

Keywords, Phrases and Positive Messages

Hunting and Angling Heritage Workgroup

There are many studies that identify keywords, phrases, and messages that will grab the attention of people interested in our outdoor heritage. Integrating these terms throughout our communications such as posters, flyers, emails, website, blog posts, Facebook update, Twitter and other vehicles is a good way to get your message not just heard, but a response. These examples work for re-activating lapsed hunters, as well as reaching customers who are interested in the outdoors but have not taken that first step.

The following are taken from a Responsive Management Study: *Developing an Integrated Marketing Campaign to Bring Back Lapsed Hunters in Virginia: Identifying Words and Phrases that Work*

- Safe
- Controlled Environment
- Building Memories
- Heritage
- Traditions
- Connect with Nature
- Quality Time
- Fun
- Get Away from it All
- Relaxing
- Excitement
- Family Activity
- Health and Lifestyle
- Character Developing

Furthermore, the following information is taken from: *Meat and Meanings: Adult Onset Hunters' Cultural Discourses of the Hunt*, Master's Thesis, Tovar Cerulli, University of Massachusetts, 2011.

Study data was gathered via in-depth interviews with twenty-four individuals whom took up hunting in adulthood. The interview questions were based upon a single message: How do people create and use the discourse of hunting? Research demonstrates that hunting, as well as talking about hunting, can be underpinned by common beliefs and values of all demographics; hunters, non-hunters and anti-hunters alike. Research also suggests that adult onset hunters and their discursive practices may be of unique value to both wildlife agencies and conservation organizations. These findings represent ways for us to talk to non-hunters about hunting that is more likely to resonate with their beliefs and lifestyle.

Hunting is culturally significant because hunting...

- “makes you feel more connected”
- “you get to know nature”

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- “is primal, innate, a natural thing to do”
- “is spiritual”
- “builds camaraderie, sense of community, sharing, unifying”
- “take your place as part of the natural cycle”
- “gives connection with what you put into your body”

Underlying propositions:

- It's good to feel connected to nature
- it's good to do natural things
- it's good to feel connected to other humans
- it's good to feel connected to ancient heritage

Prominent *cultural keywords/phrases* for adult on-set hunters:

- connection/connected
- relationship
- nature/natural
- land
- responsibility/responsible
- understanding/awareness
- participate/interact
- respect/respectful
- health/healthy
- focused/engaged/alert
- excitement/exciting
- intensity/intense
- challenge/challenging
- powerful/deep
- wound/suffering
- clean-kill/human
- sadness/sad
- pride/satisfaction
- gratitude/thankful
- eat/food
- wanting to eat good food