

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP State & Industry R3 Photo Collection & Digital Asset Manager

Project Abstract

The communicators and R3 professionals working to engage Americans in outdoor activities face major hurdles in the effort to develop messages to attract and retain hunters, shooters, archers and anglers as well as representing the diversity of incredibly rich community that participates in these activities.

- 1) Today's media savvy public expects interesting, attractive, demographically representative, high-quality photography. Messages with dull or unattractive images are lost in the shuffle. R3 practitioners need high quality photos.
- 2) Targeting diverse audiences across various types of hunting, shooting and fishing multiplies the number and variety of photos necessary several fold. R3 Practitioners need a large variety of images.
- 3) Even if the exact photo an R3 practitioner needs exists, it might be in any one of several places and it is not catalogued in such a way to make it easy to locate for download. R3 Practitioners need a central, organized digital asset management system.

This project will provide more, better, more diverse and easier to find and download hunting, fishing, shooting, and archery images to R3 professionals all over the country to enable them to attract more individuals to the outdoors with less effort than ever before.

Objective 1: Cross Country, Professional Hunting Photo Shoot
Objective 2: Hunting, Fishing, Shooting and Archery Manufacturer Photo Pool
Objective 3: Centralized Digital Asset Manager