ways as you can to describe the positive aspects of hunting:

CONSERVATION

- Conservation (9)
- Helps promote habitat conservation
- Wildlife management (2) + Wildlife management tool
- Game management (2)
- Conservation of wildlife
- Benefit to Conservation
- Habitat preservation the biggest
- Supports conservation, helps manage wildlife, protects people from problem animals.
- Increase of wildlife numbers
- In some cases, hunting helps to reduce potential hazards from an increase in predatory other wildlife species.
- Low ecological impact
- Commitment to wildlife
- Commitment to future generations of Nature lovers and hunters
- Sustainable use of wildlife
- Important wildlife management tool
- Ensure healthy wildlife populations
- Sustainable conservation, part of our human existence and nature,
- Population and environment management
- Helps build an appreciation and participation in conservation and giving back to the resource.
- Funding conservation
- Provides funding for conservation and management.
- Supports wildlife conservation
- Acknowledging the fact that hunting, as a wildlife management tool, has played a huge role in South Africa's conservation model
- Population management
- Population density control
- Population control
- Maintain an even population, prevent the highs and lows of nature
- Balanced eco-system
- Ethical removal of excess animals
- Wildlife Conservation
- Eco-friendly
- Wildlife managers can use hunting regulations to manipulate mortality rates for population-level management of wildlife.
- Land put into conservation for hunting and conservation of species
- Managing wildlife populations

- Good for the environment
- Good for habitat
- Increases chances of survival
- Maintaining safety for human habitat
- Habitat enhancement
- Population control
- Reduction in human-wildlife conflict
- Healthier populations of both predator and prey
- Limiting of suffering of animals due to overpopulation (starvation, disease).
- Intrinsic and monetary value on animals to override poaching so locals protect remaining herds
- Control destruction of infrastructure (bridges, waterways, etc. due to furbearer activity)
- Hunters are a special interest group that provides most management revenue, including that for anti-poaching/ law enforcement, most wild habitat and rural incentives for Conservation. They are the stewards/ game keepers/ shepherds of game and habitat.
- Hunting is a positive example of sustainable management of a renewable resource.
- Precursor being that hunting is ethical and in-country financial mechanisms are fair and transparent
- Hunting organisations with a vested long term interest in an area ensure the game population thrive
- Support for anti-poaching
- A very humane method of population control
- Hunters have a vested interest in ensuring that there is wildlife to hunt and nature to enjoy. Biodiversity loss is an enormous challenge globally. This is why hunters engage every day right across the globe to conserve nature and biodiversity – and are paying for it out of their own pockets. Hunters conserve far more than just huntable species.
- Unlike many other environmental organisations which employ staff to do policy work in the political institutions, the 7 million hunters of Europe, for example, are active in the field all year round turning policy into reality. Few other organisations in the environmental field produce such a tangible added-value outcome through mostly voluntary work.

ECONOMIC IMPACT

- Money generated by hunting helps hunters and non-hunters throughout the world
- Provides funds for conservation
- Provides jobs for many others - locally and internationally from camp cooks to wildlife officers, airline employees to butchers, tanners, taxidermists and jewelers to mention a few
- Funding provided by hunters and related taxes and fees for habitat and species management; population control of animals; funding of local economies; employment opportunities for local communities
- Hunting provides significant economic benefit through the equipment, licenses, accommodations, gas and other products and services purchased for the purpose of hunting.
- Hunting provides funds through the purchase of licenses to support conservation activities.
- Hunting provides significant employment in the retail and tourism sectors.
- Economic benefits for rural areas
- Economic value to rural areas
- Social and economic benefits to local communities
- Local community benefits
- Local communities benefit, presence on the ground
- Employment in isolated areas
- Money making too for countries
- Provides livelihoods, economic benefits
- Significant fundraising through permits and license sales that provide funding for wildlife management as well as communities affected by hunting.
- Help support and sustain rural economies, communities.
- Business profit - equipment suppliers
- Tourism
- Economic Benefit
- Economic resourcefulness
- Funding source
- Funds anti-poaching
- Support of wildlife management
- License sales generate revenue for government or reinvestment into the resource
- Creates businesses for rural living individuals
- Increases money into the economy
- One existing estimate from an FP6 project (GEMCONBIO) places the value of hunting within the EU at some 16 billion € per year.
- Hunters off-set costs for society by carrying out vital societal services often for free, such as population monitoring programmes, disease prevention and control, predator and wildlife damage control, prevention of road accidents, etc. Not only does this directly benefit society in general but also other important rural sectors such as the forestry and agro sectors.

PERSONAL DEVELOPMENT/INDIVIDUAL SATISFACTION

- Character building
- Hunting builds character, discipline, endurance, sharpens and awakens the senses, bonds participants, etc.
- Personal well-being to be exposed to nature either alone or with family or friends
- Psychological health
- Travel, understanding other cultures, social and economic, and political.
- Learning and becoming proficient at a hobby
- Learning skills
- Learning important outdoor and survival skills
- Good exercise.
- Exercise
- Physical Activity
- Challenge
- Challenging
- Physically challenging
- Physical challenge of hunting in difficult areas (extreme mountains/cold etc.)
- Positive physical and mental experience
- Adventure
- Respect for life, self-discipline
- Culture and lifestyle of a Hunter's Heart
- The thrill of the hunt - the adrenaline rush of spotting game.
- Great means to enjoy the outdoors, and some physical activity.
- Learning of values: patience, observation, doing things correctly
- It teaches people to be goal oriented
- It offers global adventure opportunities
- Personal achievement
- Spiritual
- Spiritual awareness
- Exciting
- Healthy
- Opportunity to learn about wildlife and the environment
- Knowledge of plants animals and nature
- Self-awareness
- Unwinding
- Challenge yourself to do better in each aspect of the hunt (from weapon use and proficiency to stalking/evading detection to ambush points)
- Body and emotion control (adrenaline rush, proficiency with weapon, making the shot)
- This is a point that is sometimes overlooked when listing benefits of hunting. After all millions of hunters across the globe obtain personal fulfilment through their hunting and have their identity in hunting.

HUMAN RELATIONSHIPS

- Comradery
- Camaraderie
- Camaraderie with like-minded friends and family
- Camaraderie - social aspect of visiting with friends, meeting new people
- Camaraderie with fellow hunters before, during and after the hunt.
- Means of bonding and camaraderie
- Connection with family and friends
- Family time, bonding with friends and/or spouse
- Involvement of youth and family
- Positive family experience
- Family function
- Spending time with family and friends
- Building lasting memories
- Time with family and friends
- Bonding, family, community
- Bonding time
- Sharing moments with family members and close friends
- Time together with family and friends in the outdoors, away from technology.
- Introduce the next generation to hunting. (critical to future management, etc.)
- Mentoring Opportunity (Hunting Techniques, respect for game and game laws)
- Activity in which our older population can enjoy with younger population (create special memories and experiences)
- Socializing with like-minded individuals
- Hunting is a family event
- Fellowship

- Activity
- Healthy family activity
- Intrinsically human activity
- Family
- Sharing the hunt and time outdoors with family members or friends
- Hunting offers a relaxing and enjoyable social atmosphere, as it's often done in the company of others.

FOOD

- Food (3)
- Provides food (2)
- Food source (2) + Organic food source
- Healthy food + Healthy source of food
- Organic, healthy source of meat
- Provides natural meat for families, some that otherwise could not afford it
- Harvesting of natural food
- Fresh, locally sourced protein
- Own protein sourcing
- The satisfaction of providing food for your family
- Great source of healthy organic food
- No more organic than killing and cleaning your own food
- Harvesting healthful food and sharing it with others
- Good means to support local food banks, charities, organizations, etc.
- Critical source of organic, healthy food. Much of harvest is freely shared.
- Free ranging food source
- Organic food supply
- Nutritious organic food source
- Moral, participatory source of food
- Taking responsibility for your food

ANIMAL AND PUBLIC HEALTH

- Hunters are trained, motivated and committed to eliminate any avoidable suffering to animals – it is an essential part of hunting ethics and of all formal codes of conduct.
- Hunters also monitor the health status of animals living in the wild (Swine Fever, Rabies, Avian Influenza...) and play so a key role in protecting public health and that of domestic (farmed) animals. In this way they are partners of European (EU) and international (OIE) initiatives against transmissible diseases (zoonosis).

SOCIAL AND CULTURAL

- In many rural areas in the world, hunting is the central social and cultural activity bringing people together.
- Hunting has a long history and its socio-cultural elements are expressed in social practices, traditional skills, knowledge and rituals, traditional handicrafts and craftsmanship, oral expressions, artistic representations, to mention a few areas.
- Since 2010 UNESCO has officially recognised falconry as intangible heritage of mankind. Hunting as such (“Mislivost”) has been inscribed into the national intangible cultural heritage register of the Czech Republic, and similar processes are underway in Hungary, Poland and perhaps Germany.

ENHANCEMENT OF LIVEABILITY IN RURAL AREAS

- In a time of urbanisation, hunting and hunting tourism provide important sources of income and the main social and leisure activity in many rural areas.
- There is a lot of scope to package hunting well within a rural policy framework. A lot is happening in terms of Rural Development Policy: best way to package the economic and ecological aspects of hunting; not to just use them in a defensive argument, but to actually promote hunting.
- In third-world countries, tourist hunting provides poverty reduction and important income to local people, which in turn incentivizes them to conserve wildlife.

ECOLOGICAL GASTRONOMY

- Hunters produce the most environmentally and ethically friendly high-quality meat there is to find. Game meat could be a very strong factor in our image. Few things are as effective as speaking through people's stomachs, especially in times when climate change and the conditions in animal husbandries play a big role in the public debate. Hunters can find themselves on the right side of the debate, but need to be careful in not putting themselves in opposition to farmers and other animal users, who are allies.
- It will be important though not only to sell hunting as only a meat producing activity, as that could hit certain hunting practices. It is one important of many good selling points of hunting.

HERITAGE/TRADITION

- Heritage
- In the US, part of heritage
- Hunting provides an activity that is deeply rooted in tradition and heritage that is often passed down through generations.
- Cultural tradition
- Carrying on a tradition and culture of rural areas - all our societies were originally based on hunter/gatherer lifestyles

RECREATION/APPRECIATION/CONNECTION WITH/STEWARDSHIP OF NATURE

- Memories
- Relaxation/down time
- Relaxation
- Time to destress and connect with nature
- Slow down pace of everyday life
- Time away from work and daily stresses
- Recreation
- Outdoors
- Being outdoors
- Getting people outdoors
- Time spent outdoors
- Time outside
- Awareness of nature
- Homage to nature and the animal
- Every meal from that animal means more and is a celebration of the animal/hunt
- Celebrating and interacting with wildlife
- The fulfillment of ethical pursuit of game whether the hunt is successful or not
- Understanding of nature and wildlife
- Love of nature and wildlife
- Wildlife enjoyment
- Spiritual connection to the natural world
- Appreciation for our natural resources, food source
- Contact with and understanding of Nature
- Promotes the outdoors and connecting with nature
- Hunting also provides the ultimate, most complete and rewarding relationship to the natural world and wild life.
- Builds appreciation and understanding of nature and man's place in the natural world.
- Being outdoors; enjoying and experiencing nature
- Environment awareness
- Engagement with Nature
- The beauty and majesty of the outdoors.
- Seeing a sunset/sunrise over the woods and hearing nature awaken.
- Hunting provides an outdoor activity that will teach our children to respect wildlife and help them develop ethics."
- Hunting provides a range of diversified recreational opportunities.
- Outdoors experience, appreciation of nature, participation in natural order
- Hunters develop an appreciation for wildlife and therefore take on the responsibility of being stakeholders who volunteer their time and spend their money to work on habitat conservation and wildlife management.
- Connection with nature - spending time outdoors
- Working with hunting dogs and seeing their enjoyment in the hunt
- Most hunters build a love for wild places and their preservation

MISCELLANEOUS:

- Human inheritance right
- Sustainability, Integrity, Self-reliance, self-confidence, healthy, natural, conservation, reverence, competence, exhilaration, gregariousness, wonderment, tranquility, sanctity, spirituality, honor, integrity, honor, fun, friendship, nature, simplicity, ingenuity, exploration, fascination, education, control, fitness, health, freedom, beauty, humility, independence, intuitiveness, harmony, persistence, strength, fortitude, fascination
- I think this needs to be broken into two parts. Firstly non-Guided Hunters, the masses who deer Hunt and other on their own accord. These Hunters are passing along generational traditions and family values. Hunting for organic meat and the appreciation of the outdoors. To maintain family tradition and educate their children to respect and appreciate Wildlife. Secondly - Guided Hunters, these are people who are often Hunting with First Nations - Native Guides or on FN Native Lands, in BC for instance approximately 90% of the province in public land . FN has first rights to much of these lands and going forward will only have more including the Wildlife. This is the same in much of Canada. Therefore these Guided Hunters are supporting the cultural and traditional ways of FN and Natives. They are once again supporting generational traditions. Guided Hunters often participate in conservation programs as well as the dollars generated to support communities and employee directly and indirectly. Factually Hunting goes hand in hand with conservation. Getting youth on the land is proven to strengthen values and give them better direction as they go through possible trouble years. Speaking from firsthand experience, a young person exposed to Hunting will have a thought or memory of being on the land and be able to pull themselves out of poor decisions or give them the strength to persevere difficulty easier. I can back this up. People who Hunt for the most part are very aware with the eco system and environment, therefore in a sense protectors of the land.

2. What do you think are the biggest factors that hurt the image of hunting?

HUNTER BEHAVIOR/IMAGE

- Slob hunters (3)
- Poachers (2)
- Poaching (2) + illegally taking animals, animal parts.
- Unethical hunting (2)
- Unethical hunters (2)
- Unethical hunting practices of many hunters
- Unethical hunting practices get a lot of "airtime"
- Hunters who behave in unethical ways.
- Unethical hunter and outfitter behavior - often brought on by pressure to succeed, sometimes by high costs.
- EGO!!
- Arrogance
- "Macho" identities - how does somebody have to wear camouflage clothing all over? Is it not something reserved for a hunting trip?
- Flaunting the kills
- Disrespect for game or actions that may be seen as being disrespectful of game animals even if not intended to be so
- Disrespectful behavior toward wildlife and fellow humans evidenced by such things as failure to adhere to fair chase ethics, unnecessary and ostentatious displays of one's harvest.
- Elmer Fudd
- Failure to utilize the meat
- Display of animals like on way to meat processor
- Poor behavior of a few very visible individuals
- Individuals whom have not participated in hunting and whom have developed an uneducated, bias, skewed perception or Ideology toward hunting.
- Not adhering to or respecting game laws.
- Poor distasteful pictures, stories, of hunting experiences
- Lack of respect and appreciation toward opportunities to hunt and animals taken. (limited resource which is to be enjoyed within the law)
- Lack of pride in how animal harvested, utilized, and how portrayed.
- Animal cruelty
- Poor/graphical photography
- Trespassing
- Hunters who break wildlife laws.
- Unethical/ illegal hunting
- Boasting especially on social media.
- Over the top aggressive behavior
- Pictures of dead animals
- People posting stupid things on social media. Knee-jerk reactions.
- Hunting only for the trophy without collecting and using the meat
- Hunters who are disrespectful of landowners or neighbors
- Hunters who don't show respect for the animals they pursue.
- Hunters who don't show respect and understanding for people with other points of view about hunting.
- "Trophy hunters" who appear to only kill animals for sport without respect for the life of that animal.
- Hunters who are not educated, or maybe don't care, about their responsibility to project a responsible picture of hunters
- Greed
- Illegal hunting that makes the news
- Shooting animals at great distances
- Hunters showing off trophies
- Excessive and graphic kill photos/videos on TV and social media
- Bloody pictures
- The greedy, shyster outfitters that are able to operate today because of web based marketing.
- The 1% of outfitters that break the law.
- The lack of ethics that some hunters have developed to so that they can constantly get their pictures on the internet
- Poor judgment or carelessness among some hunters in terms of their actions in the field or their public communication through posting photos, etc. Some things that are not technically illegal can still be considered unethical or can raise the ire of the larger public.
- Hunters who don't uphold our ethical standards. They post inappropriate pics online, leave litter when hunting, etc. It only takes a few
- "bad" hunters to make us all seem "crazy".

MEDIA / SOCIAL MEDIA

- Media sensationalizing the 1% of bad things that happen.
- Trophy photos posted online
- Social media misrepresentations and poor choices made by successful hunters on social media platforms
- Irresponsible feedback on social media, in discussions with other people, etc. e.g. I drove past a pick-up truck cover with canvass on a free-way the other day; it was clear that carcasses were initially loaded on top of the canvass; result is that both the canvass and the truck had signs of streams of blood all over; with the persons in the side all dressed in camo clothing
- First and foremost today is Social Media, here is another example of the 80-20 rule. 80% of the Hunters are responsible and respectful. 20% of the Hunters are doing TV or posting or YouTube photo and video that is easily viewed as inhumane, these photo and video are impossible to support. Some of them are so offensive I at times question what we are doing. The fact we do not properly promote the conservation aspect of Hunting. The fact that we support these 20%, there needs to be parameters on SCI supported Hunting TV and other. Hunters and or Outfitters constantly pushing for more opportunity or more quota with very obvious declining wildlife populations. There must be rules and regulation attached to the support SCI offers everyone mentioned. SCI is the leader in Hunting and needs to focus on the Conservation side as well now, there are guidelines that must be put into place and practiced. Let's look at this from forty thousand feet ... you attend SCI of the first time, as a non-Hunter ... much of the video and photo content must be toned down and be more accepted by many people who Hunt and do not Hunt. SCI is the leader in the Hunting world and there must be a clean up of the show floor in my opinion.

POPULAR CULTURE'S DEPICTION OF HUNTER

- Stereotypes in TV, film, cartoons, etc., of hunters being truck driving, beer drinking, lumberjack jacket wearing yokels
- Uninformed urbanites equating wildlife with Disney
- Bambi's mother was killed by a hunter halfway through the film. This sticks with children. Hunters are rarely portrayed as the good guys.
- The constant social media feeds which present game animals as a Disney character which are in fact highly manipulated and edited.

HUNTERS' LACK OF CONFIDENCE AND ENGAGEMENT TO REACH OUT TO THE PUBLIC

- Hunters are rather bad at selling ourselves. When we are challenged we retreat with. Hunters seem to, like most, favour the quieter life. When we are not challenging and putting forward strong messages others are building support for their messages. Nobody knows any different as we are not strong or vocal in explaining ourselves outside of the hunting community.
- If hunters do not dare to be proud and defend what they are doing in public, why would anyone else believe in hunting? Recent years have seen hunters who tend to hide from the important debates. The result is that others, often animal rights groups, define what hunters and hunting is about.
- Hunters too often accept being the victim and are bad at receiving self-critique and generally do not look inwards critically. Hopefully, the Crucial to Conservation Workshop will change that.
- Complacency: more often than not we are reactive rather than being proactive.

ILLEGAL KILLING

- Stories of poaching, particularly in Africa that blur the line between poaching and legitimate hunting
- Despite progress, it is still a sad fact that in some cases individual hunters are reported to illegally kill animals, for example by shooting too many or the wrong species or by using illegal means to kill predators, thereby acting in direct contravention with the good conservation ethics that every hunter should subscribe to. One single confirmed illegal activity that goes viral in the media is enough to create enormous damage.
- Change in mentality and communication on zero tolerance are in those cases needed.

BAD LEGAL PRACTICES

- Hunters who break the laws and regulations.
- Only because something is not illegal does not necessarily mean it is an appropriate behaviour. Certain publication (images, comments, etc.) by hunters in social media may influence negatively on the public perception of hunting in general. Hunters must be more careful and reflect upon how they want hunting to come across.

IGNORANCE / APATHY

- Hunters who insist that they don't have to change their message and can carry on as always; hunting is losing the PR battle

TERMINOLOGY

- Using the term ""trophy""
- Media's confusion of terms and nomenclature exp., constantly referring to illegal poachers as hunters

LACK OF HUNTER DIVERSITY

- Not enough young women or minorities carrying the pro hunting message

FAIR CHASE ISSUES

- Lack of understanding of the fair chase ethic
- Hunting that is not fair chase.
- High fence shooting
- Canned hunts
- Canned/Captive bred hunting
- Competitive hunting
- Representing high fence and canned hunting as fair chase

IGNORANCE ABOUT MEAT SOURCING/INDUSTRY

- Non-hunters "project" their fear of killing onto hunters, yet they allow abattoirs to kill their meat vicariously. Most people are disconnected from the wild places and hence they cannot relate to wildlife dynamics. They have no emotional capacity to embrace hunting.

ANTI-HUNTER AND ANIMAL-RIGHTS GROUPS

- Anti-groups capitalizing on ignorance of people
- Poor portrayal of hunters in mainstream media, television, movies
- Effective slander campaigns by anti-hunting groups
- Propaganda/misinformation by animal-rights groups.
- Brainwashing by animal welfare/rights organisations.
- Sad tired stories that don't withstand animal-rights attacks in eyes of the public. The two extreme stereotypes of hunting (drunk rednecks and uber-rich "trophy" collectors traveling the world to satiate their egos).
- Anti-hunters dominating media
- Anti-Hunting groups propaganda, sensationalizing and discrediting the activity of harvesting animals.
- Strongly voiced activism
- The image of hunters are portrayed by the anti-hunters as people who kill for fun, slaughter species beyond sustainability, let the meat lay and rot in the field and break every law possible to shoot something. They utilize the term hunter and poacher interchangeably.

HUNTING TV SHOWS

- Whackem and Stackem shows
- Reality TV shows
- Many hunting TV shows that require kill for every show and do not show respect for animals killed

POOR COMMUNICATION / LACK OF HUNTER RESPONSE

- Hunters and the hunting industry have done nothing to counter the environmental extremist narrative. We have allowed this group to promulgate lies after lies and to date we have not responded in kind.
- APATHY of hunters to prepare and fight back.
- Hunters' reluctance or inability to explain the benefits of hunting to conservation and the positive aspects of hunting.
- Not being able to articulate why hunting is legal, safe and is a game management practice and supports conservation for the benefit of everyone, not just hunters.
- Failure to communicate the benefits of hunting
- The hunting industry not sharing stories of why they hunt beyond killing videos - the social and conservation side of things instead of the trophy side and the "kill" videos.
- Sloppy rhetoric
- Lack of a disciplined unified message
- Inferior arguments that fail to properly convey the importance of hunting
- Inept responses by hunting organizations to anti-hunting social media blasts
- We can be our own worst enemy by not providing images that are respectful of the animal, on social media nor do we tell the story of the positive aspects of hunting and its effect on our world. Also, we are reactive and not proactive.

MISCOMMUNICATION / MISUNDERSTANDING, MISINFORMATION AND MISCONCEPTIONS AMONG THE PUBLIC

- Misinformation (2)
- Wrong identification of hunter versus poacher
- Misinformation circulated via social media, and all other sources of media.
- Public opinion on hunting is driven by clichés and partial information. People simply think hunting is about the wish for a quick kill for pleasure. There is also a bad understanding about the influence of hunting on species populations. These misconceptions are persistent.
- Disconnection from what is best for wildlife
- Population demographics changes in where the majority of the population lives. i.e. from mostly rural to mostly urban populations. Lack of understanding of the principle of sustainable use hunting. The core foundation of hunting.
- The people who just don't understand that humans for millions of years were and continue to be born omnivores. Meat is a need all of us include in our daily diet. Hunting is a natural pastime, not just for humans but throughout the animal kingdom. This is not something we decided to do on a whim, it is naturally bred in our genetic makeup.
- Misrepresentations and characterizations by animal rightists and now the media. Misconduct, which is inevitable.
- Misconceptions of trophy and/or sport hunting
- Perception that if you hunt animals you cannot love them.
- Misinterpretation of conservation
- Confusion between hunting and poaching
- Lack of public understanding of what we do for wildlife.
- Non-hunters not understanding why people hunt, not understanding the values associated with hunting. Disconnect between non-hunters and the land.
- Lack of familiarity with hunting and the wilderness among the general public, partly due to increasing urban-rural split.
- Perception that people think that all hunting is solely for a trophy.

- Perception that hunting harms the wild game population.
- The misconception that "trophy hunting" is only for the satisfaction of the hunter's ego when in fact the harvest of older male animals past prime breeding age is the most sound principal behind the North American model of Conservation-- which is the only reason we have animals like whitetail deer and pronghorn antelope today.

EFFECT OF ATTITUDE TOWARD GUNS

- Bad image of firearms
- Use of firearms

TROPHY HUNTING

- Trophy hunting (2)
- "Trophy "
- Public reaction to the term ""trophy hunting"" and confusion over its meaning
- The idea of trophy hunting
- The use of the term "trophy hunting" and/or hunting for awards

COMPETITIONS, AWARD, RECORDS

- Competition
- Record Books
- Awards
- Measuring scores
- Awarding the hunter instead of the animal
- To a limited extent, record books and hunting awards.

HUNTER DISUNITY

- Inter-industry squabbles about ""what is free chase""
- Division among hunting ranks
- Hunters who disagree with how others hunt.
- Hunters' inability (and often lack of knowledge) regarding how hunters and regulated hunting are crucial to wildlife management and conservation.

MISCELLANEOUS

- Costs
- Allowing rogue outfitters to be able to market untruths
- Outfitters not being part of a membership representing their country
- Colour variants
- Wildlife being placed in a category of agricultural farming!!!!!! Because of breeding of game. Somebody must still prove that intensive breeding has actually saved a species. It is the biggest bullshit out there.
- Urbanism/less exposure
- What hunters look to do is select specific animals to harvest from a particular species and to provide stewardship to that species so it remains with us indefinitely just as a cattle farmer would do with his own herd of cows.

3. What ideas do you have to communicate how hunting is “crucial to conservation” and an important conservation tool?

SURVEYS / RESEARCH / CASE STUDIES / RELEVANT EXAMPLES

- There needs to be more research done on perceptions of hunting and outfitting by the general public. You cannot change perceptions if you do not know what they are beyond "hunting is bad"
- However, the best idea would be to survey the general public and use the acquired data to craft appropriate messages.
- We all have the talking points (provides funds for conservation, manages populations, etc.). We need to find ways to show people how these things are actually taking place (e.g., show how an African trophy hunter's funds are being used to make things better for wildlife and people in Africa; how the meat from a trophy animal is used to feed a village, etc.).
- I think there are the usual stories to tell of the successful restoration and reintroduction of species, but in the case of trophy hunting and providing understanding of how that assists conservation in various countries it would be helpful to have some case studies that show the money trail and examples of benefits of local people and their communities. Such case studies can ground our communications in fact, allow us to cite specifics rather than speak about the topic in general terms and gives us a useful tool with which to respond to emotional arguments by anti-groups.
- Refine industry science and statistics
- It is critical to maintain wildlife populations to minimize negative impact on indigenous forests
- Without hunting, wildlife populations tend to go from extreme highs to extreme lows, with little stability
- Another message may be the hunter's potentially beneficial role in maintaining a balance in confined habitats.
- Use visual tools, emphasize the fact that species are surviving/living (and not the death part of it)
- Get videos/documentaries involving communities. Data to prove where there is "conservation hunting" wildlife population thrive. Hunting and anti-poaching case studies. Ditto communities. We have both examples in Zim which could get coverage. Gather data/facts on where hunting has stopped there has been loss of both habitat and populations. Be able to demonstrate the economic model of hunting on its benefits on the ground to conservation. Strengthen marketing and social media outreach. Tell good stories. Respond calmly, assertively and with facts to protagonist articles. Engage opinion leaders one-on-one
- We need to lead by example, such as the Wood Bison Initiative or putting sheep back in the mountains, elk reintroductions, how the Markor were saved - bringing animals back to their home range. These are very positive things hunters have initiated and these stories are many than I have mentioned but we need to put them out there. Roosevelt was a hunter/naturalist - what he did for protecting our nature was incredible. This was obviously done years ago but his ethics still apply to hunters of today. We need to show the public that we don't kill animals and wipe out species - that is the farthest thing we want to happen.

DEVELOP STRATEGIC MESSAGES AND CAMPAIGNS

- The hunting industry needs to identify values and how these tie into conservation, then connect with the general public values so they can identify with us.
- Needs consistent and coherent messages and then we need to fund the messaging thru social media, TV and print.
- Ad campaign
- Publications
- Find ways to unify our message
- Deliver message freely, do not just respond during crisis
- Drive home the North American Model of Conservation through a coordinated marketing campaign that all organizations participate in.
- Do a better job of communicating w/the 70%
- Public awareness campaign
- Spend money on mass media campaign.
- Use social media and marketing tools in a better way.
- Recruit people in the public eye that are hunters and convince them to speak out.
- Focus on schools and education like DSC.
- Make movies that will attract non hunters.
- We need an on point relentless social media effort that will speak to the positive economic impact the hunting industry.
- More well-written, carefully delivered messages to the general public through mainstream media outlets
- Movies depicting the positive influences and values of hunters
- Better strategically delivered messaging through social media
- The Use of Social Media - For many people, the truth is on social media in the form of short videos and infographics. They do not care
- about established media. The antis have been ahead of hunters on social media, and this needs to be rectified.
- By providing a positive, proactive and consistent message on the positive aspects of hunting. We must engage the non-hunting (not anti-hunting) public in conversations on the impact of hunting on outdoor recreation and begin to invite this group to our conferences and meetings.
- Speak out against the anti-groups
- Must take the message to the general public instead of other hunters. Billboards, radio, and television can all do it. A 15 second spot of NA animals showing 1900 vs 2000 numbers ending with 120 years of animal welfare brought to you by hunters dollars.
- Concerted media effort. The communication needs to take place through mainstream media and popular social media outlets. Hunters have to learn how to better communicate with the non-hunting public and with media and communications professionals.
- It's a longtail approach. It's not going to happen right away. We need to be telling the conservation story now, in mainstream outlets, so that when the next "Cecil" takes place, that story is accepted and then we can focus on the exact details of that story rather than hunting in general.

SHARE THE MONEY TRAIL (FUNDING FOR CONSERVATION)

- Tell people how much money dedicated to conservation is collected from hunters
- Tell about specific conservation/research projects that are funded by hunters
- Mandatory courses at elementary / high school about wildlife, conservation and hunting
- Raise awareness about private/public funding used towards conservation
- Emphasize the economic support that hunting/angling provides for wildlife.
- We need to better articulate the role of the hunter in paying for conservation.
- Help generate good money through license sales to help support science programs, etc.
- Must develop a way to show to folks how the monies raised through hunters does in fact help support wildlife, be it through conservation programs/ anti-poaching or whatever
- Highlight benefits of the American System of Conservation Funding to non-consumptive users and others (ex: Hug-A-Hunter campaign) - the funds collected through this program are the lifeblood of state fish and wildlife agencies – the primary managers of our nation’s fish and wildlife resources. These critical conservation dollars fund a variety of efforts including: enhanced fish and wildlife habitat and populations, recreational access to public and private lands, shooting ranges and boat access facilities, wetlands protection and its associated water filtration and flood retention functions, and improved soil and water conservation - all which benefit the American public. Better communicate the origin of the word “conservationist”, distinguishing between conservation and preservation, possible tie-in to the locavore movement, examples of whitetail deer/turkey recovery from the brink of extirpation, targeted efforts to educate members of the media

EASILY DIGESTIBLE FACT SHEETS ONLINE AND IN PRINT

- Hunters need to address misconceptions about hunting and take control of the story about hunting online and in the media. Ideally, hunters globally should cooperate to develop factsheets using infographics (people do not read long texts anymore) with the aim of debunking myths on hunting, shooting, etc. Such fact sheets can show how nature, ordinary citizens and society as a whole benefit from hunters’ contributions, as outlined under point 2. Fact sheets must answer a generic question, be able to go in depth (detail) and propose solutions.
- To mention an example of such a successful campaign at national level, in Germany the hunters went on the offensive debunking myths and this was picked up by the media in a positive way: <http://www.jagd-fakten.de/>

SHOW WHAT HUNTERS ALREADY DO TO ADDRESS PRIORITY POLICY AREAS FOR SOCIETY

- Few other civil society groups can showcase, to the degree hunters can, concrete actions on the ground to achieve highly set societal and political objectives in the domain of environment. Whereas environmental NGOs often talk about the need to implement and adopt policies, hunters actually contribute in practice to make such policies reality. Politicians tend to like big groups of voters who can also deliver on their policy objectives. This is an easy win.
- An example of communication in this regard is the FACE Biodiversity Manifesto which aligns itself with the EU Biodiversity Strategy 2020, directly addressing 4 of its 6 targets feeding into the 2020 headline target. The 34 action points address a host of EU biodiversity priority areas and promote cooperation with other sectors and stakeholders such as farmers, land and forest owners, conservation NGOs and public authorities. The Biodiversity Manifesto contributes to demonstrating the role and contribution of hunting for biodiversity to policy makers and the public, as well as to coordinating and enhancing efforts carried out by European hunters in line with international conservation priorities. Read more: <http://www.face.eu/nature-conservation/biodiversity>

HAVE OTHERS TALKING ON OUR BEHALF

- That hunters say that hunting is good for conservation may not surprise people. However, organisations such as WWF and IUCN recognise the conservation value of hunting. These documents are sometimes hidden away or not properly communicated. Hunters should work more with and within these organisations and together with other stakeholders to have them advocating hunting. The same goes for political champions.
- Although not fully embracing the ethical motivation behind lion hunting, this TED talk by a Danish lion conservationist is another interesting example where people do not automatically shut off but listen because the messenger is a non-hunter: <https://www.youtube.com/watch?v=GiyQvm9d4tM>
- In line with this idea, we should find famous and popular public figure who are non-hunters but who subscribe to the idea of hunting for conservation. A great example is a Swedish TV programme on the largest TV channel, Swedish public service SVT, where viewers could follow a famous female food columnist taking her hunting exam, being guided by the country’s most famous criminologist, who is a hunter. The programme is honest and contains ethical discussions and shows her first successful shot and her mixed reactions. The result is fantastic and the programme was very well received: <http://www.svt.se/pa-jakt-med-lotta-och-leif>

PUT HUMAN FACES TO DECISIONS

- This point is cross-cutting for all actions we undertake. Especially in the area of trophy hunting it is easier to communicate its conservation values by having local communities explain why/how this is true in their areas.

WORK WITH SOME WELL-KNOWN JOURNALISTS WHO ARE PREPARED TO WRITE ABOUT THE OTHER SIDE OF THE STORY, HOW HUNTING BANS REALLY AFFECT CONSERVATION AND LOCAL LIVELIHOODS

- We have not been good enough to get some journalistic “authorities” in the global media houses to regularly take on this task and explain the complexity of successful conservation strategies. The Economist is probably the magazine that has been most prone to write positively about hunting.
- In particular the Anglo-Saxon press is important, not only for the public, but also to reach out to decision makers. In Brussels for example the most widely read media amongst Members of the European Parliament and Parliament staff is the BBC and Financial Times (poll by ComRes ZN in 2012). The BBC was also the most widely read by MEPs’ assistants, Commission staff, Permanent Representations and EU agencies. The Financial Times headed the poll amongst think tanks, Brussels-based journalists and businesses. The Economist was joint top with Parliament staff and think tanks and number one with academics.

KEY MESSAGE POINTS TO SHARE

- Try to show the human being as part of the circle of life. People tend to not think of humans as being part of nature.
- Most important is to show that hunting preserves habitat.
- For white-tailed deer especially, the concept that it is critical and beneficial to manage the herd (decrease the population).
- Point out the downside of overpopulations of wildlife i.e. whitetail deer in the Eastern US, etc.
- Important means to help control animal population in a cost effective manner, thereby ensuring populations stay within the carrying capacity of an area.
- Help ensure healthier populations
- Emphasize that the management aspects, the family recreational benefits, the organic food benefits
- Prevent or minimize disease amongst a given species, or the transfer to another species, and possibly humans.
- Control populations thereby avoiding conflict or problems for communities, highways, park systems, cities, etc.
- Avoid use of word "trophy"-- the anti-hunters have co-opted it and are effectively using it against us. An acceptable alternative is needed such as "selective hunting."
- See 1 above. It provides most wildlife habitat, management budget revenue, law enforcement, and army of stakeholders for bio-political measures.
- Explain the concepts more comprehensively; unify the message and send scripts to the hunting groups and lobbying groups; be better story tellers; show more confidence in communicating the pro hunting messages
- Produce TV and films to reach mainstream audiences with good stories as well as facts, create hands-on conservation education for adults and kids, support celebrities who hunt and educate them about hunting as conservation, hold screenwriters workshops on hunting and conservation, hold an annual award show to honor media celebs who make positive TV and films about hunting
- Animals taken are vital to wildlife management and science. Animal parts such as kidneys, jaw bones can help determine health, age, and sex composition, etc.
- I don't think this should be our leading message unless we also talk about how hunting helps conserve rural communities in Africa and elsewhere throughout the third world. By not putting a very human face on the argument, we lose every time. Conservation should be a secondary message after you have already drawn in an audience. We won't ever win if that is our lead in argument. Hunters know this to be true and several examples exist, but the non-hunting public, they simply won't "buy it."
- We have got to find a new way to talk about hunting
- First - hunting is a management tool. If humans were removed from the land base then nature would rule and the laws of survival of the fittest would be the balance they would take place. There isn't such a place or scenario in Canada. Hunting is a tool when properly utilized, it allows wildlife managers to use hunting as a replacement for the natural selection process that nature would provide if humans weren't having an impact on all facets of the land base. Second - hunting adds value to game specie. This can be sustenance, recreation, cultural, spiritual, monetary or collecting. All these activities add a value to the species that is being harvested for whatever reason. Alder trees in BC are treated for the most part as a weed. As such they have very limited value and are destroyed at every opportunity. Douglas fir on the other hand has a very high commercial value and is safe guarded from fires, pests, fire wood cutting and the list goes on. If hunting of any big game is curtailed in BC, that species will become the same as an Alder tree. Very limited value and will be treated as a weed. Thirdly - If you look at the recent program, I believe it was BBC, very much a left wing most likely but I do not know for fact anti-Hunting company. They did a piece on Elephants and the necessity for TH in Botswana and the damage done by not having Hunting. We as Hunter missed an incredible opportunity. We have many more opportunities that will come our way we need to pay attention and take the opportunity to educate.

BE TRUTHFUL

- Nobody goes out to hunt because it is crucial to conservation? They go out hunting because they love it, which have side-benefits, e.g. sourcing of protein, being in the nature, etc., etc. Only when a hunt has made peace in his/her inner self about the reason for them hunting, will they be able to carry across any other message. Messages should not be seen as hunters grasping at any reason to rationalise what they are doing. It should be sincere and factual.

EXPERT &/OR CELEBRITY SPOKESPERSONS

- We need better spokespersons who can convey the right message that affects people emotions, just like the anti's do.
- Positive media responses rather than "no comment"
- Instead of Jim Shockey and Craig Boddingtons who are well known in the outdoor industry, recruit popular advocates known to the general population who hunt such as Shaquille O'Neal and Mark Zuckerberg.

MISCELLANEOUS

- Mentoring , involve youth as the future
- Governments need to be properly informed. Namibia is a perfect example of the government taking the lead. The outfitters just need to follow.
- We need to talk/discuss from the perspective of black Africans and not as foreign hunters.
- Sustainable, organic, non gmo, physically active source of sustenance
- I am out of ideas. Everything I have come up with have been tried
- Our organization is at a loss at the moment on how we can communicate this message effectively. We have some very sensitive issues at play now and are looking for some advice.
- This will be my presentation.

4. Why do you think some people are NOT in favor of hunting in general?

SOCIAL MEDIA

- Social media. Facebook ... look at some of the photos and ask the question again. YouTube ... I watched a Grizzly Bear video last year that had me seriously questioning what we do. The public does not want to see cows or chickens slaughtered why for God's sake do they want to see someone sitting on a Kudu or watching a Grizzly Bear fight for his life and sliding down a snow patch with a blood trail while he is shot 5 or 7 times . I was in the fur business when we were attacked long before social media, we reacted in the absolute wrong manner and an industry was destroyed, I would be happy to discuss in length and all of our mistakes that are very obvious now. Grizzly Bears were shut down in BC and the approach to defending why they should not be was embarrassing, it was for a time period shut and is now under very possible threat now. You cannot defend killing, you can defend selective harvest. If you put lipstick on a pig, it's still a pig. People do not care if you humanely trap an animal or electrocute a mink, it is not acceptable. Focus has to be pulled around to other aspects and facts, FN and cultural importance and organic meat. We are in a much better position in many ways than the fur industry was as we are not killing in mass or as easily followed. But the public does not want to watch TV with someone collecting bone or hi five after something is shot. Lack of education is a large part as well.

ANTHROPOMORPHISM

- The "Disneyfication" of generations have led to a skewed perception of the man-animal relationship and sometimes unrealistic ideas about nature and wildlife.
- They confuse their pets and relationship with their pets with wild game. Ditto, Walt Disney caricatures. They associate killing with murder. They do not really understand the principles and value of sustainable use.
- They anthropomorphize animals, due to entertainment, and being distant from nature. They tend to identify animals as cute furry people
- People identify with animals
- Because of a commitment to a fantasy abstraction about the lives of animals
- Many see humans apart the other animals
- View all animals as "pets".

URBANIZATION / DISCONNECTED WITH FOOD SOURCING

- Urbanization makes the realities of the countryside and rural areas less relevant to the larger public.
- Too far removed from rural life styles
- They have become disconnected from their food, assuming that meat comes prepackaged in plastic wrap.
- They have never been to or seen a commercial farming operation to realize that wild game lives a far better life and experiences a far better death than any meat sold in a store."
- Think animals in the wild should be left alone and are "innocent," and/or don't like killing -- cognitive dissonance with the meat in their sandwiches
- 70% do not hunt and only accustomed to getting protein processed and "under plastic" from a grocery store. Somehow many find the disconnect of grocery store provided meat cleaner safer and more humane
- Urbanization of human cultures.
- Many are disconnected with nature

POOR COMMUNICATION / COMMUNICATORS

- Hunters are generally poor communicators, e.g. photos in hunting magazines not always demonstrating sufficient respect.
- We are very bad at selling ourselves. When we are challenged we retreat with: hunters prefer the quieter life. When we are not challenging and putting forward strong messages others are building support for their messages. Nobody knows any different as we are not strong or vocal in explaining ourselves outside of the hunting community.
- We do accept being the victim: we take this as a given and then go from there. Bad at receiving self-criticism, generally don't look inwards critically. Overly-defensive sometimes; relates to willingness to victimize ourselves. Complacency: more often than not we are reactive rather than being proactive.
- Very weak media management (although media cannot be 'managed' as it is so large; as a consequence hunters should have a more united message and avoid conflicting messages from the hunting community)
- We the hunting community have done a poor job putting forward the positives and benefits toward hunting. (Need to raise the profile on the positives)

HUNTER BEHAVIOR

- Unethical hunters
- Hunting accidents: every one that occurs is one too many: very negative impact (even if proportionally not high and much lower than other outdoor activities).
- Irresponsible hunting license owners (small, damaging minority): some cross the line into illegalities. Hunters as a group are unsure as to what level of solidarity should be given with these people.
- Macho culture: hunting is for men, number of women is still too low (maybe 8% in some countries, in most much less).
- Because of the "macho-ness" going along with it.
- For non-hunters, unfortunately many hunters present themselves in a slovenly way.

MISUNDERSTANDING / MISPERCEPTION / INNACCURATE INFORMATION

- They do not understand why anybody who takes a life (even of an animal) needs to take a photograph and "brag" with it everywhere
- Myth of hunters as wealthy and elitist: vast majority are of average or modest income.
- I believe it's because they don't understand what hunters represent. I think if they were educated about it they may still not elect to participate in hunting but would at least understand why hunters do what they do and could coexist with us.
- They are uninformed on the impact of hunting. Or, they are against the taking and consumption of wild game, no matter the reason.
- Overabundance of negative information of hunting
- Public opinion on hunting is driven by clichés and partial information. Easy to say that hunters are only killing for pleasure and are murderers.
- There is also a bad understanding about the influence of hunting on species populations. These misconceptions are persistent.
- I do not think they believe that it can and does benefit wildlife. They only perceive it as shooting animals for sport.
- Uninformed about the circle of life and that the HUMAN plays an integral part of it.
- Because of ignorance
- Do not understand the value of wildlife and how conservation thereof is funded.
- I think people don't understand hunting and judge what we do and who we are. Once I explain the value of hunting to non-hunters, they seem to either support hunting, or at least not oppose it.
- They have never participated in hunting, nor developed an appreciation toward the benefits of hunting first hand.
- Have developed a bias, skewed perception toward hunting.
- Uneducated and uninformed. Hunters have failed to explain sustainable use and how hunting is a conservation tool. Also, hunters have failed to explain hunting and a love for animals are not inconsistent.
- They don't understand it. They only believe what they hear. They've never been exposed to it in a positive fashion.
- They believe the "trophy" hunting myth that they hear on the news, in movies, through cartoons, on social media, and through their friends
- Lack of exposure (users from current and new generation)
- Perception of trophy hunting, preconceived notions about the social norms / preferences of hunters
- They believe that hunting will decrease animal species that are already endangered.
- They are uneducated of the benefits of hunting to society - the hunter, the animals, and their environment.
- Ignorance. They don't understand it and are easily swayed by animal-rights rhetoric, as well as stupid things we do as a collective.
- They see it as simply trophy gathering.
- Lack of knowledge of the American System of Conservation Funding
- They make their minds up based on emotions not facts.
- Lack of information/knowledge.
- Poor education and being misinformed
- Uneducated on realities of nature.
- Lack of understanding of what we do for wildlife.
- They understand the necessity of hunting to maintain a viable herd. We, as hunters, don't articulate the role we play in maintaining healthy herds
- Do not see the need to hunt

ANTI-HUNTER / ANIMAL RIGHTS ACTIVISM

- Animal rights movement.
- Vocal, passionate and highly effective animal rights interests are exploiting the above weaknesses and have managed to take control of the story about hunting - and are about to take control of the general discourse regarding animal use. Anti-hunting minority coins image and stereotypes of hunters as murderers for fun, Bambi-killers and gun fanatics: hunters have to work proactively against this image
- The serious antis are committed and unlikely to change their minds. They are outspoken and convincing, and have swayed many uncommitted non-hunters.
- The general public in the US is fine with hunting, largely because they understand it and they can relate to a lot of wildlife. Those that oppose all hunting generally seem to be more on the animal right activist side or simply find it morally repugnant. Others are just completely disconnected from the outdoors.
- Have been influenced by anti-hunting groups.

HUNTING/KILLING PERCEIVED AS BEING INHUMANE

- Some people are just uncomfortable with killing. Studies have shown that a growing number of people see animals as sentient beings with feelings and thoughts similar to humans. Killing these animals, especially for "sport" is morally wrong to this audience.
- They're upset with images, pictures, etc., they see
- They do not want to see animals killed, suffer or be abused.
- Sensitive to death.
- Cruel
- Inhumane
- Perceived inhumane suffering of animals
- Blood, killing.
- Some people believe that hunting is unfair to the animals (i.e. baiting). They believe that humans are meddling in "nature's way".
- Because beautiful animals die

- Disdain toward poaching, the killing of animals illegally, illegal trade, etc., can easily give all the hunting community a poor image.
- They believe that hunting is cruel and inhuman.

ASSOCIATION WITH GUNS

- The use of guns is also a deterrent to some now.
- Fear of guns
- Use of firearms

INFLUENCE OF MEDIA/TV

- Poor TV
- News media that shows unethical hunters, people are part of media-driven life that makes it hard for them to know themselves, unethical hunters who make the news
- Hunters who appear in the media are not seen as heroes, but characters and egotists
- I think about 6 out of 10 people who hunt do not have an opinion one way or another, those that do not favor hunting are fueled by the lies that are perpetuated by social media and anti-hunting groups. Unfortunately, trophy hunting is a term that is somewhat controversial to non-hunters, non-hunters can grasp the idea of hunting for food or recreation but they cannot understand the idea of hunting for the sole purpose of hanging a head on the wall.

LACK OF EXPOSURE TO HUNTING

- They've never been exposed to it personally
- Because they have never experienced hunting themselves

EATING PREFERENCES

- Vegetarianism
- Vegetarian type people who do not have an appreciation for eating meat.
- Some people, such as many vegans or PETA members, just simply believe it's wrong to kill any animal, for any reason. I mean they don't even eat eggs. So that is one point of view that accounts for some people not liking hunting. Others seem to be ok with hunting so long as the meat is eaten, but do not support hunting where meat is not eaten because they see this as wasteful or unnecessary.

MISCELLANEOUS

- I couldn't say exactly as this would be my perception of what they think. They need to be asked themselves. If I was to guess, they don't like cute animals, or animals that they perceive as being "rare" being killed. They may believe they die inhumanely (hunting videos may add to this as animals don't sometimes die quickly and a lay person would see this as cruel because they know nothing about the process of death.
- Political powers have avoided speaking about the positives of hunting, and the contribution it provides on many levels.
- "Emotional projection". The big Western push/ quest for "happiness". Hunting is seen a cruel, inhumane, necessary. People experience wilderness on their screens, seldom on the ground. So easy for them to pontificate from the couch. Lack of understanding. Correct information crowded out by protagonists. "If I won't do why should you!"
- Many hunters attack each other over the way they hunt, i.e. baiting, dogs, high fence, etc. If we can't convince our own ranks, why should we expect non-hunters to understand?
- Lack of self-identification: People in general do not identify themselves with the activities of hunters and think that they are remotely alien to their own set of ethics and life-styles. In reality however, there are no big differences as long as one is not a hard-core vegan. Therefore, there is a need to find and communicate the common grounds between hunters and other citizens (such as gastronomy and using animals for human needs, being in and enjoying nature, socio-cultural aspects, etc.).
- Previously mentioned in 3.

5. Why do you think some people are NOT in favor of “trophy hunting”?

TERMINOLOGY

- The term has been misused and misunderstood. In the other questions I have touched basically on my thoughts which parallel TH. We as a whole must speak a different language in regards to this, we must educate people on selective harvest. We must start to not use the term as readily and be aware that it is offensive to the masses.
- Because of the connotation of "trophy" a hard to defend term.
- They don't take the time to understand and we shouldn't use the term either -- we lose right away when we do
- They define trophy hunting in the narrowest possible way which itself is unlawful wanton waste of game. They picture it as head hunting and wasting the rest of the animal for one's own self-aggrandizement. That is unlawful: it is wanton waste. Some associate it with being wealthy and beyond their own means. They do not know of it as a tool designed to serve as conservation hunting, designed by experts.
- How does one define "trophy"? We have allowed others to define it in a negative light. We must take back the definition.
- "Trophy" is tainted and symbolizes ego and is connected with wanton waste and not use of the animal. It's false, but that's how the animal-rights orgs have successfully portrayed it -- and then leveraged it from African game to US management techniques to paint any hunting in that light.
- "Trophy hunting" has become confused with the concept of taking the horns, antlers, skin and/or skull and leaving the rest.
- It's actually very hard to justify trophy hunting if you're not very familiar with exactly what it is.
- A great buzz word for the anti-hunter.
- Illegal importation or selling of trophy parts.
- The taking of animals and the utilizing of only trophy parts.
- Because the antis have defined the word "trophy" as something nefarious.
- Because the phrase 'trophy hunting' has no meaning, and therefore the phrase can be abused rhetorically and therefore it can mean whatever one wants it to mean, and thus, through rhetorical incompetence, pro hunting groups have been neutered in their response. Also, there is the highly negative element of trophy hunting that is interpreted as killing for no purpose other than securing a trophy to exhibit. Herein, the rhetorical deficiency is that trophy hunting is inexcusably not placed in a larger conservation / economic framework.
- The term “trophy” is unhelpful and outdated. From a selling point of view, if one wants to highlight the benefits of hunting to local communities and conservation as well as debunking the idea that most of the animal is being discarded as waste, the focus on the trophy is not going to help. The trophy needs to be the least in focus. The trophy is a matter for the hunter, whereas all the other things are matters for everyone. Therefore, the term “trophy hunting” is very unfortunate. As observed by Georges Orwell in 1984, the one who owns and defines the language and the meaning of the language controls the minds. A suggestion would be to linguistically redefine “trophy hunting” and discard of all colonial-linked references in this type of hunting. Step two will be to redefine the animal rights organisations in colonial terms."
- It's associated with killing charismatic megafauna. Lots of people have seen Lion King, Babar, etc.
- The meaning of trophy hunting differs from one person to another
- Often seen as referring mainly to the "head" hung on the wall
- May include the take of a big animal only for the size without caring for the rest of the animal
- Often refers to exotic / iconic animals that are impressive in size. Nobody talks about "trophy hunting" of common species like deer, moose, antelope, etc.
- Ask 40 people what they think trophy hunting is, and you'll probably get 20 different answers. That is part of the problem. Most people probably think trophy hunting is where you cut the head off or take the hide and leave the meat to rot. There is obviously more nuance to the term but I don't believe there is one, commonly accepted definition of trophy hunting, and unfortunately the public tends to lean towards the most sensational and damaging definition of it.

MEDIA INFLUENCE / NEGATIVE PUBLICITY

- Negative publicity surrounding certain game
- Proliferation of images (mainstream media, social media, or otherwise) of trophy hunting

IMMORAL / UNNECESSARY / INHUMANE / CRUEL

- Morally opposed to killing animals and/or eating meat
- Some feel it is unnecessary and cruel
- Does not justify taking a life
- The idea of an animal losing its life to be a trophy on someone's wall is morally wrong to certain audiences. Studies have shown that these audiences believe animals should have certain rights, similar to humans, and should not be killed for fun or sport. An animal that is killed for food, or because it's causing some kind of damage, is more acceptable to this audience.

LACK OF SUPPORT FROM ALL HUNTERS

- Hunters themselves, who are not conducting trophy hunting, tend to distance themselves from it. It therefore becomes an easy target – not even all hunters stand up for trophy hunting, is being said by the animal rights groups in the political corridors.
- Although I am a hunter myself (moose, whitetail, bear, waterfowl), I do not fully understand the motivation to hunt for some species, like lions, tigers, giraffes, hippos, etc.

NO LIKEABLE PUBLIC FIGURES

- There are no “likable” champions for this kind of hunt, i.e. famous and respected people who go down well outside of the hunting community.

PERCEPTION OF TROPHYHUNTERS

- Overgeneralization of type of people who trophy hunt
- Because it is viewed as a rich man's pursuit and one who exploits wildlife and poor rural communities
- They do not see this as a conservation action - rather they see it as rich guys collecting trophies.
- Often seen as expensive hunts, exclusive to the richest (money can buy everything...)
- It is conveyed as wealthy people shooting animals to then hang on their wall.

MISUNDERSTANDING

- I couldn't say exactly as this would be my perception of what they think. They need to be asked themselves. If I was to guess, they may be thinking that biggest animals are the best and should not be shot. They have no understanding of genetics and gene pool diversity. Again, we have failed to educate.
- Some can wrap their head around hunting for subsistence but not for trophy
- The thought that trophy hunting hurts conservation
- The thought that there is no regard for animals protected under the Endangered Species Act
- The debate about trophy hunting evolves around majestic emblematic species, many of which are threatened by illegal killing. Adding the deliberate blurring of legal and illegal activities, it comes naturally that people without any conception of conservation-based trophy hunting instinctively will oppose it.
- It may be that some people think that the hunters are depriving poorer countries of their natural resources against the will of local communities, when in fact the opposite is true.
- They believe that trophy hunters do not shoot for consumption but to cover their walls and rooms with the carcasses of dead animals only. They believe it is a waste of an important animal.
- There is a widespread perception that "trophy hunters" are on an ego trip, "killing for fun" cutting off the heads and leaving the rest of the animal to rot.
- I don't really know, this puzzles me. Most hunters are looking for that big old trophy. For us a trophy is that old male of the herd and makes least impact on the rest of the herd for survivability with his absence. Also, many hunters will go hunting year after year looking for that one "trophy" animal without ever pulling a trigger. In hunting a trophy animal many other animals of the herd have been spared where they could have been harvested if the hunter was not looking for a trophy. In my opinion trophy hunting may be more beneficial for a species than other hunting.
- Misguided concept that people are needlessly killing animals to satisfy their ego and impress other hunters, they sound principles of the North American Model of Conservation have not been used to counter their claims in an effective manner.
- They do not realize that the meat from trophy animals is almost always utilized.
- They assume it is all about personal ego and discount the other positives that engage hunters.
- All kids grow up with cute, cuddle toys like lions, so they create an emotional connection to an animal without fully understanding how that animal functions in its environment. People think hunters do it for "sport" and are unethical, not realizing that the biggest animals are often the oldest and need to be culled from the herd.
- Bad connotation, leading people to believe it is about personal achievement and hanging a "trophy" on the wall.
- They do not understand trophy hunting is much more than the killing of a trophy animal and do not understand the conservation benefits to wildlife and the communities because of trophy hunting. Also, sound conservation normally requires that the oldest animals (the "trophies") be taken.
- Its sole purpose could be seen as showing off, proving one's self, selfish, blood-lust, selfish, barbaric.
- They are poorly informed.
- They believe that trophy hunting means killing an animal only for its skin, antlers, or other ornamental bragging parts.
- Don't like the harvesting of the most mature bulls, which are considered to be the best species breeders.
- Types of animals pursued for trophies
- Don't understand the concept of wildlife management
- Some associate trophy hunting with wanton waste (i.e. don't realize that hunters must also utilize meat harvested from trophy animals)
- They don't understand why somebody would want to put a trophy on their walls of something they have killed - perceive it to be "bragging". Same with photos
- Videos and/or photos of hunts or even trophy galleries, make it seem as if trophy hunting is a way to confirm your superiority against the animal kingdom.
- For the reasons above, and also that it appears selfish for humans to take the largest and iconic examples of game species for the perceived purpose of hanging a head on a wall, etc. It will be a huge lift to try to defend the term "trophy hunting" at this state since some 80 percent of the public is not supportive of this type of hunting.
- Misunderstand to think trophy hunting wastes the meat.
- The perception of meat being wasted
- Being misinformed about perhaps harvesting younger game
- It makes the hunter appear to be only after self-gratification
- It makes the hunter look like he has only one goal in mind
- Because it can most readily be translated to an ego boost. Not a need.
- It is often ego-driven, and competitive, the animals may not be fully used except for trophies, people who have mental health problems look for ways to attack hunters as symbols of their personal problems.
- Because the human being is taken out of the equation. It is seen as a vain hobby instead of the essence of being alive and to be able to hunt.

CANNED HUNTS

- Because there's an image of people participating in canned hunts

AWARD SYSTEMS

- The current tradition of Awards, albeit for the biggest trophy, the most trophies, the best trophies, etc., ... I can understand that it can be misinterpreted as hunting being a self-fulfilling experience to show you, or your young children, are the biggest and the best

POOR COMMUNICATION FROM THE HUNTING COMMUNITY

- Because our side has done a poor job of explaining what "trophy hunting" is and what it is not.
- Sportsmen have done a terrible job of telling their story. History shows it was sportsmen (trophy hunters) who brought us the sporting ethics many non-hunters can accept if one is going to hunt.
- Miscommunication from our own industry of the definition.

MISCELLANEOUS:

- Too much emphasis on the hunter and not the animals
- Clear perception of link with colonialists and upper-class/elitist clientele, whereas in reality the opposite is true. After the local communities finally got back the ownership of wildlife from the colonial powers through conservation-based natural resource management programmes, Western animal rights organisations are now seeking to take it away from them by once again portraying their way of life as savage and unethical and that they do not know their own best. This needs to be exposed.
- People may think the killing is "unnecessary" (i.e. does not serve a conservation or for food purpose). This "necessity" argument/criterion will be key in addressing for the future survival of hunting and other animal use sectors. A parallel example: the German Animal Welfare Law (Tierschutzgesetz) states that nobody may, without "good cause", inflict pain, suffering or injury to an animal ("Niemand darf einem Tier ohne vernünftigen Grund Schmerzen, Leiden oder Schäden zufügen"). Based on this, there is now a proposal to ban fur farming in Germany with the following motivation: "The killing of animals is only compatible with Article 20a of the Constitution if it is appropriate for the sake of higher-ranking interests, necessary and proportionate. This is not the case for fur animals, which are kept in cages and killed for their fur. This bill is therefore aimed at banning fur farming in the long term and in that way prevent the suffering of the animals. In the Netherlands there is also a proposal for a ban on mink fur farming (entry into force 2024). The ban is based on ethical grounds. Several attempts to ban mink farming in the Netherlands on grounds of animal welfare have failed. Instead the ban is based on the assumption that fur is an "unnecessary" product. If the necessity argument becomes a strict legal argument, some hunting practices will eventually suffer.
- Same as above

6. What ideas and/or strategies do you have to influence public opinion about hunting in general?

GET INTO EDUCATION

- Better education among students and teachers
- Get to the children early on. Examples of this IS Lernort Natur run by the German hunters: <https://www.jagdverband.de/lernort-natur> They visit German schools with a set of stuffed animals to teach about nature and its inhabitants. They talk in friendly terms about hunters and let the children meet hunters. This counteracts the Disney movies and intrigues the children.
- The Swedish and Danish hunters have programmes where they visit schools and take children out in nature.
- In Ireland with the “transition” year, schools are looking for opportunities for their students. Local gun or hunting clubs have the opportunity to work with the schools and take the students on a field-day.
- Get authorities or private actors to pay for and disseminate playful material for children (books, apps, games, etc.) that make them accustomed to hunting, in the same way that is so often done for agriculture (pushed by the farmers lobby). Examples paid for by the European Union: Colour book: <http://ec.europa.eu/agriculture/publi/children/colouringbook.pdf>
- The European Commission’s “On the farm” website for kids: http://ec.europa.eu/agriculture/organic/kids-corner/index_en.htm
- Initiatives like the dissection of lions and a giraffe at a Danish zoo shows that children and their parents can be reached through their curiosity, if packaged for an educational purpose. Despite massive outcry from the animal rights’ groups, the interest among the public to attend these dissections was huge: <https://www.youtube.com/watch?v=PTqXyIpl-zsY>
- Strong education campaign

THE USE OF SOCIAL MEDIA

- A very well thought out and factual education social media program. Put together by a mature, conservative, educated and compassionate group. Showing things such as the BBC story, reaching out to the non-Hunters who will take the time to be educated. Self-govern, self-regulate ourselves to a higher standard. Clean up our act where we can.
- Social media is interesting in that it removes the middle man (newspapers, TV stations, ...) and let people communicate “truths” directly/horizontally. The antis have been ahead of hunters on social media, but the nature and current trends of social media could be used in favour of counter-attacks against the extreme animal rights agenda. There is something genuine about hunting and it could appeal to the grassroots, non-elitist, real-life people movement, especially by featuring how local people in poorer countries suffer under extreme ideologically driven groups that frankly do not serve the majority’s interest in society. If you attack hunting you attack not only conservation but also the barbeque night with the guys and girls. Very few actually want the meatless and petless society. This cartoon summarises the problem of that kind of “perfect world”:
<https://www.youtube.com/watch?v=8Kc8TF8RUOY>

CHANGE THE FACE OF HUNTING

- Feature women hunters: It is easy to ignore listening to an old macho conservative (in Europe) or macho redneck
<http://www.face.eu/about-us/members/european-hunters>
- Reach out to Immigrants: Hunting as an integration project has potential for positive attention.
- Disabled hunters: Many hunting associations actively work on providing access to nature for all people. This is not enough communicated.
- Draw benefit from hunting dogs (this is really underestimated): Dog owners and dog lovers can be reached through images and stories about the bond between hunters (the largest individual group of dog owners) and their dogs. Few people would question the hunting dogs’ motivation and passion for going hunting with the owner.
- Popular public figures as advocates for hunting: Feature individuals who are strong in their spirit and won’t step back from pressure. An example is one of the world’s best football player Zlatan Ibrahimović, who took his hunting license and got featured as a hunter in a Volvo car commercial. The status of Zlatan among people in general, particularly young people, made it impossible for the antis to counterstrike this one. Interesting to note is that the safe-family car brand Volvo so openly wanted to tie itself to hunting. It shows that hunting in the right context with the right people can sell indeed:
<https://www.youtube.com/watch?v=cbvdzQ7uVPc>
- We should also try and set up programs for inter city families, not just kids, to come and hunt. We have access to thousands of guides and outfitters and we should use that access to try and set up programs. Get families who are in stressed conditions out into the woods and let them spend time for a few days with no other concerns.
- Being inclusive of this sport (promoting females, children participation)

WORK WITH SOME WELL-KNOWN JOURNALISTS WHO ARE PREPARED TO WRITE ABOUT THE OTHER SIDE IF THE STORY, HOW HUNTING BANS REALLY AFFECT CONSERVATION AND LOCAL LIVELIHOODS

- See above under point 4.

EASILY DIGESTIBLE FACT SHEETS ONLINE AND IN PRINT

- See above under point 4.

VALUES TO BE ASSOCIATED WITH HUNTING COMMUNITY

- It is important to agree within the hunting community on a set of values that should run through our outreach to have an impact, for example:
- Credibility, based on honesty and expertise, is key to establishing ourselves as a leading authority in the field of the sustainable use of natural resources.
- The passion that hunters have for nature helps strengthen our message.
- Evidence-based arguments will strengthen our position in discussions that are often affected by ideology and entrenched positions.

- Openness is necessary to encourage a traditionally defensive hunting-community to be more proactive and engage in effective communications in a rapidly changing society.
- For many hunters good communication can be damaged by the perception that they are victims. We should not to worry that we are a minority: we live in the age of minorities. It is essential to overcome this and start from the basis that hunting and hunters are forces for good.
- Conservationists/conservation organisations.
- Responsible people & organisations.
- Competent, know what they are doing, trained, experienced.
 - Committed as individual people.
 - Well-organised as organisations.
 - Producers of natural, healthy and ethically harvested game meat.
 - Hunters are part of the culture of a country.
 - We want to see ourselves as champions of the rural way of life. Our organisations are at the heart of the countryside at an age when public interest in the countryside has never been greater, and therefore we have an enormous scope to put out a positive message.
 - We see it as our responsibility to pass on our heritage and culture to the next generation.
 - Good people, good citizens.
 - Health: hunting is an outdoor activity related to health, socially inclusive hobby.
 - Useful people: Multiple benefits to society (e.g. pest control, game/car accidents and other many examples).
 - Hunters should continue to be acknowledged as a leading authority on hunting, conservation and animal welfare issues in their countries and at global level. Politicians and journalists should naturally consult hunters' organisations on these issues.

RESPECT THE PUBLIC CONTRACT

- In an age of mass-media communications, the approach of 'it is our right to do what we want on our land' is no longer sustainable. Hunting depends on public acceptance. In most countries there is an unwritten contract between the hunting association and the general public that if the hunting is being done within the law, with the purpose of procuring conservation and other benefits or at least not damaging the environment, and it is done safely, then the public will accept it. If it is done outside of the law, if it is seen as wanton slaughter, then the public will not accept it. Therefore, one of the first lessons for us all is that we must watch public attitudes.
- We cannot get away from having to justify what we do to the public. We must ensure that that unwritten contract is never broken. And more important than that, we must picture ourselves at the heart of the countryside, at the heart of nature, as the champions of a way of rural life, not a victimized minority.

WE NEED TO COME OUT STRONGLY AGAINST WILDLIFE CRIME

- Strong communications against illegal practices and preferably seek participation in partnerships against wildlife crime. The advantage of doing that is to avoid the blurring of legal and illegal activities., for example by requiring in exchange from governments and nature conservation partners that the following principles of communication is adhered to: 1. this is about illegal killing, not legal hunting; 2. zero tolerance of illegal killing; 3. recognition of legal hunting and sustainable use.

WE NEED TO OWN OUR OWN IMAGE

- The importance of defining ourselves positively and not let this be done by others are touched upon above.

MEDIA CAMPAIGNS:

- Our most crying need is the funding to get our messages out to the public.
- Providing a positive, proactive and consistent message on the positive aspects of hunting. We must engage the non-hunting (not anti-hunting) public in conversations on the impact of hunting on outdoor recreation and begin to invite this group to our conferences and meetings.
- We as an industry need a well-planned, strategically positioned, well-funded media campaign. I believe we need a concerted effort among all the major conservation groups to tell our story through and to the mainstream. We've talked to ourselves long enough. It hasn't worked.
- Positive campaigns
- Awareness campaigns of the fundamentals of hunting and hunters
- Campaigns like Colorado's "Hug a Hunter"
- National "hug a hunter" campaign. Look to the steel industry (vs. wood) or the outreach done by CAPP or Enbridge (Northern Gateway)
- Better public relations work by hunting organizations, and hunters in general. (Need to look for opportunities to put good news stories forward).
- Proactively reach out to mainstream news sources with the messages, op-eds, etc. BEFORE the 11th hour.
- Take the focus off trophy hunting. Design communications strategies that focus on the positives--e.g., positive wildlife management projects that are funded by hunter dollars.
- Hire professional communications firms to develop a public relations and media strategy.
- BETTER spokespeople.
- We need to find more effective ways to communicate.
- Better communication of science behind management.
- Better education of need for management.
- Conduct "internal" communication among hunters to educate on best practices and ethical boundaries, in an effort to minimize the most damaging content and incidents.
- Proactive marketing that is targeted at a connections through underlying values.

POSSIBLE TALKING POINTS:

- Ads, blogs, social media posts ... with the following themes:
 - the sustainability of hunting for specific species as a longstanding recreational activity would be helpful.
 - the economic benefits of hunting
 - the family benefits of the activity of hunting
 - the traditional benefits of hunting
 - the benefits to the conservation of wildlife
- Hunters and hunting are essential components designed by experts to perpetuate the resource for future use. As long as there are hunters there will be wildlife. Wildlife and habitat no longer exist by accident. Hunters provide the necessary intervention.
- Hunting as a means can help regulate overpopulation of certain species.
- Hunters believe in sustainable use of animals and provide stewardship to those ends.
- The meat is far more healthy for you to eat than what you purchase in most supermarkets - hormone and antibiotic free.
- Many areas provide harvested meats to families that cannot afford to purchase meat.
- Hunters are NOT poachers! We have ethics!
- The message we must stand on is that hunting is conservation; that the management of most wildlife populations worldwide is funded by hunters and hunting, and that there is no alternative funding.
- Messaging positive role that hunting plays in wildlife management; encourage better behavior and more thoughtfulness of the image we project when hunting to the non-hunting community.
- Talk about what hunting funds (conservation) and how little the anti's actually do for conservation.
- The humaneness of hunting compared with the treatment of animals that people eat (cattle, sheep, chickens etc.) is hypocritical.
- Raising awareness about the benefits to the environment
- To reconnect with our heritage of being primates
- Need to reach mainstream about emotional parts -- from how we help fund conservation to the impact to the animals (healthier herds, etc.) Contrast that with unhealthy herds/populations.

HUNTER EDUCATION

- Educating our members (outfitters and guides) on how to market themselves or talk about hunting without drawing the wrong kind of attention.
- A campaign directed to users of social media who hunt to encourage them to describe their kill in one sentence or less.

HUNTING TV SHOWS

- Cleaning up TV hunting shows.
- A purge from within our own ranks to get rid of excessively graphic TV shows and YouTube channels
- People with redneck accents can't do tv shows anymore. Actually that was tongue in cheek.
- Support TV and film programs for mainstream audiences that show with stories and facts what ethical hunting is and why it leads to hunters supporting conservation, create hedge funds and foundations to support film and TV programs about hunting

RESEARCH / CASE STUDIES

- I would like to see more research data, but based on available survey results, it seems our best approach would be to portray hunting as a source of food security, an organic food source and locally obtained thereby reducing the carbon footprint necessary to ship food into a community.
- More research to understand general public perspectives in different areas of the world. Build marketing plans based on research.
- Case studies related to trophy hunting in Africa and other countries as mentioned above, possibly a PR campaign to educate the public about hunting and conservation even though this will be expensive, new approach to convey why hunting is important to hunters for emotional and factual emotional reasons. Also, greater awareness of the good things hunters do, such as making venison available to the needy, can be helpful. See NSSF's infographic on venison for the hungry.

RESPONSE TO OPPOSITION

- Better arguments
- More unified arguments
- More aggressive responses to anti-hunting attacks and more confidence in defending and advancing hunting

HUNTER BEHAVIOR

- Full utilization of animal whether by the hunter, or through a donation.
- Take all dead animal photos off of Facebook and websites. Only accessible with a code.

POLITICAL EDUCATION/LOBBYING

- Encourage political powers to portray to the public the necessity of hunting, and the positive returns from hunting such as financially, socially, culturally, etc.

IDENTIFY OTHER STAKEHOLDERS / INFLUENCERS

- We need to identify "neutral" opinion leaders and make sure they are well advised.
- Work through membership organizations to use grassroots as way to introduce new users and/or spread message, Wildlife Councils for Public Education, national marketing strategy touting the many positive benefits that the general public is largely unaware of, editorial board meetings. Educate the mainstream press.
- Agencies responsible for managing wildlife need to be more active in supporting and defending hunting

- All outfitters and organizations should launch a common campaign to educate non-hunters. Retailers should be involved too with getting the message to all who enter their store or see their advertising.
- We should also try harder to tap into the organic food movement.
- The story needs to be told by black Africans. People who live with these animals - lions, elephant, etc. - need to tell what is like to have to coexist with these species.
- Work with other animal users sectors and expose them to the long term objectives of the animal rights agenda. The attacks on hunting are merely a part of a much bigger and long-term strategy against animal use. Hunters, farmers, retailers, research laboratories, circuses, pet traders and owners, and others need to come up with joint strategies to prevent the “salami tactics” of the animal rights movement and expose this to the public.
- A united, strong and clear voice is essential in emphasizing hunters’ viewpoints and arguments, mobilising support and building alliances to lobby EU institutions.

GENERAL PARAMETERS

- A solid offering of the factual and emotional sides of hunting.
- The story has not been humanized - it needs to be.
- Not retreating into a comfort zone, but reaching out to the general public.
- We need to develop ways to prove to people that hunting can and is beneficial. Get wildlife folks onboard and not just hunters so it does not appear we are merely trying to protect something we enjoy just for fun.
- Be loud and proud about it.
- Be honest about unethical hunting. 75% of outfitters are. Show it out. Clean house!!!
- Better explain how hunting activity supports local economies, communities, wildlife management, etc.
- In the technology age, especially amongst our youth, this is an activity that will derive many benefits.
- Positive images
- I think the community should come together counter the narrative currently being promulgated by our opposition
- Focus on the experience, not only the animal
- Respect non-hunters. To hell with anti-hunters but we need to respect non-hunters.
- We need to engage the public more often in a neutral environment, stop arguing with the anti-hunters and convince the undecided public that hunting is a necessary management tool.
- Communicating a reverence for the live animal not just a dead one. I.e. Pics and stories illustrating more of the whole experience not just post kill.
- Stop the reactive responses of putting out fires and trying to plug dams after the Cecil the Lion incidences.

MISCELLANEOUS

- Distance ourselves from those who participate, tolerate illegal game activities, whether it be hunters in general, guides, businesses.
- Demonstrate ethics: charters, codes, enforcement
- Self-enforcement
- Ranking of safari operators outfits (ethics, hunting against data, demonstrable support for anti-poaching efforts and/or local communities
- Get the automobile insurance companies involved. Deer/auto collisions cost them tons of money each year.
- Capitalize on the hipster movement.
- Game meat appetizers and substitutions for commercially obtained meats.
- This will be part of my presentation.
- See #4 above.; See #4; see answer #4

7. What ideas and/or strategies do you have to influence public opinion about “trophy hunting”?

CAMPAIGNS

- Positive campaigns
- PR campaign to explain environmental, economical and social impacts (conservation funds, hunter and outfitters business)
- Strong education efforts
- "More than the score campaigns"
- Coordinated nationwide effort to explain the science based reasoning behind the North American Model of Conservation
- Proactive marketing that is targeted at a connections through underlying values.
- A campaign that shows with substantiated facts that if it not for hunters and limiting the hunting of the male of most species, a practice that started out as a conservation measure then evolved into "trophy hunting" most North American big game would have been eliminated at the turn of the last century.
- Show with specific examples how trophy hunting benefits game populations, i.e. Cambridge Bay polar Bears, because they now do not have sport hunting value, all bears encountered are killed including cubs and sows. There are other specific examples of this including the Alaska Peninsula brown bears and cub depredation by adult boars, i.e. the more adult boars that are managed through trophy hunting, the higher the cub survival rate, more true in isolated populations but still an important point. Show a video of an adult boar killing a cub, that should change some public opinion.

CREATIVE FUNDING

- As a hunting community we need to come together to collective find creative ways to fund our messaging.

RESEARCH

- More research to understand general public perspectives in different areas of the world. Build marketing plans based on research.
- Need more research to answer this question, but it occurs to me that if we re-establish the link between the creation of modern conservation and wildlife management to trophy hunting using popular figures such as Teddy Roosevelt. Also, instead of referring to them as trophies, perhaps mementos would be a better term. Humans have been bringing home mementos of their hunts for thousands of years.
- See above. Cases studies

REVIEW AND REFLECT ON THE APPROPRIETNESS OF THE TERM “TROPHY HUNTING”

- Probably change the terminology.
- Change the term. Talk about the minimal biological impact trophy hunting has on wildlife populations.
- Stop slandering trophy hunting w/in our own industry.
- Embrace and communicate the meaning of the term.
- Define trophy as any meat, hide, or horn or even photo of any harvested animal returned from the field with the hunter. Spread that definition around the world.
- Challenge them to define trophy hunting. They can't, and if they try, point out the fallacy. Change trophy hunt to another name and correct them upon the use -- similar to what the firearm industry has tried to do with "assault rifle" vs. "modern sporting arm"
- Do not use these terms anymore. Focus on the experience.
- Take the focus off trophy hunting. The likelihood of changing some people's opinions about trophy hunting is very low. Don't talk to these audiences about trophy hunting. Talk about conservation, youth programs, etc. Show respect for others with different opinions and embrace an understanding that some people's opinions on these issues will differ from ours no matter what.
- Change or discontinue the use of the term
- Trophy hunting is a term that, I believe started with hunters themselves. Hunters need to refer to all hunting simply as "hunting." When a trophy is taken, in 80 to 90% of the cases the meat is utilized, either by the hunter, or as a resource by the local populations. So the major difference between hunting for the table, which is acceptable to a large portion of the public and trophy hunting, which is not, is that the "trophy hunter" does not take the first animal he sees. He tends to take an older animal that is no longer an asset to the species' populations. In each case, the protein is consumed, the animal is not wasted. In the case of animals that are not normally consumed, predators mostly, again the older animal rule applies and the hunt becomes a management tool.
- Regrettably, I find it unlikely that we can recover the proper use of the word "trophy" and make it a positive. I believe we should instead talk about "selective hunting," ensuring that the implication is herd management: Harvesting older animals, or animals from an overpopulated segment of the herd; and ensure that we tell the rest of the story: The animal is fully utilized insofar as possible; and that the fees and related costs PAID BY THE HUNTERS are responsible for management, conservation, and even preservation of the rest of the herd.
- I would try to re-define "trophy" It should not be about size. Harvesting old mature animals I believe would be more acceptable to folks in general. Those past breeding years.
- Downplay trophy hunting, don't try to show off, use trophies ultimately to educate kids.
- We shouldn't, plain and simple. 25 years of research shows that the majority of the non-hunting public doesn't support trophy hunting. It astonishes me that we are still trying to fight this losing battle. This is the old way of thinking about things. If our efforts as a community don't evolve, we will lose of our hunting heritage over the next 10-15 years.
- Stop the reactive responses of putting out fires and trying to plug dams after the Cecil the Lion incidences.
- We lost the opportunity to define it when Cecil came and went and the national media was hungry and none of the hunting groups showed up to the discussion. I really don't know what we can do at this point. It's like NRA trying to do what it does using the term "assault rifle" when discussing AR15s
- As mentioned above, we need to refrain from the term and go to something like selective harvest , I have put myself in a room with anti and non-Hunters and when you use the terminology selective harvest or mature harvest it is very acceptable to those who will converse, TH is shot out of the water until you spend the time educating that it is basically selective or mature harvest. I believe the

SCI Awards programs must be revised. To receive any award the recipient must either do or participate in something that directly benefits conservation i.e. To receive the NA 29 Award the recipient must prove a certain number of hours that directly benefitted a conservation program, if a certain number of hours are reached the Hunter would also pay for instance 25.00 per entry that goes DIRECTLY TO A CONSERVATION FUND FOR NA. Or if they could not participate in a work program could pay 100.00 - 200.00 per entry again going DIRECTLY TO CONSERVATION IN NA. I believe this would become a trend in other organizations as well. Then again education, and we must be very careful to not smiley try to re paint ourselves doing basically the same thing, it is still to make a 180 degree about face and save our industry and Hunting forever. Answer is twofold, possibly change the name or at least use it very carefully and with facts in hand.

- From a selling point of view, if one wants to highlight the benefits of hunting to local communities and conservation as well as debunking the idea that most of the animal if being discarded as waste, the focus on the trophy is not going to help. The trophy needs to be the least in focus. The trophy is a matter for the hunter, whereas all the other things are matters for everyone. Therefore, the term “trophy hunting” is very unfortunate. As observed by George Orwell in 1984, the one who owns and defines the language and the meaning of the language controls the minds. A suggestion would be to linguistically redefine “trophy hunting” and discard of all colonial-linked references in this type of hunting. Step two will be to redefine the animal rights organisations in colonial terms.

PUT HUMAN FACES TO DECISIONS

- Both in the media and bringing local people from the range states in front of politicians. Link trophy hunting to global solidarity and poverty reduction and link the animal rights people to extremist neo-colonialism.

PRODUCE EASILY DIGESTIBLE FACT SHEETS ONLINE AND IN PRINT DEBUNKING MISCONCEPTIONS

- A sound and comprehensive clearinghouse of online-available information on the topic because the next person who is put in the spotlight is not likely to have media training but will be in need on good information.

SHOW WHAT HUNTERS ALREADY DO TO ADDRESS PRIORITY POLICY AREAS FOR SOCIETY IN TERMS OF CONSERVATION AND COMBATTING WILDLIFE CRIME

- I would use real world examples of how "trophy" hunting is a conservation tool and a positive influence on the animals being hunted, the economies where they are hunted, and the culture of the people who need hunting.
- Focus on the conservation funding aspects, providing the public with easy-to-understand historical context of trophy hunting (i.e. scientific basis for record keeping), promoting the Fair Chase ethic and highlighting that it was developed by hunters for hunters.

HAVE OTHER CONSERVATION AUTHORITIES TALK ON OUR BEHALF

- That hunters say that hunting is good for conservation may not surprise people. However, organisations such as WWF and IUCN recognise the conservation value of hunting. These documents are sometimes hidden away or not properly communicated. Hunters should work more with and within these organisations and together with other stakeholders to have them advocating hunting. The same goes for political champions.
- Although not fully embracing the ethical motivation behind lion hunting, this TED talk by a Danish lion conservationist is another interesting example where people do not automatically shut off but listen because the messenger is a non-hunter: <https://www.youtube.com/watch?v=GiyQvm9d4tM>
- Another good example is Chris Weaver from WWF who, in relation to a case study from Namibia concluded that hunting tourism could not be replaced by photo tourism. Hunting is paving way for photo tourism and that the increasing incomes from photo tourism should not be looked at in isolation but is still facilitated and sometimes made possible by the presence of hunting tourism. His conclusion was that, if managed properly, consumptive and non-consumptive uses of wildlife are not only compatible and complementary, but both are in fact necessary. This in response to those who wish to promote African countries as some kind of “game viewing destination” only. The depletion of wildlife populations in Kenya, following that country’s ban on trophy hunting, serves as a deterring example. You find Chris’ presentation ‘The catalytic role and contributions of sustainable wildlife use to the Namibia CBNRM Programme’ in the proceedings of the symposium (see in particular page 65): http://ec.europa.eu/environment/cites/pdf/symposium_proceedings.pdf

FIND “LIKABLE” FAMOUS PUBLIC CHAMPIONS FOR TROPHY HUNTING

- Trained spokespersons

WORK WITH SOME WELL-KNOWN JOURNALISTS WHO ARE PREPARED TO WRITE ABOUT THE OTHER SIDE OF THE STORY, HOW HUNTING BANS NEGATIVELY AFFECT CONSERVATION AND LOCAL LIVELIHOODS

THE USE OF SOCIAL MEDIA

- For many people, the truth is on social media in the form of short videos and infographics. They do not care about established media. The antis have been ahead of hunters on social media, and this needs to be rectified.

WORK ON HUNTERS AND OTHER ANIMAL USER GROUPS TO ENSURE THAT THEY DEFEND THIS HUNTING PRACTICE RATHER THAN DISTANCING THEMSELVES

- Animal rights organisations are currently driving a wedge between local hunters in Europe and the US and trophy hunters going to Africa. This is only part of their “salami tactics” to take us piece by piece. This needs to be understood by all hunters and other animal users groups.

HUNTER BEHAVIOR

- Educate hunters to apply self-control on what they post online!
- Encourage the taking of tasteful photos, and even then choose your audience wisely.

EXPAND DIVERSITY OF HUNTERS

- Feature more women and “non-macho” types of hunters and make it “cool” from a more youngish explorer point of view

FOCUS ON POSITIVE CONSERVATION PRINCIPLES

- Better explain game only taken within sound science based game laws of a region. A certain amount of animals have to be harvested annually for the health of the species.
- Explain the alternative to harvesting would be less than desirable wildlife management tools such as a cull on percentage of populations, which has a negative yield on all fronts.
- Part of hunting - effective wildlife management (need to manage all species)
- More education on genetics and why trophy hunting can be beneficial from a genetics stand point and health of populations.
- Explain the positive aspects trophy hunting brings to places where this activity takes place.
- Expose the nightmare of the countries where hunting have been banned, e.g. Kenya, and contrast that to Southern Africa

MISCELLANEOUS

- Proof of full utilization of animal, both trophy parts and meat, by the hunter or through a donation.
- Treat it as adding value to game that specially need value so don't knock it. It is added value where I is needed. Call I what it is. Trophy is only a part of a hunt and trophy hunting as envisioned (illegal wanton waste) is rare.
- Perhaps also an organization must reach out to the person in the hot seat to assist with information and media training. IMPORTANT: Seize the moment to tell our story. The Cecil the lion incident was a missed opportunity to tell the story of conservation by citing solid examples of the benefits of such hunters. Need to act quickly while the story is playing out, not weeks or months later.
- I focus squarely on the effort and skill matching of a fair chase hunt. I do not focus on the trophy. Strongly note a legal take of any size is a trophy. Talk to the 70% of the public who may not hunt but are easily swayed by the cute/cuddly bloody/gory ads of the anti-hunting 15% at all possible chances. Engage the public in ways that do not glorify the kill but the problems solved or averted by hunting for conservation, habitat management, and human territorial boundaries. Most of us the 15% that hunt and the seventy that don't have an issue with it hunt mice, spiders, let our children play outside, love nature etc... we have a necessary and solid position within mother
- Find non-hunters individuals and organisations that fully. Host countries of hunted animals need to show the world that they are able to substantially manage their wildlife resource. Ask the public to participate in a debate as to how over-populations (elephant, lion, hippo) can be economically managed without killing.
- Back to basics; cut back on the glitz and the glamour and especially the emphasize on the "rich youth" whose (perceptions!) "daddies don't have any other way to entertain them more, than to have them shooting all species in the world at the age of 20"
- This will be part of my presentation.
- I have none
- See #4 and 6 above.; Same as number 7; Same as above; see # 6 and #7; Same as above ; See #6

8. List possible motivations for being a “trophy hunter” (i.e. why hunt for trophy animals?)

CONSERVATION / IMPROVED WILDLIFE

- Conservation (2)
- For conservation
- Benefits to conservation.
- Sustainability
- Selective hunting
- Hunters have the full right though to be proud and vocal about what they do in terms of conservation.
- Increased wildlife management
- Damage the herd if younger or immature animals are hunted.
- Sound conservation principle in that the oldest, most mature harvested is the best individual of the population to remove from a conservation stand point, Already served its biological purpose, taking up space and consuming food sources that would better benefit younger parts of the population
- To ensure the species survives
- Conservation benefits constitute a direct result of the hunters’ motivation and engagements. It is not necessary for people in general to share the passion for hunting; it suffices that they recognise the motivations as legitimate or at least acceptable and that they understand that these result in benefits that they think are useful (such as conservation and poverty reduction).
- Trophy hunting is the conservation tool that is necessary in a given situation when wildlife populations need minimal impact biologically from hunting, but maximum economic benefit.
- We try to harvest the oldest and most mature animals, and they tend to be the biggest, nobody should try to harvest the youngest animals in a herd

TOTAL EXPERIENCE

- Experience
- Fun, get a lifelong trophy, unique, thrilling/adventurous
- Thrill, risk
- Wilderness experience
- Trophy hunters enjoy the thrill and the excitement of hunting.
- The totality of the experience of the hunt is the most important element – the trophy is merely a reminder of that experience. It is ingrained in us humans to gather and keep physical souvenirs, artefacts and memories, be it for a necklace, autographs, or what have you. The trophy is the physical embodiment of a great experience.
- Travel, experiencing different cultures, experiencing true nature and wild animals
- It is beautiful. It is part of the hunt to take the oldest, biggest, bravest.
- The killing, many hunters describe, is merely a necessary anti-climax of a much longer build-up - the planning, the practicing of skills and sharpening of the sense, the tracking, the becoming one with nature, the experiences, smells, flavours, views, and for some hunts the real dangers that make one feels alive.
- Nevertheless, the killing or the taking of the animal is important. Hunters should not try to avoid this issue. The same with the trophy, which represents the embodiment of the full experience and which allows the hunter to re-experience the hunt when coming home to his or her everyday life.
- Trophies constitute art and craftsman’s skills indeed, in the same way as a really good dinner with meat is as much an artistic experience for the eye as for the taste buds. The difference being that a trophy lasts a life-time whereas the Friday steak will be gone before midnight.

PERSONAL DEVELOPMENT

- Achievement
- Personal goal
- Personal accomplishment
- Pride and personal goals
- Complete a list
- A very good description of the birth of motivation to hunt I heard from a hunter/falconer who started off as an ornithologist – not particularly keen on hunting at all. As he started to study raptors he got increasingly fascinated by their sharp senses and ability to hear and see nature in a way that humans once used to do but have gradually lost due to urbanisation and modernisation processes. He wanted to get in contact with those senses and see and feel nature the way the raptors could and thus decided to become a falconer and a hunter.

CHALLENGE

- Challenge (3)
- The challenge
- Challenge of pursuit
- Sense of accomplishment.
- Challenge and experience. The trophy becomes simply a reminder of the experience
- Greater challenge for the hunter, sound management for wildlife managers.
- Challenge of tough conditions (temperature, geography, etc.), thrill of the chase

INDIVIDUAL MOTIVATIONS

- No hunter is like another in terms of personal preference (species, habitat, climate preference, tools, etc.) Therefore, one type of hunt cannot be said being equal, better or worse than another. No one else should or could define a hunter's motivation.
- It maximizes the hunting experience because it takes longer, requires more knowledge of the animal and habitat. It takes higher level skills, focus, conditioning, training, commitment. It calls for a higher hunters' ethic not to shoot juveniles or younger males. For those with a greater conservation ethic, it takes less, takes aged animals, spares the younger in their prime and instead limits the harvest to those least likely to survive (compensation).
- In an increasingly stressful and urbanised world, some individuals, but not all, have the inherent need to be in real nature and nurture an honest relationship with it to get that sense of fulfilment.
- I have mentioned above several reasons, to summarize. Regulation influences us to TH. The desire to Hunt and find a more mature species, so you may go several times without harvesting. Still you get to Hunt, be on the land experience the area you are in. The desire to see the world and participate in helping wildlife or culture. We are all in many ways Trophy Hunters.

SELF-ESTEEM

- Ego (2)
- For ego.
- Ego, build an egotistical collection
- Status
- Awards, recognition
- For the trophy... like every other sport under the sun.
- Egotism, desire to use animal trophies for inspiration as in a trophy room, simply coincidental that hunter bags record book animals
- Bragging rights
- Showcase success (Both species and specimen)
- Trophies help to tell a story, remember and relive an experience, and an overall good conversation piece.
- Inept question... depends on the meaning of 'trophy hunter.' Certainly there is the aspect of human vanity and ego. To that extent, trophy hunting is seen as a defect in the hunter's character.

ECONOMICS

- Economic benefit to local communities
- Support local communities (I fear that for some hunters this is just a nice-to-have byproduct).
- Influx of money to local communities. Even with corruption in many parts of Africa, enough money is making it to locals to preserve species. The absence of that funding would result in locals killing all the animals to protect their herds/crops.

TRAVEL

- Visit new and remote parts of the world

FREEDOM

- It is ironic in a way that animal rights organisations would fight so hard to release animals kept in captivity into the wild (circus lions, farmed minks, etc.) based on the argument that these individuals need to be free to roam in their natural environment but at the same time deny one, and one species alone, its right to be part of its natural habitat, namely the human. That if anything is "speciesism".

MISCELLANEOUS

- It will probably be important for hunters to recognise with honesty why they hunt and not say that the main motivation is conservation when it is not. Otherwise, we may corner ourselves and face legislation that do not sufficiently take into account the real motivations (for example, proposal for the replacement of rhino trophies with glass replicas, etc.).
- Primarily trophy hunters are not slinging bullets in every direction shooting anything that comes into sight which is what a lot of uneducated non-hunters believe. Trophy hunters may spend many years hunting without ever pulling the trigger. Looking for an old, mature animal is selective hunting and in my opinion impacts the species the least - why would someone be objectionable about this?
- Again, you should never try and explain "trophy." If there is another crisis like we had last year, take a camera crew from CNN or BBC or wherever and walk them into an African village and have them talk to villagers. Old white guys trying to defend trophy hunting loses. My belief has always been that this workshop needs to focus on removing the word trophy from our vocabulary.
- Good example of the species
- Showcase the harvesting of an array of species, whether it be locally, countrywide, continent and worldwide.
- Most of us grew up with the idea that killing the biggest often meant that we were the best hunter in camp, we need to emphasize to young hunters that it is great to be able to shoot a trophy animal but if you don't kill the biggest, the hunt is still successful.
- Respect, reverence, recognition, honor
- All animals I harvest are trophies with some of the most memorable the smaller of the species. I do hunt for larger animals of certain types when my level of challenge is elevated from prior experiences having already been met.
- Love of taxidermy.
- For some, active management of their land and careful harvest criteria results in growing larger animals. This is a form of trophy hunting, but I would argue it focuses more on the hard work and dedication put into the management than on the animal (age structure harvest, etc.), requires being selective about harvest and understanding herd management, which leads to greater appreciation for the resource
- Again, it depends on the definition of trophy. For me, hunting for one of the big five is a trophy hunt, even if I take a small specimen. And if I was to decide to pass on a 8 points white tail to wait for the 12 points I have seen on my camera, "trophy hunt"

does not come to my mind. Back to the question, I guess someone calls himself a "trophy hunter" because he is looking for the biggest specimen of a given species. His reward comes from the size first. Also, there is a possibility someone who describes himself as a "trophy hunter" believes he is somehow "superior" or a finer hunter than the average hunter.

- I don't think we should be using the term trophy. That means different things to different people.
- I'm not a trophy hunter. Best if this comes from someone who engages in that pursuit.
- For marketing.
- Sharing the experience with friends and family
- Hunting--period. "Trophy" is personally defined. The "trophy" from my first turkey is its beard. It was a jake with a 2-inch beard. The "Trophy" from my wife's first deer, a doe, is the tanned hide. As for the term "trophy" as the antis have defined it, with the exception of buffalo, the bigger animals tend to be the older ones who can be removed without population disruption.
- We don't need to spend much time on this distinction - just refer to hunting and let's figure out the best defensive messaging and come up with ways to fund the distribution of public information.
- I don't trophy hunt so I am not sure from a personal perspective. From what I have seen, guys are looking for successful hunts in physically challenging situations (extreme cold, mountains etc.) and want a big animal as well.
- Men like competition, so this is competition with self, against others, against the elements.
- My definition of trophy hunting might be different than others. I don't believe there's one commonly accepted definition. Hunting for trophy animals, as you've put it, is largely motivated by simply enjoying the luxury of being able to pass up any animals that you otherwise could have legally shot. This luxury could be afforded to you for any number of reasons, including that you have a week to hunt instead of one day or one outing. It could be that you're an experienced hunter, as opposed to a teenager on their first hunt who simply wants to harvest any animal as their "first." It could even be that you can afford to wait for a "trophy" animal because you don't need the meat as a matter of food security. You could just as easily buy meat at the grocery store. This is of course the case for millions of hunters across the world, so should they all be considered trophy hunters? My own personal opinion is that we should drop the term trophy hunting altogether because I don't believe we can reclaim it from what the public has come to believe it means.
- ????

9. What other possible words or ways can be used to describe “trophy hunting”? (i.e. If we’re not going to call it “trophy hunting”, what will we call it?)

Compiled List:

1. Hunting (16)
2. Conservation hunting (8)
3. Selective Hunting or Harvest / ing (4)
4. Trophy hunting (2)
5. Sport hunting (2)
6. Sustainable hunting / Sustainable use hunting (2)
7. Harvesting
8. Big Game Hunting
9. Safari hunting
10. Tourist hunting
11. Tourist safari hunting
12. Cull hunting / Culling
13. Mature Species Hunting
14. Alpha Male Hunting
15. Horn and Meat hunting
16. Trophy and Meat utilization hunting
17. Extreme Hunting
18. Ultimate Hunting.
19. Adventure hunting
20. Responsible hunting
21. Venerary hunting - (pursuit of the trophy)
22. Mature harvest
23. Species enhancement
24. Mature animal
25. World Class Animals

Expanded Comments:

- Call it hunting or big game hunting if you have to. If we call it hunting enough, the word trophy will eventually be forgotten. And when people ask, "well isn't that trophy hunting," we should explain that it is hunting, plain and simple.
- Safari hunting. Tourist hunting. Tourist safari hunting. In some cases it is conservation hunting. Paying the most while taking the least number. It is defying the animal and adding to its value.
- This is a tuff question for me, I like the term Trophy Hunting."
- Stop using the term and just call it hunting
- As I've said above, "trophy hunting" is simply hunting that is more selective than just "meat hunting' We, as hunters, are guilty of originating the distinctions. All hunting is just that, hunting. The motivation may differ, but the elk hunter that is filling a freezer goes through the same physical and mental challenge that the "trophy" hunter does, but the trophy hunter is more apt to pass an animal and, in truth, go home satisfied without a kill.
- Why can't we just leave it with the term HUNTING!
- Don't call it anything; don't give it a name... reject the phrase; attack the moral and intellectual underpinnings of the 'trophy hunting' phrase; counter attack by asserting that the phrase is meaningless and morally bankrupt
- I am not sure if there is a right answer to that, maybe it is just "hunting" Sport hunting is also is also misconceived, it was originally intended to define a sportsman and separate them from commercial market hunting. A sportsman is a person who hunts with honor, a code of conduct with respect for the animal and not for economic reasons. We need to put this all back to the original reasoning behind what a sportsman is and move away from the term sport hunting and trophy hunting.
- I am not a trophy hunter, I am a hunter-conservationist. It is not trophy hunting, it is sustainable use hunting. A trophy hunter is a hunter-explorer or hunter-adventurer.
- Hunting for conservation
- "If" we as an industry feel like trophy hunting's image cannot be improved, then I recommend mainstream terminology that depicts an epic challenge. Extreme Hunting, Ultimate Hunting. People understand those terms and relate a great deal of accomplishment and fortitude with them.
- Why do we need to even use the word trophy hunting. Why isn't hunting good enough?
- Responsible hunting to honor the animal harvested
- Rebrand under the concept of a "Safari Conservation Program" of which controlled hunting is one portion of it, alongside anti-poaching efforts and other tools.
- I have thought about this for hours, I have reached out to Hunters, non-Hunters, Guides and youth and FN. I am on the fence, most likely leaning to a name change. If we were to change my feelings and many of those I polled think we would come under certain attack that even "we" do not support Trophy Hunting or Hunting so to speak. No matter what you call it, we must define it and make it clear that it is selective harvest, mature harvest. In BC other than Grizzly Bear, TH by definition is illegal. You MUST bring out all meat. Most public does not know this. The term must be defined and include mature harvest, selective harvest. Also in BC (and when I refer to BC I believe there are many similarities in the rest of the world) our regulation in many cases is Trophy Hunting , i.e. Full curl or 8 year old rams , tri palm or 10 point moose, 5 point and a sticker Caribou ... regulation is based on mature harvest, selective harvest ... Trophy Hunting . I feel this discussion must be education of the term and to clarity of the term. A new terminology could/should be put into effect and a slow turn could be effected ... such as mature harvest or ...
- “Hunting”, plain and simple. There is no difference between a moose hunt in Sweden, where the trophy is taken by the hunter having shot the moose and the meat often being shared within the hunting group, and for example an elephant hunt, where the trophy is taken by the hunter having shot the elephant and the meat being shared within the local community. It is rather absurd that, whereas the support for moose hunting in Scandinavia is well above 80 percent, elephant hunting enjoys a much lower support. These are both majestic, emblematic animals in their respective range states with a conservation history. In Scandinavia the moose is labelled “the King of the forest” and the moose is popular among most people, including children and tourists (with many “toy moose” being sold, moose safaris held and German tourists stealing moose road signs, etc.) But people gladly accept it as “hunnable game”. It ought to be remembered that the Swedish hunters association, which is one of, if not the, oldest conservation organisations in the world, having been active since 1830, was founded with the explicit purpose of saving the moose from going extinct. This task has been more than successful. So what is really the difference between the moose and elephant? And why is the hunt for one of them referred to as trophy hunting and the other just hunting?

- Hunting, pure and simple. Why the need to describe it differently? If one of the activity's goal is to get meat on the table, it is hunting, no matter the species or its size. If the food goal is absent and the species the person is after is not a rodent or a species whose population must be controlled, I wouldn't call it hunting.
- Truth is; no matter what we call it - it will always be judged as it is being seen as the person hunting, always selecting "bigger and better"
- Good question. Conservation hunting? Con-hunt? Sustainable hunting. ???-hunt with the term being an acronym for our message.
- We should continue to call it what it is (it is unreasonable to think people will stop calling it that) but we need to do a better job communicating the definition.
- "Hunting" should be preferred terminology. In today's culture we've all been segregated to our own detriment. So instead of being just a hunter, we are sport hunters, bow hunters, subsistence hunters and so on.
- Just call it hunting and get on with defending what we all do.
- We call it simply hunting. Period. No need to qualify it or distinguish it in any way from any other "kind" of hunting. How many "kinds" of hunting are there anyway?

10. What ideas do you have about how to achieve greater collaboration among hunting organizations?

FIND COMMON GROUND

- All of us get on the same page for once!
- Realize that you're all on the same team. This is the mentality that all the anti's have.
- Develop common ground that we can all embrace and then develop plan to learn to work collaboratively.
- Start by looking for common grounds, agreeing on a common mapping of threats and opportunities and proceed to developing a comprehensive response and some common language and values (see suggestions under point 7) for the longer perspective. Language matters!
- Put our agendas to the side vs. trying to be the first to the punch or working in a vacuum. We are all in this for the same common goal and we will all suffer in we lose hunting.
- Hunters and other animal users must come up with an own vision and philosophy
- Every organization has its own agenda that it considers paramount. Internally this must be accepted by all groups; externally we must come together as friends with one common interest: To maintain and preserve hunting for the future and thus to ensure the future of wildlife.
- We also need to realize that we all largely agree on about 90% of things and stop highlighting our differences. We can be an extremely petty community and always willing to show how we are different when the fight goes down. Instead we should all support each other and remain silent on an issue when of our sister organizations is under attack. Offer that other organization your support and assistance as needed, but circle the wagons. We should also be more willing to talk about what we are doing. For example, when some groups moved to sue Delta airlines, it completely derailed an multi-group effort that was making headway to have private meetings with Delta's senior most execs.
- We have to find common ground between the organizations with regards to fair chase and high fence hunting. The record book differences in SCI need to be much more than an asterisk, it needs to be a separate book or eliminated all together, the idea of an award for taking an animal behind a high fence is stupid. Unethical outfitters need to be called out and published in a joint registry; we need to find common ground.
- Form task forces with shared goals, protect hunters and hunting in general, pool financial resources
- Create incentives for organizations to seek common unified messaging; give them the words and concepts to promote; show how atomized organizational responses hurt hunting
- Sharing of information, such as studies completed, statistics, successful strategies, etc.
- Collaborate on projects such as science, engagement of consultants, lobbyist, etc.
- Ensure a common basic message as it pertains to the management and utilization of animals.
- Collectively take a stand against political powers, groups, that have an objective to curtail or eliminate opportunities to hunt.
- Figure out how to combine a large portion of the budgets for advocacy/policy from each organization into a single fund with representatives from each organization and speak as one voice and take united action. Egos will have to take a back seat and possible recognition to a single organization will have to be forfeited for the greater good.
- I believe it will take a consensus builder to really unite the various arms of conservation and hunting. We've talked about working together for decades and even tried working together to a small degree of success on individual bases. I think to really unite the industry there has to be a TRUSTED, UNBIASED, liaison that is either identified or created to be the gatekeeper & the traffic cop.
- I would like to develop a network of like-minded folks who want to dedicate some funds IOT develop a sophisticated social media effort to counter our opposition
- Task forces for joint efforts.
- Sharing of information on activities a couple times a year.
- Conglomeration of funds and resources for common educational campaigns."
- Share each other's mandate, goals and strategic plans.
- Need a coalition without egos or organizations worried about who gets the credit to have a long-term education and outreach strategy
- More working together instead of each pursuing a separate mission. Better communication.
- Fundamental for all to understand and agree that we need to work together to ensure the future of hunting and wildlife. To quote USA President Harry S. Truman: "It is amazing what you can accomplish if you do not care who gets the credit".

STOP COMPARING AND COMPETING

- Every organization needs to stop worrying about who has more members and trying to achieve personal glory at the expense of the other.
- Stop competing with each other. Realize we are on the same team and come up with a plan that can be adopted by ALL hunting organizations.
- Stop fighting each other. The archers dislike rifle hunters, and both think they are more ethical than the other, they both hate the "long range" hunter. We give the anti-hunters information to use against us, then help divide and conquer. WE ARE ALL HUNTERS HELP DEFEND EACH OTHER, we all enjoy hunting and are stronger unified and helping each other
- Deflate the egos and the territorial imperatives associated with them. People need to come to the table ready to support hunting using the same adherence to science and factual data that we want for wildlife management.

EXPAND ALLIANCES

- Build broader global alliances with the other animal sectors with a view of responding to the animal rights agenda/vision.
- Animal users sectors traditionally victims of "salami tactics" whereby animal rights groups attack one sector or part thereof at the time. There has been a lack of solidarity between and within users sectors. The animal rights groups succeed when they can keep their true long-term motives hidden and maintain a posture of animal welfare improvements, cooperativeness and appealing to the middle-ground while engaged in the intended gradual subversion towards more extreme objectives

FUTURE MEETINGS

- A meeting like this is a good start.
- Use of workshops like C2C.
- More gatherings like the upcoming Atlanta meeting. There is room for all of us, we need to work together to get our positive message out.
- This conference is a good idea for starters. Possibly follow up with another next year. Sharing a clearinghouse of information and cases studies among organizations. Media training for key spokespersons from organizations. It helps to have a lead organization, SCI?, to lead the way.
- More joint discussions such as this workshop.
- This conference is a good step towards that. Let's see where it goes and take it from there.
- Maintain regular meetings and contacts between operational staff. The communications people should establish direct contact, the lawyers direct contact, the government affairs officers direct contact, etc. Not formalise things unnecessarily too much as that may hinder the flow of ideas and intelligence.
- Making this event a more regular event. Not every year but perhaps every few years. Can a group be created online that allows for a free flow of information between us?
- Have standing meetings at certain events during the year.
- A forum like the one who is going to take place in Atlanta is a good occasion to meet face to face. A first goal might be to make sure we understand each other on the definition of hunting and trophy hunting. I also believe hunting organizations would benefit if they can initiate and maintain a dialogue with environmental / nature organizations. Many of them are not opposed to hunting. They do not brag about it, but they sure be allies on the conservation side.

CAPITALIZE ON LEADERSHIP

- SCI is the world leader, SCI must be viewed as the world leader in Hunting and Conservation. Others will follow SCI's lead if the approach is new and fresh. A rebranding of sorts. As I believe I mentioned we cannot just repave the bridge, we need to rebuild a new bridge and a better bridge. This is the time to make a very big step and effect change and education. Reach out to others and educate and share a new vision, we are all in this together.

MISCELLANEOUS

- Take campaigns at national level seriously – even though there is a negligible activity there. No country is too small to be allowed to fall into the animal rights agenda.
- Stop advertising "First For Hunters," or for conservation. Make a point of recognizing the work of others in every instance.
- One of the first steps in achieving this I believe is in its infancy brought about by Rick Steiner. He has formed a new company to begin fighting the anti's on the internet. He has Andy Genasci on board to spearhead this endeavor and I invited him to this summit meeting. They have a lot of ideas on this and Andy is highly qualified as he did this sort of thing for the government, been post in many African countries and is a hunter. Additionally, it would be wonderful if we could get each hunting organization to set aside some funds for this very thing and possibly assemble a "United Nations" type of annual meeting so we could all work together in one voice to get our mission accomplished.
- An network along the lines of AWCP that takes the responsibility to address the misinformation, particularly the intentional misinformation that is fed the public.
- Sponsorship!! It all started with SCIF's fantastic AWCF.
- Have a permanent office handling admin and websites of associations like OPHAA to keep communication going.
- Establish common standards for TV and media programs that portray hunters
- Develop minimum acceptable standards/practices amongst hunting organizations, who in turn influence collective membership to adhere to also.
- Set up clusters for different purposes: geographical, species, per target audience. Each to have objectives, goals and capacity to communicate. Each to have a leader (who has time). Appoint an overall coordinator.
- Ideally we need a full-time script writer whom we can all feed into.
- A national outreach program
- Coordinating with outdoor media industry more closely, unifying message on benefits of hunting/how hunting is conservation, Identifying/creating a lead marketing agency or organization to coordinate a focused message and cohesive national marketing plan, engaging non-endemic or peripherally associated media (cooking/chef organizations) on the value of sustainable, organic protein, the harvest of which ultimately benefits all wildlife conservation
- Appoint 3-4 contact points from overarching organizations who battle in this arena. When the shit hits the fan, those are the people who talk about approach, strategy and who all the organizations push media outlets to for statements and interviews. We can't be fractured and delivering different messages, muddying the message or even worse, media finding someone via social media and calling them for the story -- individuals don't understand overarching messaging, and even organizations in the industry have their own interests and messaging to deliver; that's not often what's best for hunting in general nor at the heart of the issue.
- Need to identify one issue that will help everyone in the industry that is big picture and design a plan about how we can address it globally so we all have the same message. This would have to be through a tiered method of research etc. leading into a operational plan that everyone can buy into.
- This issue of social licensing, I believe, is the one issue that is global and could help us to build relationships and networks that can develop trust between the stakeholders. This could be a building block for further, project specific, collaboration efforts.
- If organizations honestly look at the writing on the wall, they
- This will be part of my presentation.



Presenter Contact Information

8/17/16

If you are interested in contacting any of the presenters, below is their contact information. Some offered to send PDF's of their presentations, or at least provide additional resources. Thanks to each presenter for sharing their message.

1. Craig Boddington: ctbodd@aol.com; Cell: (805) 610 6178; PO Box 277, Paso Robles CA 93446
2. Will Coggin: coggin@bermanco.com; www.HumaneWatch.org
3. Mark Duda: mark@responsivemanagement.com; <http://www.responsivemangement.com>
<http://www.responsivemanagement.com/AboutRM.pdf>
4. John Goodwin: jgoodwin@theheraldgroup.com
5. Tom Opre: thomasopre@gmail.com;
https://www.youtube.com/watch?v=_BV8kYW1OCU (#whywehunt video)
6. Craig Pattee: cpattee@agenda-global.com
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10. Dr. James Swan: sgsprods@gmail.com; www.jamesswan.com.
Recent articles: <http://www.theoutdoorwire.com/features/230892>
<http://www.theoutdoorwire.com/features/230857>

Workshop Leadership

1. John Boretsky, Crucial to Conservation Coordinator: jboretsky@spinn.net
2. Kathy Butler, Registration and Event Manager: KButler@safariclub.org
3. John Storm, Moderator/Facilitator: John@BrainStormNetwork.com
www.BrainStormNetwork.com

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Presenter Bios



Craig Boddington

Craig Boddington is one of today's most respected outdoor journalists. He spent the past forty years exploring our natural world as a hunter and sharing his knowledge and experiences in dozens of books and through thousands of published articles and essays. He's a decorated Marine, an award-winning author, and continues to be a leading voice for conservation and ethical hunting around the world.



Will Coggin

Will Coggin is the managing director of the Center for Consumer Freedom, which runs public campaigns exposing PETA, the Humane Society of the United States, and other radical activists. He grew up in Northern Virginia and attended the College of William and Mary, studying finance and Chinese.



Mark Duda

Mark Damian Duda is the Executive Director of Responsive Management, a research firm specializing in natural resource and outdoor recreation issues. Mark holds a Master's degree with an emphasis on natural resource policy and planning from Yale University, where he attended on two academic scholarships. During the past 25 years, Mark has conducted more than 1,000 studies on how people relate to the outdoors, including more than 200 studies on hunting participation and recruitment and retention. Mark is the author of four books on wildlife and outdoor recreation, including *The Sportsman's Voice: Hunting and Fishing in America*. Mark's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, hunting and fishing, and outdoor recreation conferences around the world. His work has also been featured in most of the nation's top media, including NPR's "Morning Edition," CNN, The New York Times, Newsweek, and the front pages of The Wall Street Journal, The Washington Post, and USA Today. For 7 years, Mark served as a columnist for North American Hunter and North American Fisherman magazines. Mark has been named Conservation Educator of the Year by both the Florida Wildlife Federation and National Wildlife Federation, was a recipient of the Conservation Achievement Award from the Western Association of Fish and Wildlife Agencies, and was named Wildlife Professional of the Year by the Virginia Wildlife Society. He received the Conservation Achievement Award in Communications from Ducks Unlimited, as well as an award from the Potomac Ducks Unlimited Chapter for his contributions as a researcher and writer. Mark was named Researcher of the Year by the National Shooting Sports Foundation. Recently Mark was honored with the 2016 National Rifle Association's Distinguished Leadership Award.

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John Goodwin

John Goodwin brings more than a decade of communications, grassroots, policy and political experience to The Herald Group. From senior staff positions on Capitol Hill and with leading industry associations to managing public affairs campaigns for corporations and award winning agencies, John now leverages his strategic communications skills to benefit clients in meeting their critical public policy objectives. Prior to joining The Herald Group, John served as Chief of Staff to Congressman Raúl Labrador (R-ID). In this position, he was the primary communications, policy and political advisor to the Congressman, as well as overseeing the Congressional staff and offices in Washington and Idaho. John also served as communications director and senior advisor to two additional Members of Congress. In these positions, he developed communications platforms to engage both national and local media. Additionally, he held positions at two leading industry associations and an issue advocacy group managing their public affairs and grassroots programs.



Craig Pattee

Craig Pattee is a Managing Partner of Agenda, a national public affairs and strategic communications firm based in Washington, DC. Craig's background is in developing and managing integrated public affairs campaigns, with a special focus on engaging our Nation's governors on national policy issues. He served as President of Dutko Worldwide, then one of the largest public affairs firms in the US. Prior, Craig founded Kaufman Nelson Pattee (KNP) with former White House political advisor Ron Kaufman and Nebraska Governor Ben Nelson, specializing in helping companies manage political and policy risk across 50 states. He has served as an advisor to numerous governors, including Tommy Thompson (R, WI) and Terry Branstad (R, IA) and served as the Washington representative for Governors Ed Schafer, John Hoeven (R, ND), and Governor Jim Douglas (R, VT). Today he remains active with the national governors associations and other state and local groups. Craig's policy focus and passion is education reform. After working in the White House under President George H.W. Bush, Craig spent three years at the US Department of Education, working as senior staff to former Xerox CEO and Deputy Secretary David Kearns and Secretary Lamar Alexander to help implement the Bush Administration's education strategy and the pioneering New American Schools. Craig remains involved in education reform efforts and emerging education technologies, markets, and policy. Today, Craig helps lead the Agenda's innovative advocacy business and digital advocacy campaigns, constantly looking for new ways to impact public policy through cutting edge grassroots and consumer-driven engagement. Meanwhile, Craig serves on the Advisory Board of the Borana Conservancy in Kenya - a leading conservation organization dedicated to preserving critically endangered rhino and other species - and the Grand Teton National Park Foundation. He serves on the board of Detroit Driven - a non-profit committed to promoting the revival of the great city of Detroit. Craig also serves as a senior advisor to His Majesty King Abdullah II's Kings Academy in Jordan. Craig is also an active outdoor enthusiast and founder of EpicQuest, a premium adventure travel and global heli-skiing business that he helped launch in 2008. Craig is married, with two young children. They travel extensively and live in northern Virginia and Jackson Hole, WY.

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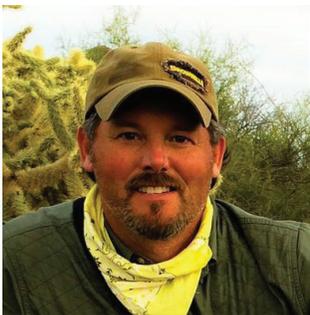
Stephanie Spika Hickey

Stephanie Spika Hickey is the Manager of Strategic Communications for Safari Club International, working in the Hunter Advocacy Department in Washington, D.C. Prior to joining SCI, Stephanie worked for Benelli USA as their Social Media Manager and for the National Rifle Association serving as both Social Media Manager and Spokesman. Stephanie has an extensive background in social media for the firearms and hunting community, including crisis management. In her spare time, Stephanie enjoys hunting, fishing, and a nice glass of whiskey.



Michael Sabbeth

Michael Sabbeth is a lawyer, author and lecturer living in Denver, Colorado. Mr. Sabbeth lectures on and writes about ethics and rhetoric as advanced legal advocacy skills, legal professionalism and estate planning and administration issues relevant to firearms ownership and distribution. For over twenty years he has taught classes on ethics to young children in Denver-area public and private schools. His book, *The Good, The Bad and The Difference: How to Talk with Children About Values*, is a guide on how to talk with children about moral decision-making and reasoning. He has been a lecturer at Master Hunter Education programs, is an NRA-certified instructor in shotgun disciplines, a Boy Scout merit badge counselor in the shotgun discipline, consults for the United States Shooting Association on media relations and writes for many prominent hunting and shooting magazines, including Safari Magazine, The Double Gun Journal, Sporting Classics and ClayingShootingUSA. He lectures nationally on rhetoric and crafting arguments to defend and promote hunting and the shooting sports at venues including The Dallas Safari Club, Safari Club International Conventions, and the IHEA Annual Conventions. He is now writing two book relating to hunting and the shooting sports: *Five Tips The Best Instructors and Student Should Know* and *The Honorable Hunter: Defending and Advancing Our Hunting Heritage*. Mr. Sabbeth graduated from Williams College in 1969 with an Honors degree in Political Economy and from the University of Denver Law School in 1973. He is married and has three children. He may be contacted at michael@thehonorablehunter.com. *The Good, The Bad and The Difference* is available on Amazon.com. <http://tinyurl.com/c5flmmu>



Tom Opre

Tom Opre is a 2nd generation outdoor communicator. He has made educating the public on wildlife conservation and stewardships issues a main priority of his business. As the past president of the Professional Outdoor Media Association (POMA) he has worked to help other outdoor communicators and industry leaders understand and present a unified message regarding the top issues facing wildlife conservation today. Since 1990, Opre has produced and/or directed national television commercial projects for Fortune 500 companies, feature films and episodic television. Known as one of the top action, extreme sport cinematographers he has filmed with the top professionals and X-Game athletes in the world. Currently, he produces *Eye of the Hunter™* and the reality show *Extreme Huntress™* exclusively online Gunbroker's GetZone.com.

Opre lives in the Flathead Valley of Montana with his wife Olivia; a travel specialists, wildlife advocate and the 2014 SCI Diana Award recipient, plus their four children.

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Katie Sprenger

Since joining The Tarrance Group in 2006, Katie has been responsible for providing both corporate and political clients with research tailored to issue management and message development. Specializing on government and public affairs clients, her work includes critical analysis as a research advisor for coalition groups aimed at messaging to specific voter segments – providing services in strategic positioning to strengthen message coordination and discipline, policy objectives and campaign plan implementation.

Katie has developed and directed strategic research for dozens of issue campaigns and ballot measures, as well as supporting the firm's long successful efforts on behalf of federal, state and local candidates. Her understanding of political campaigns and messaging strategy intersects with how to reach voters in contentious public opinion battles – including extensive research on oil and natural gas development, mineral extraction, the Endangered Species Act and agricultural production practices.

Prior to joining The Tarrance Group, Katie gained experience with a leading public relations and government affairs firm in Oregon. In her previous role she managed client projects such as polling, message development, and strategic plan implementation. Shaping her commitment to the disciplined use of research based messaging, Katie supported day-to-day management of several national grassroots campaign efforts that were successful in dictating the debate around natural resource issues and the passage of federal legislation.

As a certified moderator, Katie has conducted focus group research for clients of The Tarrance Group on a variety of topics around the country as well as utilizing emerging online qualitative methods. Always with an eye to better understanding voter issues and consumer preferences, she translates findings into actionable information to help clients navigate some of the nation's most complex issues – including the economy, government spending and entitlement reform, natural resources and energy policy.

Katie had the distinct opportunity to serve as deputy to the Program Director of the 2008 Republican National Convention and served as a professional volunteer for the 2012 Republican National Convention.

Forever a country girl at heart, Katie is a native of Idaho and graduated from Pacific University in Forest Grove, Oregon, with a Bachelor of Arts degree in Political Science. She and her husband live in Alexandria Virginia. As an avid sports fan, she is the commissioner of two fantasy football leagues and can regularly be found rooting for the Washington Nationals.

You can email Katie at ksprenger@tarrance.com



Dr. James Swan, author

James A. Swan, Ph.D. is the author of *IN DEFENSE OF HUNTING* and *THE SACRED ART OF HUNTING*, and co-author of *CHASING THE HUNTER'S DREAM*. As an environmental psychologist, he has taught ecology and psychology at the Universities of Michigan, W. Washington State, Oregon and Washington. He is the author of ten non-fiction books and one novel that have collectively sold over 250,000 copies. James was a columnist for *ESPNOudors.com* for ten years, and today is a writer for the *Outdoor Wire*, a TV producer (“*Wild Justice*” on Nat. Geographic Channel) and actor who has appeared in a number of feature films and

TV shows. www.jamesswan.com

CRUCIAL TO CONSERVATION

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Workshop Leadership Bios



John Boretsky, Crucial to Conservation Coordinator

After over thirty years in advertising and public relations, including a stint as a military public affairs advisor to the government of the Republic of Viet Nam, and holding executive positions with a variety of regional and national agencies, John gave up a career of three martini lunches to serve as Executive Director for the New Mexico Council of Outfitters and Guides. With nearly eighteen years' experience with outfitters, operators, guides and PHs, John now works as liaison to the professional hunting industry worldwide for Safari Club International. During this time, having hunted and fished in North America, the United Kingdom, New Zealand and Africa, he has proven to guides, outfitters and PH's alike that he is a passable rifle shot, an off and on wing shot, and an unquestionably inept fly fisherman and angler.



John Storm, Moderator/Facilitator

John Storm is the President of the BrainStorm Network. He works with people who want to bring their ideas to Life! John's focus is to help organizations get unstuck, spark fresh thinking and generate game-changing ideas. John is a professional speaker, moderator, facilitator, and author on the topics of Innovation, Creative Problem-Solving, and Change. Prior to founding the BrainStorm Network, John was the Director of Marketing for Storm Lures, his family's global fishing lure company. He worked all across the USA while calling on accounts like Bass Pro Shops, Kmart, Wal-Mart and sporting goods customers. He loves to fish and is becoming a later-in-life deer hunter. Mr. Storm lives with his family in Norman, Oklahoma. www.BrainStormNetwork.com



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The Hunter Legacy 100 Fund is an endowed fund created from donations made by 100 Safari Club International members in support of the Safari Club International Foundation. The funds are invested in perpetuity, guaranteeing a financial basis for the Foundation's ongoing projects, worldwide. Those projects include wildlife conservation, outdoor education, and humanitarian services. Projects are approved by a select committee and are implemented on a global basis.

SCI and SCIF are extremely grateful to the 100 members of the Hunter Legacy 100 Fund whose generous permanent endowment of ten million US dollars is a true testimony to their commitment to the Safari Club International Foundation's efforts for the future of wildlife and hunting through sustainable use conservation, education and service to their fellow man.



DSC's mission is to ensure the conservation of wildlife through public engagement, education and advocacy for well-regulated hunting and sustainable use.

The vision of DSC is for a society that values wildlife, engages in its conservation and understands and supports the role of well-regulated hunting in the sustainable use of wild resources.



Safari Club International is the leader in protecting the freedom to hunt and promoting wildlife conservation worldwide. These primary missions are supported through the many arenas of the organization. Since 2000, SCI has spent \$140 million on protecting the freedom to hunt through policy advocacy, litigation, and education for federal and state legislators to ensure hunting is protected for future generations. Through direct involvement and partnerships with like-minded organizations, SCI has become a political force in Washington, D.C. and other world capitals. SCI is a network of over 55,000 like-minded individuals all over the world. SCI members make a tangible difference through conservation efforts in their communities and voicing their concerns to representatives who take them to the floors of Washington.

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The mission of the Rocky Mountain Elk Foundation is to ensure the future of elk, other wildlife, their habitat and our hunting heritage. Find facts, such as the number of acres of elk habitat the RMEF has conserved or enhanced, the number of RMEF members and chapters across the country, and much more.

The Rocky Mountain Elk Foundation was founded in 1984 by four hunters from Troy, Montana who wanted to ensure a future for North America's grandest game animal.



BOZEMAN, MONTANA

We enhance wild sheep populations, promote professional wildlife management, educate the public and youth on sustainable use and the conservation benefits of hunting while promoting the interests of the hunter and all stakeholders.



Our PURPOSE is to expand and secure conservation of wildlife, wild places and our outdoor way of life.

Conservation Force stands for three forces. First, that hunters and anglers are an indispensable and essential force for wildlife conservation. Second, that Conservation Force is a collaborative effort combining forces of a consortium of organizations and, third, that Conservation Force itself is a proactive force to be reckoned with because of its record of conservation successes.