

Resolution to Continue the Publication of the Wisconsin Natural Resources Magazine

Whereas, the Department of Natural Resources (DNR) and its predecessor, the Wisconsin Conservation Department, has published the Natural Resources Magazine for ninety-eight years; and

Whereas, the Natural Resources Magazine has been a coveted and highly popular publication providing valuable information to subscribers on DNR conservation and environmental programs, information about the diverse natural resources of this state, methods of outdoor recreation and activities private citizens, non-profit organization, local units of government and businesses to manage and enhance Wisconsin's natural resources; and

Whereas, the production and distribution of the Natural Resources Magazine is fully funded by its subscribers with the only cost to the DNR being that DNR program staff write a handful of articles every two months showcasing their conservation and environmental programs, with the majority of the magazine articles contributed by outside writers; and

Whereas, the Wisconsin Wildlife Federation believes that it is part of the core mission and duty of the DNR to provide information to Wisconsin citizens about its programs and the management of the natural resources under its responsibilities; and

Whereas, publishers of other Wisconsin outdoor natural resource and outdoor recreation publications have publicly stated that they do not feel that the Natural Resources Magazine is unfair competition to their privately-owned publications.

Now therefore be it resolved, that the Wisconsin Wildlife Federation at its 2017 Annual Meeting held April 21st and 22nd in Wisconsin Rapids, requests that the Legislature and the Governor in their budget deliberations retain the Wisconsin Natural Resources Magazine published by the Department of Natural Resources.

Submitted by the WWF Executive Committee:
George Borchert, President