



**BEAR
AWARENESS
CAMPAIGN**

Information & Education Division



2013 BEAR AWARE CAMPAIGN

MEDIA

- Press Releases
- Social Media
- Media Day
- Video

PRINT COLLATERAL

- Brochures
- Posters
- Direct Mail
- Magnets



2014 BEAR AWARE CAMPAIGN

CONTINUED EFFORT

MEDIA

- Press Releases
- Social Media
- Feature Story
- Video

PRINT COLLATERAL

- Brochures
- Posters
- Direct Mail
- Magnets

**BUT
WE'VE
ADDED
MORE...**

DEPARTMENT WEBSITE

New Mexico Wildlife New Mexico Department of Game & Fish

Home | Recreation | Apps & Permits | Enforcement | Conservation | Education | OHV | Commission

Last Updated: 06/12/2014

Hunting

Fishing

Off-Highway Vehicle Recreation

GAIN

Education

Our Mission: To conserve, regulate, propagate and protect the wildlife and fish within the state of New Mexico using a flexible management system that ensures sustainable use for public food supply, recreation and safety; and to provide for off-highway motor vehicle recreation that recognizes cultural, historic, and resource values while ensuring public safety.

For review and comment: Hunting rule development proposals for 2015-16, 2016-17, 2017-18, 2018-19 hunting seasons. (Click for more information).

Get the Bear Facts

Help keep New Mexico's black bears alive while protecting yourself and your property.

Aquatic Invasive Species

Help keep New Mexico's lakes free of invasive species such as quagga and zebra mussels.

Follow Us on Facebook

NM Game and Fish

Like Us

News

- June 9: Free children's fishing derby June 14 in Santa Fe
- June 4: Anglers out in force over Memorial Day
- June 4: Unprecedented effort protects prairie chicken habitat in five states
- June 2: Saturday, June 7, is free fishing day in New Mexico; youth clinics statewide
- May 28: Nongame hunting and coyote-killing contests are prohibited on wildlife management areas
- May 22: New Mexico youths can receive donated hunting licenses
- May 20: Protect New Mexico waters from invasive species
- May 20: Grant County man ordered to pay \$6,000 for allegedly poached deer
- May 19: Hunters in northern New Mexico invited to give input on big-game hunting rules
- May 19: Hunters in southeast New Mexico invited to give input on big-game

Events and Opportunities

- The 2014 New Mexico Outdoor Expo arrives this August. Click Here for event details.
- Schedule a free fishing clinic for your school or community.
- Learn about New Mexico's Mentored Youth Hunting Program and take the quiz.
- Become a volunteer hunter education instructor.
- Hunting with your OHV? Know B4 U Go

Proposals for Discussion

Review and comment current proposals before NM State Game Commission

See a Bear - Back Away

Never feed a bear. If a bear is within 100 yards of you, you should back away slowly. Do not turn your back on a bear. Do not run. Do not climb a tree. Do not get into a vehicle. Do not get into a building. Do not get into a car. Do not get into a truck. Do not get into a van. Do not get into a bus. Do not get into a train. Do not get into a plane. Do not get into a boat. Do not get into a car. Do not get into a truck. Do not get into a van. Do not get into a bus. Do not get into a train. Do not get into a plane. Do not get into a boat.

The Bear Facts

- Black bears are found in the western and southern mountains of New Mexico.
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Keeping Bears Alive and You Safe!

A GUIDE FOR PEOPLE WHO LIVE IN OR VISIT BEAR COUNTRY

To Bears, Garbage = Food

Homeowners - Secure Your Property

Hikers - Watch Your Step

Campers - Take Extra Precautions



MEDIA RELATIONS



New Mexico Department of Game & Fish
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Photographs available upon request.

FOR IMMEDIATE RELEASE

NEW MEXICO CARES ABOUT BEARS

ALBUQUERQUE – Reminds New Mexicans to be careful and not to emerge from their slumber.

"Help care for bear attractants now," said Rick Winslow, bear and cougar biologist for the department. "In the spring, bears eat naturally available foods such as insects and grass, but they can be lured into dangerous situations by human food and attractants."

Every year, black bear and cougar biologists. Bears are attracted to human food and attractants.

"The department wants to give bears every opportunity to be wild, but to keep the public and bears safe, at times we have to step in," Winslow said. "Sometimes we can educate the public about bear attractants, other times a bear has to be relocated, and occasionally, if a bear has become a threat to people, it has to be put down."

"This is a community issue that will only be solved by the community coming together," Winslow said. "If five people on your block are doing the right thing to care for bears and someone isn't, they are putting your whole neighborhood and bears in danger."

Winslow released a male bear back into the wild in April 7 in the Manzano Mountains south of Albuquerque, after a department officer captured the young bear last year in downtown Bernalillo. The bear was lured for food in town, and was scared up a tree. The Wildlife Center in Espanola cared for the bear.

If you really care about New Mexico's black bears, help keep wildlife wild by remembering:

- Keep trash away from bears.
- Only feed birds in the winter or bring bird feeders in at night.
- Keep food sources, including pet food, out of the reach and smell of bear.
- Keep barbecue grills clean or store inside.
- Pick fruit before it ripens.



NEW MEXICO DEPARTMENT OF GAME & FISH
GAME & FISH NEWS



NEW MEXICO DEPARTMENT OF GAME & FISH
GAME & FISH NEWS
Support New Mexico's Wildlife... Buy a Hunting and Fishing License.

New Mexico Department of Game and Fish
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FOR IMMEDIATE RELEASE, MAY 8, 2014

NEW MEXICO CARES ABOUT BEARS

ALBUQUERQUE – The New Mexico Department of Game and Fish reminds New Mexicans that spring is the time of year when bears emerge from their dens and begin looking for food after their long slumber.

"Help care for bears this season by securing trash and removing bear attractants now," said Rick Winslow, bear and cougar biologist for the department. "In the spring, bears eat naturally available foods such as insects and grass, but they can be lured into dangerous situations by human food and attractants."

Every year, black bears stray into neighborhoods, enticed by human food sources such as garbage and birdfeeders. Bears that associate humans with food can become aggressive and are a threat to public safety.

"The department wants to give bears every opportunity to be wild, but to keep the public and bears safe, at times we have to step in," Winslow said. "Sometimes we can educate the public about bear attractants, other times a bear has to be relocated, and occasionally, if a bear has become a threat to people, it has to be put down."

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BILLBOARDS



- 2 large Billboards on I-25 and I-40
- 8 Jr. Panels in Albuquerque
- 3 Larger Panels in Albuquerque

RADIO CAMPAIGN



**BE
BEAR
AWARE**

400 - :15 second
drive time radio spots
on 8 radio stations

- 92.3 KRST
- 770 Kkob
- 99.5 MAGICFM
- 93.3 KOBFM
- 1050 AM KTBL
- 96.3 the MOUNTAIN
- 103.3 ED FM
- 610 SPORTS



OUTREACH EFFORT

LIVING IN BEAR COUNTRY

Key Message:
Bears are wild animals and can be dangerous. It is important to know how to behave around bears to stay safe.

What you should do:
1. Do not feed bears.
2. Do not approach bears.
3. Do not make eye contact with bears.
4. Do not run if you see a bear.



THE NM DEPARTMENT OF GAME & FISH WANTS YOU TO KNOW THE BEAR FACTS

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THE NM DEPARTMENT OF GAME & FISH WANTS YOU TO KNOW THE BEAR FACTS

42 Presentations to over 1,585 individuals

- 10 HOA's

Conducted electronic mailer of Bear Awareness Information

- Members of 38 Official Bernalillo County Neighborhood Association
- 12 additional unofficial associations and east Mountain groups
 - Approximately 3,500 mailers
- Conducted an electronic mailer to Torrance County Neighborhood associations
 - Approximately 3,000



OUTREACH EFFORT



Posted Bear and Cougar Signage as of May on Trailheads

- Albuquerque
- La Luz
- Piedra Lisa
- Upper La Luz
- Elena Gallegos
- Cedar Brook
- Embudo Park
- Sandia
- Foothills/Embudo Canyon
- Indian School
- Supper Rock
- Hildale Road at the end of Copper



BE BEAR AWARE

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