

Improve Accessibility to the FWP Videos, Programs, PSA's, etc. that Promote the Desired Behaviors between Landowners and Hunters.

Intent: Many of the desired communication pieces are already in place. However, they are not readily available or easy to find for the general public. Giving hunters a "how to" video on asking for access should be high profile on FWP's web page, not part of a scroll down menu. The list of landowners do's and don'ts should also be front and center. These communication pieces that encourage hunters to offer their particular skillset, ex. Weed spraying, in exchange for access to hunt would be posted in multiple places....social media, hunter safety curriculums, when purchasing your license, as well as on the FWP webpage. Do's and Don't's for hunters from a landowner's perspective as well as Do's and Don't's for landowners from a hunting perspective should be accessible in multiple places. This recommendation will improve stakeholder relationships and quality access to harvest.

Justification: There are particular items that landowners are looking for in the hunting public (to the right). These are just a few suggestions. A similar set of items could be created from the hunters. The point is, if you have to search for this content, it will not get to the right people and we will still have clueless hunters and clueless landowners.

- Honesty about how many are in the hunting party.
- Don't bait with kids.
- Don't expect the landowners to do the call backs.
- Good marksmanship
- Trespass
- Honesty about type of animal you are hunting.
- Call early, not the day of.
- Offer your specific skillset to hunt.

Description:

This recommendation differs from the other communication pieces because most of the content needed FWP already has in their possession, it is just not marketed well. Accessing data needs to be really easy for people, and needs to be eye-catching. Maybe someone goes to the FWP webpage and has no intention of looking at landowner/hunter videos, but the video happens without a prompt and catches their attention. YouTube music is a perfect example. When you want a song, many times it won't play until after a short ad/video. Even seconds can deliver quality info in an engaging way to encourage taking the time to watch. With Facebook and other platforms a similar experience could happen. Consideration should be given to allow hunters to create similar content. What do hunters as a group wish landowners would say and do in either allowing them to hunt or refusing to allow hunting? Think about partnering with apps like onX, elk organizations, etc.

People/Organizations:

The FWP communications people, other groups such as One Montana or Backcountry Hunters. FWP might need to create more content and in that case a skilled videographer would be needed.

Timeline:

FWP already has some of this content. They could expand on their delivery of this content within 30-60 days. Creating more content would take 6-8 months.

FWP Authority to Take Action:

FWP has the authority to commit resources to this recommendation

Limitations/Unintended Consequences:

Dollars may limit the creation of more content, especially if we give equal time to what difficulties hunters have with landowners.

Feasibility of Implementation:

Not identified by the Elk Management Citizen Advisory Group members.