

# MAINE STATE LEGISLATURE

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# 122nd MAINE LEGISLATURE

## FIRST REGULAR SESSION-2005

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Legislative Document

No. 865

H.P. 616

House of Representatives, February 16, 2005

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**Resolve, To Improve the Information and Education Services of the  
Department of Inland Fisheries and Wildlife**

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Reference to the Committee on Inland Fisheries and Wildlife suggested and ordered printed.

*Millicent M. MacFarland*  
MILLICENT M. MacFARLAND  
Clerk

Presented by Representative WATSON of Bath.  
Cosponsored by Representatives: JACKSON of Fort Kent, MOODY of Manchester,  
WHEELER of Kittery.

2           **Sec. 1. Information and education liaisons. Resolved:** That the  
Commissioner of Inland Fisheries and Wildlife shall assign staff  
4           from within the Division of Public Information and Education to  
act as liaisons between that division and the Bureau of Resource  
6           Management and the Bureau of Administrative Services; and be it  
further

8           **Sec. 2. Internal review and comprehensive plan. Resolved:** That  
the Commissioner of Inland Fisheries and Wildlife shall conduct  
10           an exhaustive internal review of the Division of Public  
Information and Education and following completion of that review  
12           shall develop a specific comprehensive plan for that division.  
The comprehensive plan must serve as a combination strategic and  
14           operational document that details the priorities of that  
division; and be it further

16           **Sec. 3. Hiring of staff. Resolved:** That the Commissioner of  
Inland Fisheries and Wildlife shall at a minimum create and fill  
18           the following 3 new positions within the Division of Public  
Information and Education: a webmaster or graphic designer, an  
20           additional public relations writer or editor and a public  
relations specialist assigned to cover the Bureau of Warden  
22           Service; and be it further

24           **Sec. 4. Regional offices. Resolved:** That the Commissioner of  
Inland Fisheries and Wildlife shall place in each regional office  
26           an employee from the Division of Public Information and Education  
to work closely with field personnel on communications and public  
28           outreach; and be it further

30           **Sec. 5. Departmentwide communication plan. Resolved:** That the  
Commissioner of Inland Fisheries and Wildlife shall, after  
32           providing an opportunity for agency personnel to provide input,  
develop a departmentwide communication plan. The plan must  
34           identify the highest-priority information, key messages and  
delivery strategies. The final plan must be available to all  
36           department personnel; and be it further

38           **Sec. 6. Marketing. Resolved:** That the Commissioner of Inland  
Fisheries and Wildlife shall implement a departmentwide marketing  
40           strategy; and be it further

42           **Sec. 7. Federal aid. Resolved:** That the Commissioner of Inland  
Fisheries and Wildlife shall consider using the federal aid  
44           apportionment for aquatic education to enhance the aquatic  
education program within the Division of Public Information and  
46           Education.

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## SUMMARY

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This resolve requires the Commissioner of Inland Fisheries  
4 and Wildlife to do the following:

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1. Assign staff from within the Department of Inland  
Fisheries and Wildlife, Division of Public Information and  
8 Education to act as liaisons with the Bureau of Resource  
Management and the Bureau of Administrative Services;

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2. Conduct an internal review of the Division of Public  
12 Information and Education prior to developing a specific  
comprehensive plan for that division;

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3. Create and fill 3 new positions within the Division of  
16 Public Information and Education;

18

4. Place in each regional office an employee from the  
Division of Public Information and Education to work closely with  
20 field personnel on communications and public outreach;

22

5. Develop a departmentwide communication plan and  
marketing strategy; and

24

6. Consider using the federal aid apportionment for aquatic  
26 education to enhance the aquatic education program within the  
Division of Public Information and Education.