

ABOUT THE WORKSHOP

The workshop will provide a global context for best practices and recommendations to guide outreach and communications strategies to increase support for hunting as a wildlife conservation and management tool. To this end, the instructors will present primary and secondary research on successful communications, messaging, and marketing efforts across the world. Workshop participants will be invited to work collaboratively to develop a consistent definition and messages that will help increase public support of and participation in hunting activities. More specifically, the workshop will focus on the following topics:

- **How people relate to wildlife**
- **Attitudes toward hunting**
- **Trends in support for/opposition to hunting**
- **Factors related to support for/opposition to hunting**
- **The misconceptions surrounding hunting**
- **How to address controversial hunting issues**
- **Role-playing and debate of differing perspectives and philosophies**
- **The importance of effective communications**
- **The communications process**
- **What messages and themes work and what doesn't work**
- **Working with the mainstream media**
- **How to create better and consistent messages in your country to increase support for hunting**

ABOUT THE WORKSHOP INSTRUCTORS

Mark Damian Duda is Executive Director of Responsive Management, an organization developed to help hunting and sport shooting agencies and organizations better understand and work with their constituents and customers. Mark has managed more than 500 research projects on how the public relates to wildlife, including attitudes toward hunting and hunting-related issues and is the author of four books on wildlife and outdoor recreation, including the recently released, *The Sportsman's Voice: Hunting and Fishing in America* (State College, PA: Venture Publishing, 2010). He has published more than 100 technical and popular publications and his research has been featured in most of the major media, including *CNN* and in the *New York Times*, the *Wall Street Journal* and on the front pages of the *Washington Post* and *USA Today*. Mark holds a masters degree from Yale University in Natural Resource Policy and Planning.

Mary Zeiss Stange is the author of more than fifty academic articles and reviews and four books, including *Woman the Hunter* (Boston: Beacon Press, 1997/1998), the first cultural history of the relationship of women and hunting. Mary has gained national recognition as the primary scholar working on the relationship of women and hunting. She has been profiled in *The Chronicle of Higher Education*, *USA Today*, and in widely syndicated Associated Press stories; has been interviewed by *The New York Times*, *Sierra Magazine*, *Outside Magazine* and the BBC; and has done numerous interviews on National Public



Radio. Dr. Stange is Professor of Women's Studies and Religion, and formerly Director of the Women's Studies Program, at Skidmore College.

Tammy Sapp is an award-winning communications specialist with 24 years of experience in the outdoor communications field with a strong level of expertise in hunting, shooting and conservation issues. She worked as an outdoor writer, photographer, magazine editor and publications supervisor first for the Wisconsin DNR and then at the Oklahoma Department of Wildlife Conservation. From 1997 to 2008, Tammy oversaw the communications department for the National Wild Turkey Federation, a time of extensive growth for the Federation. As the NWTF's senior vice president of communications, she supervised the production of six national magazines and played a leading role in launching three national television shows and several Websites. Today, she provides communications and public relations services through her company Tammy Sapp Communications.

Andrea Luminati is an expert in marketing and communications and owner of Andrea Luminati Marketing Communications Consulting. Luminati is a graduate from Pepperdine University who began his career in Los Angeles (1991), where he honed his craft working for companies such as the Los Angeles Times, MacTech, and Reveal/Packard Bell. An entrepreneur, Luminati launched a virtual advertising agency called the Beehive Creative Group, an innovative concept that was warmly received by both the press and clients alike (Technicolor, Bond Street Capital and VisionTek). In 2002, Luminati was hired as Creative Director for CCRA where he handled Marketing Communications efforts for over 30,000 travel agents worldwide. Returning to his homeland, Italy, in 2004, Luminati started his own consulting firm, and he currently works as a consultant for numerous companies. Additionally, Luminati teaches university-level marketing communications and advertising classes at the University of Urbino, at the Istituto Superiore di Arti Grafiche in Urbino, and at the Istituto Salesiani in Bologna.

Rolf D. Baldus, a German economist born in 1949, was a university staff member, a family company manager, and an international consultant before he became a ministerial ghost writer and personal assistant to the Minister for Development Cooperation. Dr. Baldus managed the Selous Conservation Programme in Tanzania from 1987 to 1994. In Germany, he was put in charge of the Development Policy Section in Chancellor Helmut Kohl's office until returning to Tanzania in 1998 at the invitation of the Wildlife Division. As Government Advisor for Community Based Natural Resources Management, Rolf was involved in developing the new Wildlife Policy, in the management of safari hunting, and in revising the Wildlife Act. Dr. Baldus also assisted in creating the Saadani National Park and the Selous-Niassa Wildlife Corridor in southern Tanzania. He served several years as President of the Tropical Game Commission in the "International Council for Game and Wildlife Conservation" (CIC). His major fields of interest are sustainable hunting and wildlife conservation.

Don't miss out on this unique opportunity to learn how to better communicate the economic, ecological, environmental, and social values of hunting and sport shooting!