

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 USA Spending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Outdoor Stewards of Conservation Foundation, Inc.

Descriptive Title of Applicant's Project

2023 MSCGP - Nontypical Recruitment from within Agencies and Industry

Project Abstract

Award Purpose: The primary purpose of this project is to bring awareness to diversity opportunities in hunting and target shooting. Participation by minorities in hunting and target shooting is disproportionately low compared to the percentage of minorities that make-up the US population. Some progress has been made with individual efforts and programs but, until this point, there has not been a concerted effort to combine industry and agency resources and showcase diversity in the outdoors by recruiting from within. This grant will work with Nontypical Outdoorsman Television show, which is one of the only outdoor television shows hosted and produced by an African American. The grant team will work with state agencies and the firearms industry to recruit participants to feature on six different episodes (30-45 minutes each) of the TV show. We will look to recruit staff new to hunting and/or target shooting that come from diverse backgrounds. The shows will air on places such as the Pursuit Channel and YouTube. The full shows, along with shortened video clips (2-3 minutes each), will be provided to agency and industry partners for expanded promotion.

Activities to be performed: Implementation of this far-reaching project will start immediately upon receipt of funding and will be fast moving as there has been high interest by some partners to participate in such an opportunity. We will focus on inviting guests from a mix of agencies and industry that are both new to hunting/shooting and come from diverse backgrounds. Invitations will go out through places like the AFWA Directors Wire and at in person at conferences such as SHOT Show (January 2023) and WMI North American (March 2023). The grant team has extensive contacts at agencies and industry and will utilize them to recruit participants. Television episodes created for this project will be promoted in places such as the Pursuit Channel and YouTube. Additionally, Nontypical Outdoorsman TV and OSCF will share full length episodes as well as shortened video clips to participating agency and industry partners so that they may promote their efforts to their customer files to expand the reach. Clips will also be promoted on social media channels. Outreach will also include written articles and live presentations at agency and industry conferences such as; AFWA and regional AFWA conferences, WMI-North American, ATA, SHOT Show, IHEA-USA and ACI conferences.

Expected deliverables or outcomes: The primary result of this grant project will be six full length (30 - 45 minute) episodes of Nontypical Outdoorsman TV show. An additional product will be six shortened clips (2-3 minutes) that highlight each show. The full shows and clips will be shared with agency and industry partners for use as they see fit. The primary benefit of this grant is the ability to showcase agencies and industry working together and take the lead on diversity recruitment. Up until now, a project like this has never been conducted so this is the ideal opportunity to get it done.

Intended Beneficiaries: Black, Indigenous and people of color.

Subrecipient activities: Production of six full length (30 - 45 minute) episodes of Nontypical Outdoorsman TV show.