

**REPORT OF THE
DEPARTMENT OF INLAND FISHERIES AND WILDLIFE
BEFORE THE JOINT STANDING COMMITTEE ON INLAND FISHERIES &
WILDLIFE**

L.D. 1569 Sec. 8

**AN ACT TO RESTORE THE WHITE-TAILED DEER POPULATION AND
IMPROVE MAINE'S WILDLIFE ECONOMY AND HERITAGE; OUTREACH
AND PUBLIC EDUCATION**

SPONSORED BY: PRESIDENT RAYE OF WASHINGTON

**COSPONSORED BY: REPRESENTATIVE CRAFTS OF LISBON
REPRESENTATIVE DAVIS OF SANGERVILLE
REPRESENTATIVE ESPLING OF NEW GLOUCESTER
SENATOR MARTIN OF KENNEBEC
REPRESENTATIVE SHAW OF STANDISH
SENATOR TRAHAN OF LINCOLN**

JANUARY 9, 2012

The Departments dedicated and professional Information and Education staff accomplished significant outreach over the past year. These efforts may be hampered slightly in the near future as we now have three key I&E positions vacant. Below are highlights from the past year.

Progressing through 2012 and beyond will require filling I&E vacancies to fully satisfy our messaging needs as further detailed in our report to the Joint Standing Committee on Inland Fisheries & Wildlife, LD 271, LD 445 and LD 1569.

1. The Maine Game Plan for Deer is posted on the home page of the DIF&W website. The home page has been restructured to be more user-friendly and by clicking on the cover of the Game Plan, the reader accesses all the pages of the report. We highlighted the Game Plan in our advertisements in The Maine Sportsman and the Northwoods Sporting Journal and featured it many times in our Weekly Report.
2. The Hunting and Trapping Book was totally re-designed in 2011, with a higher circulation than previous years (250,000 copies distributed throughout Maine). Improving the look, style and content of the book and making the hunting laws more reader-friendly has helped with marketing to deer hunters. Included was a two page summary of deer management in the State.
3. The Non Resident Hunter Task Force met three times during Fall and will be presenting its final report to the Inland Fisheries and Wildlife Committee at Legislature.

By clicking on the “Non Resident Hunter Task Force” button on the DIF&W website home page, you will get into all the materials of the Task Force and the minutes of their meetings. The final report will be available to the public after the presentation to the Legislative Committee.

4. The Commissioner is attending a high number of Sportman’s Forums throughout the state, at Fish and Game Clubs and Rod and Gun Clubs. These Forums have been featured in our Weekly Reports. At the Clubs, the Commissioner talks about the Deer Plan and always answers questions about the plans the state has for growing back the deer population. These Forums are very popular, and have proven to be an excellent communication tool for the Dept, the Commissioner and our outdoor constituencies.

5. I&E instituted two new forms of email communication this year – the Weekly Report and the just-released GovDelivery system which will provide a more consistent and comprehensive way to inform deer hunters of dept. activities, events and issues. GovDelivery is a seamless system linking emails to our website, facebook and twitter. It will be a great communication tool heading into 2012.

6. DIF&W is planning to attend more out-of-state Sportsman’s Shows this year, to attract more non resident deer hunters. We will be attending

7. In September, our Maine Wildlife Park hosted a special event: WILD ABOUT WHITE-TAILS. This was a day to Celebrate National Hunting & Fishing Day with MDIFW biologists & presenters to learn all about Maine White-tailed Deer. See how biologists collect deer data, join noted Maine white-tail expert R.G. Bernier for a deer hunting seminar; watch local taxidermist Dana Soucier mount a deer head, see the Warden Service ‘Wall of Shame’ & the kids can participate in a variety of deer-related activities.

8. In May, the Department devoted its online magazine entirely to deer...all 64 pages. This allowed us to memorialize these initiatives in one issue and demonstrate to our readers and constituents that their concerns have been heard and will be addressed with greater emphasis.

9. Department staff have developed workshop materials in cooperation with SWOAM to provide DWA management workshops for landowners, foresters and loggers.

10. Multiple deer related articles have been published in various media such as; the Small Woodland Owners Association of Maine monthly newsletter, the Maine Forest Products Council newsletter, major newspapers, the Northwoods Sporting Journal, the Maine Sportsman, Maine Bowhunters Association newsletter, and elsewhere.

11. The Department developed various outreach materials on important topics such as supplemental feeding, deer wintering area management guidelines, white tailed deer issue profile, and an overview of deer management in Maine.