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March 24, 2021

Good afternoon!

I strongly support establishing an Oregon Wildlife Council through passage of Oregon HB 3187. A similar Council in Michigan has enhanced public understanding of, and support for, hunting, trapping, and fishing as key social, economic, and ecological drivers of sustainable wildlife and habitat conservation.

By way of introduction, I have been professionally and personally involved with hunting and trapping for over 40 years. During that time, I have served as a researcher, biologist, and administrator for a number of state and federal natural resource agencies and have held academic posts at universities across the United States. At present, I am the DNR Executive in Residence and Professor of Agriculture and Natural Resources at Michigan State University. Throughout my career, a principal focus has been on the generation of public appreciation of, and support for, the North American Model of Wildlife Conservation.

Michigan's Wildlife Council (Council) was established in 2013 by Public Act 246 and funded through a \$1 surcharge on the sale of every hunting and trapping license. Over the past eight years, the Council has provided invaluable information concerning attitudes held by the general non-hunting public towards hunting and trapping. Although generally positive, the general public harbored a variety of misperceptions. Among these:

- 25% of Michiganders don't know if hunters generally follow regulations
- 39% of Michiganders either don't know or don't think hunters are responsible people
- 61% either don't know or don't believe that wildlife requires management to thrive
- 45% mistakenly believe that legal regulated hunting can lead to the extinction of species
- The concept of 'management' carries a negative connotation with the majority of the public, so 'good' wildlife and habitat management is 'bad'.

The Council has developed marketing strategies and metrics targeted specifically towards changing these misbeliefs. Critically, the principal goal is not to create more active participants (the Department of Natural Resource and other organizations already invest in this). Instead, the communications are designed to foster enhanced appreciation for, and support of, the benefits that hunting and trapping provide to all users of the resource.

Since the 1930s, hunting license sales and matching Pitman-Robertson Wildlife Restoration Act funding have served as the near universal basis for the successes of North American conservation. Establishing a Oregon Wildlife Council could provide a mechanism to assure public support for activities that benefit wildlife populations of all kinds (game, non-game, threatened and endangered), not only for the enjoyment of consumptive users of the resource but for all and for generations to come.

Yours in conservation,

