

# *Bear Wise Wyoming – Worldwide Outreach*

- These proactive efforts and educational component serve as the foundation for large carnivore management
- Combating false narratives and misinformation



# Western Black Bear Conference

- Bear Wise training provided to wildlife professionals and bear managers from agencies all over North America



# *Western Black Bear Conference*

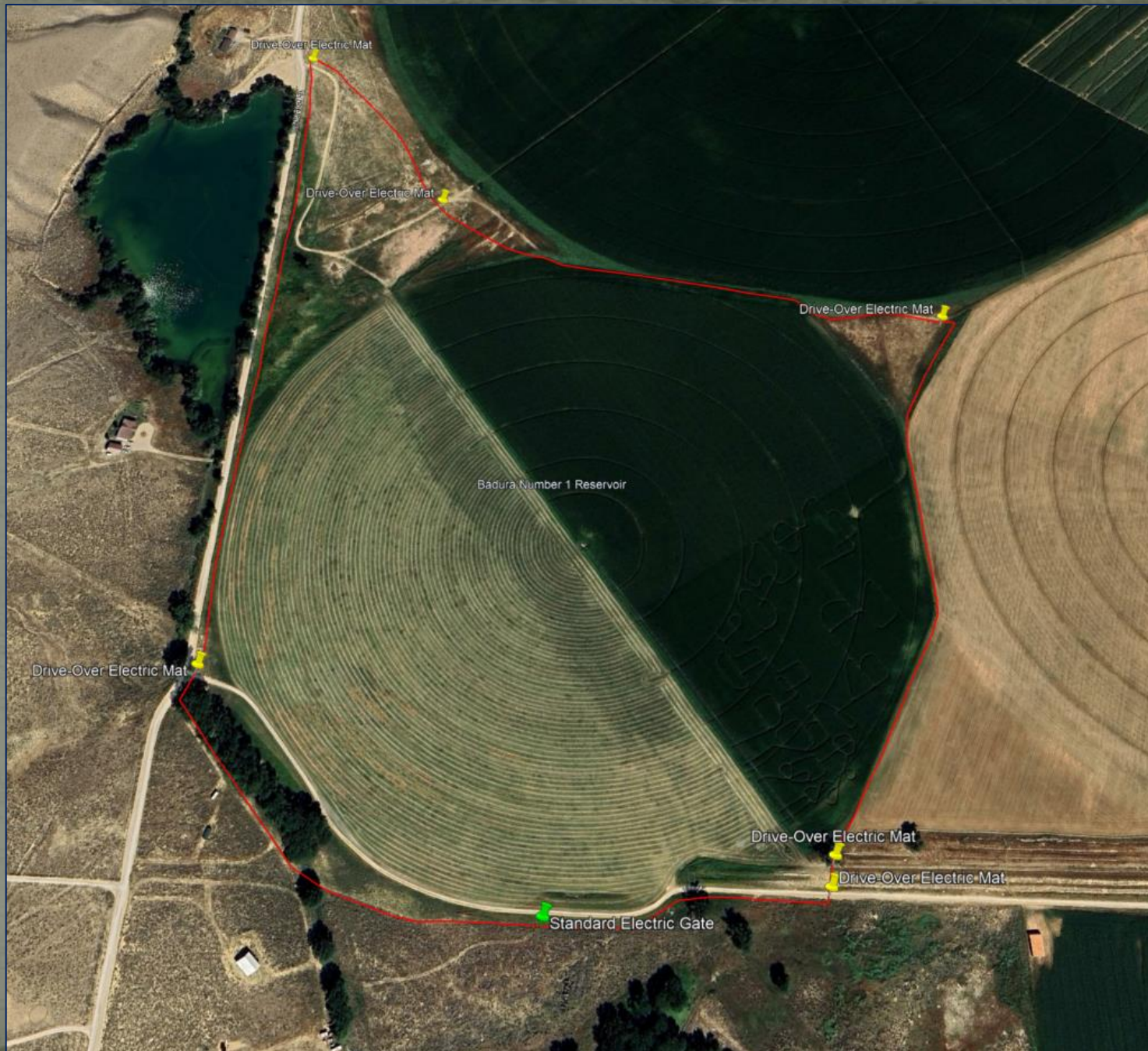


# *Bear Wise - Corn Maze Fencing Project*

*Partners: GYC, USFWS, USDA, Gallagher, DOW*

- Addressing human safety/conflict hotspot outside suitable habitat
- Accounted for large percentage of conflict captures in Cody Region
- Nearly 10,000 people visit the corn maze over 5 week period

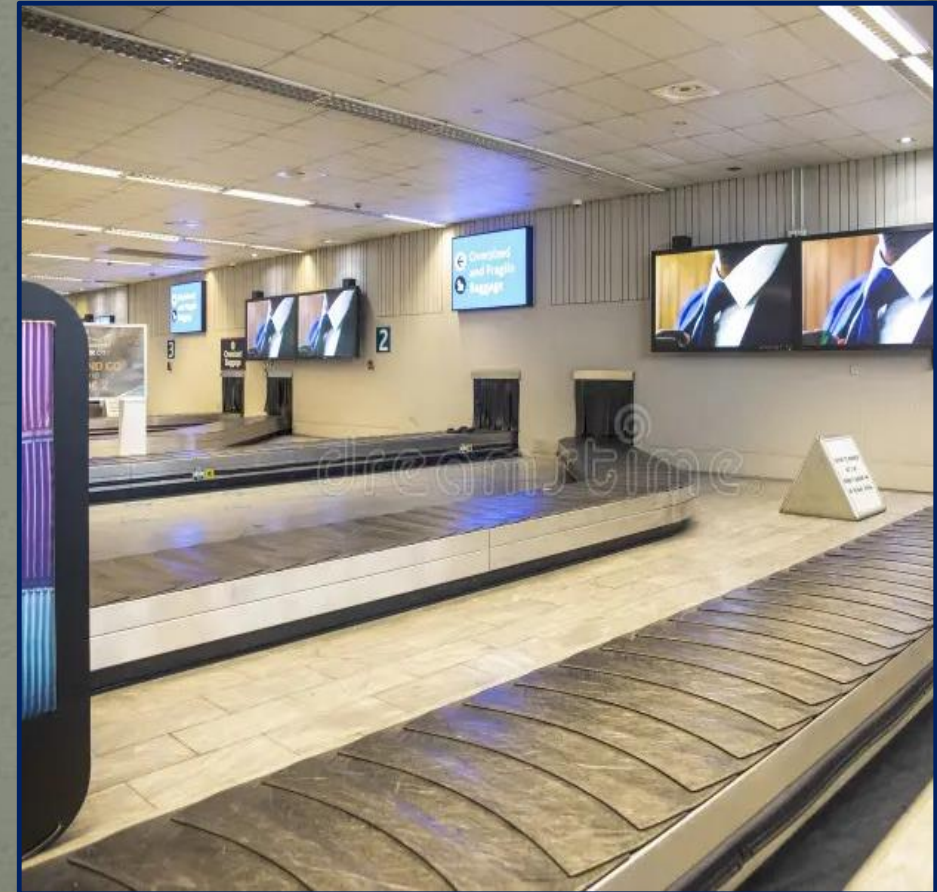




# *Bear Wise – Airport Video Advertising*

*Partners: SCIF, WYOGA, and Yellowstone Regional Airport*

- Advertisement seen by at least 74,732 people
- Targets hard to reach demographics – residents from remote areas, short term seasonal visitors, hunters, tourists
- Captive audience in low distraction environment
  - Baggage claim area and main terminal





# Bear Wise – Gas Pump TV Advertising

Partners: SCIF and WYOGA

- Total of 327,859 people reached – exceeding goal by 50,148
- Focused on bear safety while hunting (high risk activity)
- Targets even harder to reach demographics – *Everyone needs gas*
  - Short term (1-7 day) visitors
  - Residents with no digital footprint and very little free time

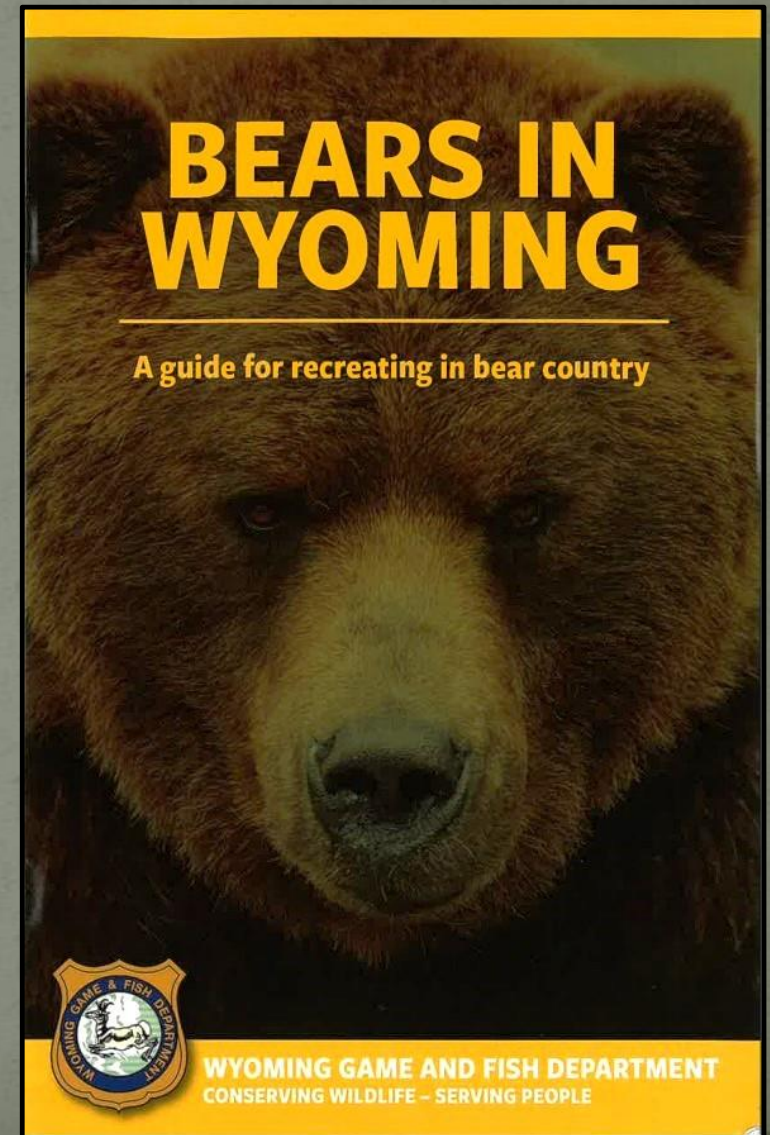






# Bear Wise - Print Outreach

- Contributed multiple interviews in magazine series on animal attacks/safety in USCCA magazine
- Provided Bear Wise Wyoming safety info and recommendations for grizzly, black bear, and mountain lion
- Magazine series received and read by 730,280 subscribers
- Distributed over 3,100 Bear Wise Wyoming instructional brochures all across the state



# More Fun with Numbers – *Bear Wise Wyoming*

- 2024 – Bear Wise Wyoming Program (Jan 2024 – Jan 2025)
  - Bear Wise program- 67 presentations, workshops, camps, school programs, etc.
  - Bear Wise program- 6,023 people reached directly in person



# Total Outreach Numbers– *Bear Wise Wyoming*

- In-person outreach – 6,023
- Airport Video Ads – 74,732
- Gas Pump TV Ads – 327,859
- Magazine Series – 730,280

Total: 1,138,894 People Reached



# *Bear Wise* – Upcoming Projects

- Increased Bear Resistant Infrastructure
- Living Safely in Large Carnivore Country Workshops
  - Providing workshops in new areas
- Expanding Digital Outreach – More Airports
  - Developing an interactive bear spray virtual reality simulator for use in Jackson Hole Airport
  - Bear Wise advertising in more airports around the state
- Expanding Gas Pump TV Advertising
  - Working with other agencies to spread messaging farther
  - Specific messaging for specific issues

# *Final Thoughts – We Are Committed*

