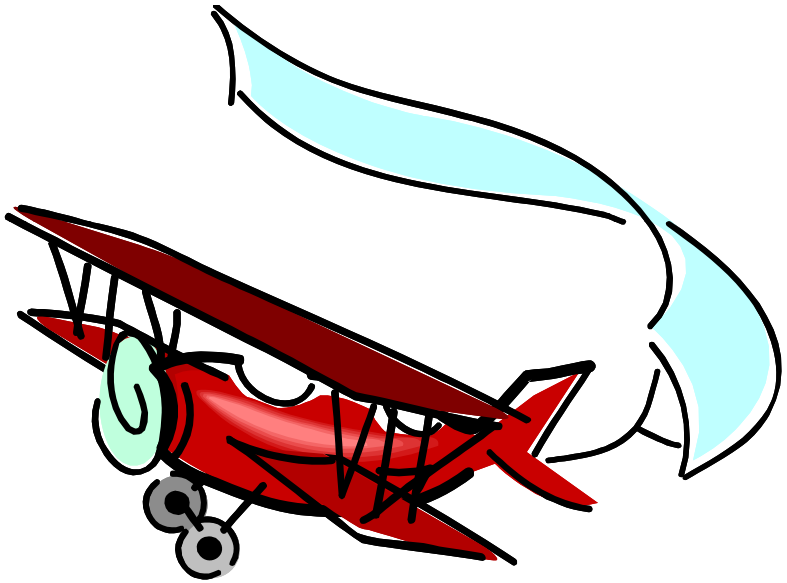
2012 Marketing Efforts

Presented by Doug Burt, AZGFD
Winter 2012 HAWHG Meeting

Types of Outreach

- Flyers
- Website
- Facebook
- Hunting Regulations
- New Ventures



Individual Camp Flyers

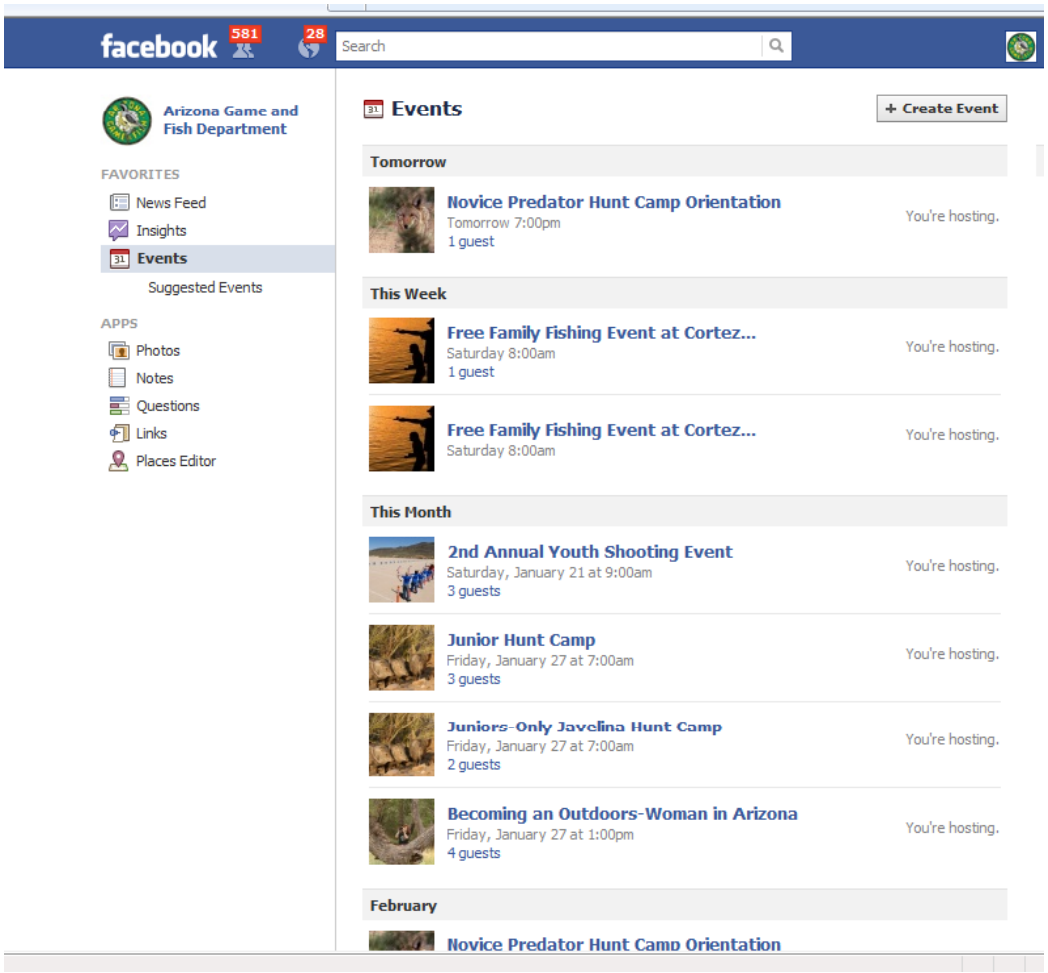
- Customized
  - Logos
  - Images
  - Captions
- Provided to Clubs
  - Email
  - Postal Mail

AZGFD Website

- www.azgfd.gov/outdoorskills
- Full Listing of Events
  - By Date
  - Detailed Information
    - Who (Host)
    - What
    - Where
    - When
    - How to Register
    - Contact
    - Facebook Link
- Multiple Locations on Site

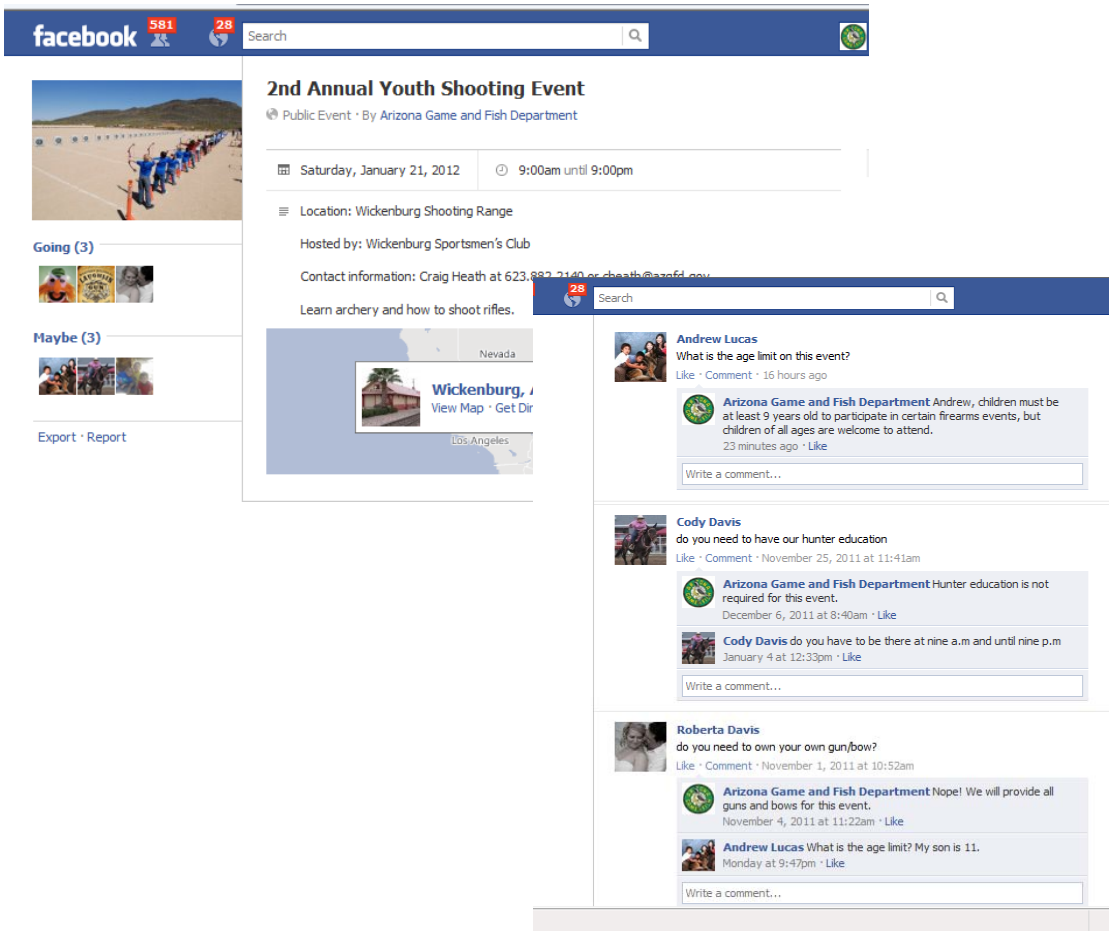
Facebook - Events

- Full Listing of Events
  - Sorted by Date
  - Images
  - More Detail
- Engagement
  - "Likes"
  - Attendance
  - Questions
  - Comments
  - Interaction



Facebook – Events Contd.

- Results
  - July 2011-October 2012
    - 52 Total Events
    - 75 "Going"
    - 47 "Maybe"



Facebook – Paid Advertising

- Original Ad
  - Nov. 4, 2011- Dec. 22, 2011
    - 4,840,040 Impressions
    - 1,455 Clicks
    - 218 Connections
- Holiday Ad
  - Dec. 22, 2011- Jan. 3, 2012
    - 1,595,591 Impressions
    - 410 Clicks
    - 28 Connections
- New Year's Ad
  - Jan. 3, 2012 – Jan. 11, 2012
    - 1,210,404 Impressions
    - 312 Clicks
    - 30 Connections

Get Outside, Arizona!

Want to learn to hunt, fish, trap or camp? Click here for a list of camps taking place throughout the year and across the state!

9,910 people like Arizona Game and Fish Department.

Make Holiday Memories!

This season, give the gift of the outdoors. Click here for outdoor skill camps taking place throughout the year and across the state!

9,910 people like Arizona Game and Fish Department.

Try Something New in 2012

Make 2012 the year you learn to camp, fish, hunt or trap. Click here for outdoor skills camps being held throughout the year across AZ!

9,910 people like Arizona Game and Fish Department.

Hunting Regulations

Hunt Camps

New to Hunting?

The Arizona Game and Fish Department supports and promotes introducing children to the American tradition of hunting by offering a wide variety of juniors-only hunting and shooting programs. These programs are designed to get children in the field with a parent, guardian, or mentor who can focus completely on the child, and provide the guidance needed to teach the next generation of hunters how to be safe, responsible stewards and ethical conservationists.

To take full advantage of these programs, Game and Fish is partnering with sportsmen's groups, gun clubs and conservation organizations to host mentored first-time events and camps to assure a positive experience hunting in the great outdoors. Below is a listing of some of the upcoming events. **Visit www.azgfd.gov/getoutside for additional camp dates and updated information.**

2011Hunting Events

Sept. 30-Oct. 2: Trophy Squirrel and Small Game Hunting Camp
- Location: Show Low/Pinetop area, serving Units 1 & 3
- Hosted by: Game and Fish, Rocky Mountain Elk Foundation and White Mountain Rod and Gun Club
- Contact: Mike Godwin at (928) 242-3796
- Learn from experienced hunters about hunting tree squirrels; other outdoor skills activities; food provided.

Oct. 7-9: Junior Elk Hunter Information Camp
- Location: Mormon Lake Lodge Rodeo Grounds
- Hunt Unit: 6A
- Hosted by: The Rocky Mountain Elk Foundation - Flagstaff Chapter
- Website: www.rmef.org
- Contact: Clair Harris at clair-linda@q.com
- Guidance on hunting elk; care of game meat; other outdoor skills activities; food and prizes. A tag is required for the elk hunting portion of this camp.

Oct. 7-10: Happy Jack Juniors Elk Camp
- Location: Happy Jack
- Hunt Unit: 6A
- Hosted by: Arizona Elk Society
- Website: www.arizonaelksociety.org
- Guidance on hunting elk; tips; other outdoor activities; food provided. A tag is required for the elk hunting portion of this camp.

Oct. 7-13: Juniors Elk Camp
- Location: White Mountains, Greens Peak
- Hunt Unit: 1 & 2C
- Hosted by: Youth Outdoors Unlimited and Game and Fish
- Sponsored by: Rocky Mountain Elk Foundation
- Guidance on hunting elk; tips; other outdoor activities; food provided. A tag is required for the elk hunting portion of this camp.

Oct. 13 & 15: Youth Predator Calling Training & Hunt
- Location: Tucson area
- Hosted by: Southern Arizona Wildlife Callers
- Website: www.soazwildlifecallers.org
- Contact: Jim Littlejohn, jlsaraz@gmail.com, or (520) 890-1174
- Classroom training on Oct. 13, followed by mentored hunting the morning of Oct. 15. Lunch will be served after hunt.

Oct. 15-16: Quail Hunting Camp
- Location: Yuma area
- Hunt Unit: 41A
- Hosted by: Yuma Valley Rod and Gun Club and Game and Fish
- Contact: Chris Bedinger at cbedinger@azgfd.gov, or (928) 341-4045
- Learn to hunt quail, rabbits and other small game; outdoor skills activities; food provided.

Nov. 11-13: Trapping Instruction Camp
- Location: Mayer, Chauncey Ranch
- Hosted by: Southwest Fur Harvesters
- Contact information: Bob Rhoton at (928) 532-5776, or Don Rohla at (928) 636-0585
- All phases of wildlife trapping taught and demonstrated by certified instructors, open to all ages.

Nov. 18-20: Juniors Deer Camp
- Location: Wickenburg area
- Hunt Unit: 42
- Hosted by: Wickenburg sportsmen and businesses
- Contact: Craig Heath at (623) 882-2140, or cheath@azgfd.gov
- Assistance hunting deer in the area; outdoor skills activities; food provided. A tag is required for the deer hunting portion of this camp.

Nov. 18-20: Juniors Deer Camp
- Location: Peeples Valley
- Hunt Unit: 20C
- Hosted by: Youth Outdoors Unlimited
- E-mail: youthoutdoorsunlimited@gmail.com
- Assistance hunting deer in the area; outdoor skills activities; food provided. A tag is required for the deer hunting portion of this camp.

Nov. 18-20: Juniors Deer Camp
- Location: South of Tucson
- Hunt units: 36A & 36B
- Hosted by: Safari Club International, Arizona Chapter
- Contact: Lisa Marie Gandara (520) 312-8099, or azsci@yahoo.com

Dec. 3-4: Small Game Hunting Camp
- Location: Superior, Picket Post
- Hosted by: Youth Outdoors Unlimited
- E-mail: youthoutdoorsunlimited@gmail.com
- Contact: Kristelle Colvin at kcolvin@azgfd.gov
- Learn to hunt dove, quail, rabbits; outdoor skills activities; food provided.

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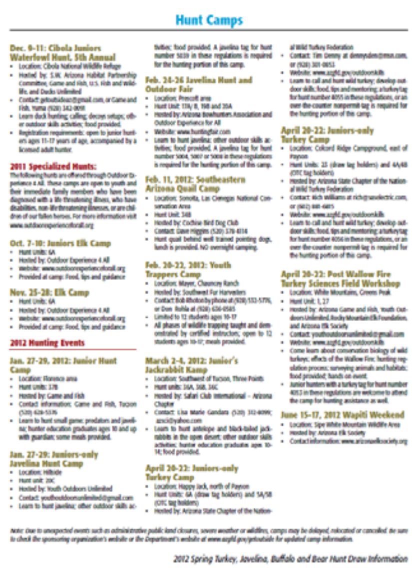
AZ Hunt & Trap Regulations *and* Spring Regulations



Hunt Camps

Dec. 9-11: Cibola Juniors Waterfowl Hunt, 5th Annual
- Location: Cibola National Wildlife Refuge
- Hosted by: S.W. Arizona Habitat Partnership Committee, Game and Fish, U.S. Fish and Wildlife, and Ducks Unlimited
- Contact: getoutsideaz@gmail.com, or Game and Fish, Yuma (928) 342-0091
- Learn duck hunting; calling; decoys setups; other outdoor skills activities; food provided.
- Registration requirements: open to junior hunters ages 11-17 years of age, accompanied by a licensed adult hunter.

2011 Specialized Hunts:
The following hunts are offered through Outdoor Experience 4 All. These camps are open to youth and their immediate family members who have been diagnosed with a life threatening illness, who have disabilities, non-life threatening illnesses, or are children of our fallen heroes. For more information visit www.outdoorexperience4all.org

Oct. 7-10: Juniors Elk Camp
- Hunt Units: 6A
- Hosted by: Outdoor Experience 4 All
- Website: www.outdoorexperience4all.org
- Provided at camp: Food, tips and guidance

Nov. 25-28: Elk Camp
- Hunt Units: 6A
- Hosted by: Outdoor Experience 4 All
- Website: www.outdoorexperience4all.org
- Provided at camp: Food, tips and guidance

2012 Hunting Events

Jan. 27-29, 2012: Junior Hunt Camp
- Location: Florence area
- Hunt Units: 37B
- Hosted by: Game and Fish
- Contact information: Game and Fish, Tucson (520) 628-5376
- Learn to hunt small game; predators and javelina; hunter education graduates ages 10 and up with guardian; some meals provided.

Jan. 27-29: Juniors-only Javelina Hunt Camp
- Location: Hillside
- Hunt unit: 20C
- Hosted by: Youth Outdoors Unlimited
- Contact: youthoutdoorsunlimited@gmail.com
- Learn to hunt javelina; other outdoor skills activities; food provided. A javelina tag for hunt number 5039 in these regulations is required for the hunting portion of this camp.

Feb. 24-26 Javelina Hunt and Outdoor Fair
- Location: Prescott area
- Hunt Unit: 17A/B, 19B and 20A
- Hosted by: Arizona Bowhunters Association and Outdoor Experience for All
- Website: www.huntingfair.com
- Learn to hunt javelina; other outdoor skills activities; food provided. A javelina tag for hunt number 5004, 5007 or 5008 in these regulations is required for the hunting portion of this camp.

Feb. 11, 2012: Southeastern Arizona Quail Camp
- Location: Sonoita, Las Cienegas National Conservation Area
- Hunt Unit: 34B
- Hosted by: Cochise Bird Dog Club
- Contact: Dave Higgins (520) 378-4114
- Hunt quail behind well trained pointing dogs, lunch is provided. NO overnight camping.

Feb. 20-22, 2012: Youth Trappers Camp
- Location: Mayer, Chauncey Ranch
- Hosted by: Southwest Fur Harvesters
- Contact: Bob Rhoton by phone at (928) 532-5776, or Don Rohla at (928) 636-0585
- Limited to 12 students ages 10-17
- All phases of wildlife trapping taught and demonstrated by certified instructors, open to 12 students ages 10-17; meals provided.

March 2-4, 2012: Junior's Jackrabbit Kamp
- Location: Southwest of Tucson, Three Points
- Hunt units: 36A, 36B, 36C
- Hosted by: Safari Club International – Arizona Chapter
- Contact: Lisa Marie Gandara (520) 312-8099; azsci@yahoo.com
- Learn to hunt antelope and black-tailed jackrabbits in the open desert; other outdoor skills activities; hunter education graduates ages 10-14; food provided.

April 20-22: Juniors-only Turkey Camp
- Location: Happy Jack, north of Payson
- Hunt Units: 6A (draw tag holders) and 5A/5B (OTC tag holders)
- Hosted by: Arizona State Chapter of the National Wild Turkey Federation
- Contact: Tim Denny at dennyden@msn.com, or (928) 301-0853
- Website: www.azgfd.gov/outdoorskills
- Learn to call and hunt wild turkey; develop outdoor skills; food, tips and mentoring; a turkey tag for hunt number 4055 in these regulations, or an over-the-counter nonpermit tag is required for the hunting portion of this camp.

April 20-22: Juniors-only Turkey Camp
- Location: Colcord Ridge Campground, east of Payson
- Hunt Units: 23 (draw tag holders) and 4A/4B (OTC tag holders)
- Hosted by: Arizona State Chapter of the National Wild Turkey Federation
- Contact: Rich Williams at rich@saxelectric.com, or (602) 881-6815
- Website: www.azgfd.gov/outdoorskills
- Learn to call and hunt wild turkey; develop outdoor skills; food, tips and mentoring; a turkey tag for hunt number 4056 in these regulations, or an over-the-counter nonpermit tag is required for the hunting portion of this camp.

April 20-22: Post Wallow Fire Turkey Sciences Field Workshop
- Location: White Mountains, Greens Peak
- Hunt Unit: 1, 27
- Hosted by: Arizona Game and Fish, Youth Outdoors Unlimited, Rocky Mountain Elk Foundation, and Arizona Elk Society
- Contact: youthoutdoorsunlimited@gmail.com
- Website: www.azgfd.gov/outdoorskills
- Come learn about conservation biology of wild turkeys; effects of the Wallow Fire; hunting regulation process; surveying animals and habitats; food provided; hands on event.
- Junior hunters with a turkey tag for hunt number 4053 in these regulations are welcome to attend the camp for hunting assistance as well.

June 15-17, 2012 Wapiti Weekend
- Location: Sipe White Mountain Wildlife Area
- Hosted by: Arizona Elk Society
- Contact information: www.arizonaelksociety.org

Note: Due to unexpected events such as administrative public land closures, severe weather or wildfires, camps may be delayed, relocated or cancelled. Be sure to check the sponsoring organization's website or the Department's website at www.azgfd.gov/getoutside for updated camp information.

2012 Spring Turkey, Javelina, Buffalo and Bear Hunt Draw Information 27

Learn Outdoor Skills; Hunt, Trap, Fish, Shoot; Wildlife Recreation

Are you interested in hunting? Have you ever wanted to shoot a firearm? Are you curious about Arizona's wildlife and the outdoors?

Well you are in luck. The Arizona Game and Fish Department has teamed up with outdoor organizations to host numerous events across the state designed to teach you about these traditional outdoor activities. While many of the camps have a hunting portion to them, most camps are open to people just interested in learning more about wildlife biology, ecology and their habits; target shooting; archery; wildlife viewing; camping; camaraderie and more.

Below is a listing of some of the upcoming events. For additional events and up-to-date information, visit www.azgfd.gov/outdoorskills.

Jan. 12, 2012: Novice Predator Hunt Camp
- Learn to call predator animals from expert predator callers.
- Location: FOB Lodge #9 in Mesa
- Contact: http://arizonapredatorcallers.com

Jan. 21, 2012: 2nd Annual Youth Shooting Event
- Learn to shoot safely; including archery, shotgun, rifles, air guns and more.
- Location: Wickenburg Shooting Range
- Contact: Craig Heath at (623) 882-2140 or cheath@azgfd.gov

Jan. 27-29, 2012: Becoming an Outdoors Women
- Women 18 and older; learn about outdoor activities in a relaxed atmosphere with other women. Fee required
- Location: Saguaro Lake Ranch, Mesa
- Contact: awf@azwildlife.org, or www.azwildlife.org

Jan. 27-29, 2012: Junior Hunt Camp
- Learn to hunt small game; predators; and javelina; some meals provided.
- Location: Florence area, Unit 37B
- Contact: Game and Fish, Tucson (520) 628-5376

Jan. 27-29, 2012: Juniors Javelina Hunt Camp
- Learn to hunt javelina and other outdoor skills; food provided.
- Location: Hillside, Unit 20C
- Contact: youthoutdoorsunlimited@gmail.com

Feb. 9, March 8, April 12, 2012: Novice Predator Hunt Camp
- Learn to call predator animals from expert predator callers.
- Location: FOB Lodge #9 in Mesa
- Contact: http://arizonapredatorcallers.com

Feb. 18, 2012: Southeastern Arizona Quail Hunt
- Learn to hunt quail behind pointing dogs; lunch included.
- Location: Sonoita, Las Cienegas National Conservation Area, Unit 34B
- Contact: Dave Higgins (520) 378-4114

Feb. 17-19, 2012: Women's Javelina HAM Hunt Camp
- Learn to hunt javelina; outdoor skills activities; food provided.
- Location: Three Points south of Tucson, Units 36A, 36B, and 36C.
- Contact: youthoutdoorsunlimited@gmail.com

Feb. 18-20, 2012: Youth Trappers Camp
- Learn wildlife trapping from certified instructors; open to ages 10-17; meals provided.
- Location: Mayer, Chauncey Ranch
- Contact: Bob Rhoton by phone at (928) 532-5776, or Don Rohla at (928) 636-0585

Feb. 24-26 Javelina Hunt and Outdoor Fair
- Learn to hunt javelina; outdoor skills activities; exhibitor booths.
- Location: Prescott area. Units 17A/B, (19B and 20A)
- Contact: www.huntingfair.com

March 2-4, 2012: Juniors Jackrabbit Kamp
- Hunter education graduates (age 10-14); learn to hunt jackrabbits; outdoor skills activities; food provided.
- Location: Southwest of Tucson, Three Points, Units 36A, 36B and 36C
- Contact: Lisa Marie Gandara (520) 312-8099 or azsci@yahoo.com

April 20-22, 2012: Becoming an Outdoors Women
- Women 18 and older; learn about many outdoor activities in a relaxed atmosphere with other women. Fee required.
- Location: Friendly Pines Camp, Prescott
- Contact: awf@azwildlife.org, or www.azwildlife.org

April 20-22, 2012: Youth Turkey Camp
- Learn to call and hunt wild turkeys; develop outdoor skills; mentoring; food provided.
- Location: Happy Jack, Units: 6A and 5A/5B
- Contact: Tim Denny at dennyden@msn.com, or (928) 301-0853

April 20-22, 2012: Youth Turkey Camp
- Learn to call and hunt wild turkeys; develop outdoor skills; mentoring; food provided.
- Location: Colcord Ridge Campground, east of Payson, Units: 23 and 4A/4B
- Contact: Rich Williams at rich@saxelectric.com, or (602) 881-6815

April 20-22, 2012: Post Wallow Fire Turkey Sciences Field Workshop
- Hands on event about wild turkey conservation; biology; effects of the Wallow Fire; hunting tips; food provided.
- Location: White Mountains, Greens Peak, Units 1 and 27
- Contact: youthoutdoorsunlimited@gmail.com

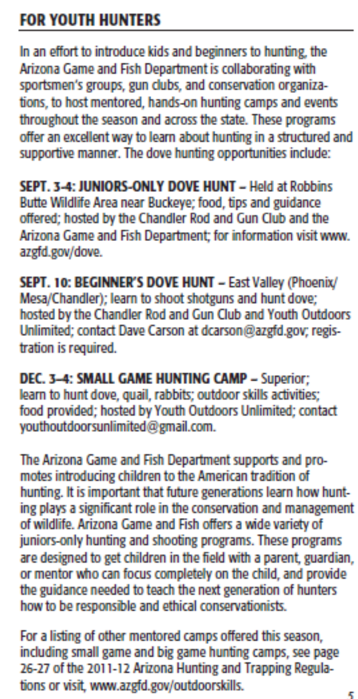
A big "THANK YOU" goes out to all the organizations that are dedicated to the hunting and angling heritage and are making these introductory events possible.

Arizona Bowhunters Association, Arizona Elk Society, Arizona Predator Callers, Arizona Wildlife Federation, Cochise Bird Dog Club, CouesWhitetail.com, National Wild Turkey Federation – Arizona Chapter, Outdoor Experience 4 All, Rocky Mountain Elk Foundation, Safari Club International – Arizona Chapter, Southwest Fur Harvesters, Wickenburg Sportsmen's Club, Youth Outdoors Unlimited

2012 Pronghorn Antelope and Elk Hunt Draw Information 15

Elk and Antelope Regulations

Dove Regulations



FOR YOUTH HUNTERS

In an effort to introduce kids and beginners to hunting, the Arizona Game and Fish Department is collaborating with sportsmen's groups, gun clubs, and conservation organizations, to host mentored, hands-on hunting camps and events throughout the season and across the state. These programs offer an excellent way to learn about hunting in a structured and supportive manner. The dove hunting opportunities include:

SEPT. 3-4: JUNIORS-ONLY DOVE HUNT – Held at Robbins Butte Wildlife Area near Buckeye; food, tips and guidance offered; hosted by the Chandler Rod and Gun Club and the Arizona Game and Fish Department; for information visit www.azgfd.gov/dove.

SEPT. 10: BEGINNER'S DOVE HUNT – East Valley (Phoenix/Mesa/Chandler); learn to shoot shotguns and hunt dove; hosted by the Chandler Rod and Gun Club and Youth Outdoors Unlimited; contact Dave Carson at dcarson@azgfd.gov; registration is required.

DEC. 3–4: SMALL GAME HUNTING CAMP – Superior; learn to hunt dove, quail, rabbits; outdoor skills activities; food provided; hosted by Youth Outdoors Unlimited; contact youthoutdoorsunlimited@gmail.com.

The Arizona Game and Fish Department supports and promotes introducing children to the American tradition of hunting. It is important that future generations learn how hunting plays a significant role in the conservation and management of wildlife. Arizona Game and Fish offers a wide variety of juniors-only hunting and shooting programs. These programs are designed to get children in the field with a parent, guardian, or mentor who can focus completely on the child, and provide the guidance needed to teach the next generation of hunters how to be responsible and ethical conservationists.

For a listing of other mentored camps offered this season, including small game and big game hunting camps, see page 26-27 of the 2011-12 Arizona Hunting and Trapping Regulations or visit, www.azgfd.gov/outdoorskills.

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New Ventures

- AZ Families Solicitation
  - Raising Arizona Kids Magazine
    - October 2011
      - "A Family Tradition of Hunting"
- Contacted the Editor
  - Provided Complete List of Camps
    - Events Page
    - Further Articles

Questions?