

**561—12.7(483A) Ranking criteria for promotional special licenses.**

**12.7(1)** The following criteria shall be used by the review committee to rank individual hunters as identified in 12.6(1), 12.6(4) and 12.6(5). The rankings shall be determined as the average of the following rating points and will be provided to the director or the director's designee as an aid in determining the selection of hunters.

- a.* Five points if the hunter is directly affiliated with an Iowa-based outdoor industry.
- b.* From 0 to 10 points for the following:
  - (1) The relative size of the hunter's potential audience.
  - (2) The hunter's proposal to promote the state and its natural resources.
  - (3) If the hunter has received a special license in the past, the value of the actual promotion of the state and its natural resources or special services provided as a result.
- c.* From 0 to 5 points if the hunter meets the description in 12.6(5).

**12.7(2)** A conservation organization's request shall be forwarded to the director or the director's designee if the conservation organization meets the definition in 561—12.2(483A) and approval shall be based on evaluation of the organization's prior performance, if any, in selling the special nonresident deer license.

**12.7(3)** Hunters as identified in 12.6(3) shall not be ranked by the review committee, and their requests will be forwarded to the director or the director's designee for consideration.

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