

Creation of a Pilot Program to Promote Wildlife on Missouri Dept. of Conservation Vehicles

1 **WHEREAS**, The Missouri Dept. of Conservation is actively promoting wildlife habitat programs state
2 wide; and,

3 **WHEREAS**, Promotion of these programs is currently done differently throughout the state with
4 varying degrees of success; and,

5 **WHEREAS**, Advertising on vehicles could be an important tool in actively promoting wildlife
6 Programs; and,

7 **WHEREAS**, This type of advertising has been done in surrounding states with very positive
8 results (see attached Photo of Kentucky effort); and,

9 **WHEREAS**, The Missouri Dept. of Conservation could partner with other groups including the
10 Missouri Conservation Heritage Foundation to get this type of tailgate wrap on selected MDC vehicles;
11 and,

12 **WHEREAS**, This project could be done with minimal dollars: now, therefore, be it

13 **RESOLVED**, That the Conservation Federation of Missouri assembled at the Capitol Plaza Hotel,
14 Jefferson City MO, this 24th day of February, 2013, requests that the Missouri Dept. of Conservation
15 start a pilot program that will allow tailgate advertising on Private Land Services MDC vehicles across
16 the state. The project results would be measured by number of contacts that this type of targeted
17 advertising caused above and beyond current numbers. If this shows positive results, then this project
18 could be expanded.

