



Conservation Leaders for Tomorrow

Hunting Awareness & Conservation Education

Effective Communication

Goal: Workshop participation will improve the participant's ability to interact with hunters in professional and personal situations, and to better communicate about hunting and other uses of wildlife with diverse audiences. This block of instruction will answer participants' questions about what interactions they can expect and specifically how CLFT workshop content, coupled with effective communications tools, can help make those interactions successful and productive both professionally and personally.

Objectives: After this block of instruction the participant will be able to:

1. Better understand their role as a conservation representative and recognize their leadership abilities by being a successful communicator, both inside and outside their professional role.
2. Differentiate between effective communication as a form of adaptive leadership in their professional roles and social settings compared to the concept of traditional leadership training for the purposes of personal professional advancement.
3. Understand how to use the information and materials from the workshop to better communicate with diverse audiences. This includes improved abilities to interact effectively with hunters and others about hunting and hunters in the framework of conservation.
4. Understand that CLFT is not designed to create advocates for hunting, but rather to create informed professionals capable of discussing hunting and hunters in the context of regulations, land management, research, and other natural resource professional responsibilities.
5. Understand the scope and use of communication tools and strategies and potential outlets.
6. Recognize that communication skills and the potential audiences are diverse and require additional training and understanding of an organization's communications policies and procedures.

Why This Is Important for a Natural Resource Professional

Natural resource professionals encounter or at least indirectly affect hunters during the course of their work responsibilities. Some also encounter hunters in social settings. After returning from the workshop participants will likely be asked what they experienced at CLFT. Being able to communicate effectively is paramount to the

outcome of any of these encounters. This roundtable provides participants the opportunity to further discuss and clarify communication issues and questions participants have about their interactions with diverse audiences on the topics presented throughout the workshop. Participants are challenged to have constructive conversations on communicating about hunting in wildlife conservation and in society as a whole.

Additional Resources

“Effective Communication about Hunting, Trapping, and Angling for Conservation Leaders for Tomorrow” – by Scott Craven and Tim Eisele (2017) – CLfT Participant Manual and/or as a handout

“Essay Nine: We’re Surrounded, That Simplifies the Problem. Being an Effective Leader” by P.J. White (2016) – CLfT Participant Primer

Effective Communication and Leadership handout for CLfT – Joli Vollers

Trapping Matters: <http://furbearermanagement.com/>

Journal of Human Dimensions

Verbal Judo – The Art of Verbal Persuasion by George S. Thompson (2004)

Can't Chew the Leather Anymore: Musings on Wildlife Conservation in Yellowstone from a Broken-down Biologist by P.J. White (2016)