

Minutes
August 5, 2016 ~ 10:00am - 2:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Burke, Gurzick, Emery, Hewson, and Neinas

Members Absent: Justman, Shettel, Melcher, and Bohrer

Also in Attendance: Dan Zimmerer (CPW Wildlife Council Staff Liaison), Ginny Sednek (CPW Education), Gary Thorson (CPW Assistant Director), Jacqueline Meason (R&R Partners - Account Director), Jordan Alvillar (R&R Partners - Brand Manager), Katie Fischer (R&R Partners - Digital Media Planner/Buyer), Trisha Stecker (R&R Partners - Digital Associate Media Director), Kyle Curtis (R&R Partners - Creative Director), Brian Kelley (R&R Partners - Digital Strategist), Mary Kay Hogan (R&R Partners - Director, Government Affairs), Matt Robbins (CPW Public Information), Debbie Lininger (CPW Marketing), Bob Radocy (Public)

Call to Order/Welcome/Introductions - Burke

Introductions were made around the room.

Approve June Minutes - Burke

Motion- The Council approves the minutes as read from the June Meeting (6/3). - Hewson
2nd - Gurzick

Motion carries by Council vote.

Treasurer Reports - Gurzick

Fiscal year 2016 has not closed yet. The reserve for FY 2016 was set at \$260,000. The Council decided to increase the reserve by \$50,000 annually until we reach our baseline reserve of \$400,000. Therefore the reserve for FY 2017 is set at \$310,000. Fishing licenses are slightly up and interest remains high for hunting in Colorado.

Burke - Are restricted licenses up this year?

Action: Research restricted license sales (Thorson)

New Hug a Hunter Ads - Comments

The new ads resonate with our target audience. We received good comments from sportsmen and a praising article from the NRA.

Action: Email NRA article and thank partners for attending the outreach event in June. (Sednek)

Public Comment:

Bob Radocy updated the Council on Project NIMROD, whose objective is to take the Colorado model nationally and provide a legislation model for other states. Project NIMROD will be working with PILGRIM to develop spots and will not copy what has been done, but will build upon prior projects.

East Slope Hunter Representative - Replacement

Gary Thorson will bring up the future vacancy at the Sportsman's Roundtable on 8/6.

Action: Contact sportsmen about the upcoming East Slope Council vacancy. (Zimmerer/Sednek).

Action: Receive input from Area Managers for recommendations for the vacancy. (Thorson)

Staff Awareness of Wildlife Council

The Council was concerned that CPW staff is not aware of the Wildlife Council. Thorson ensured that Council updates and information are forwarded to CPW's customer service representatives and staff in all regions and areas. Emery suggested sending out Wildlife Council posters for state parks, area offices, and sportsman businesses. CPW staff will work on adding an article in the CPW newsletter (internal) about the Wildlife Council and current campaign.

Financial Sustainability Update: Public Meetings/Surveys - Gurzick

CPW is hosting public meetings regarding the agency's financial sustainability in all regions around the state. So far, the meetings are not well attended, which isn't necessarily negative because people show up if they don't like something. When people arrive who are against raising license fees, are usually in support when they leave and wonder why they haven't been raised sooner.

In addition to the meetings there have been email surveys sent out and have only received 400 responses out of thousands sent out. Despite the low quantity of responses, the data is still robust. So far, 50% are in favor of an increase at the start of the survey. Support increases to 66-75% in favor of an increase at the end of the survey. Neinas reported that it was not easy to get to the survey, but the content was good.

GOCO Update - Thorson

GOCO is pursuing a marketing effort and hired an advertising company to promote getting people outside. The council should be aware of their campaign to see how it develops.

Council Member Volunteer Update - Zimmerer

Council members, like all CPW volunteers, will receive an annual state park pass for 48+ hours of service. Council members receiving their pass today are Burke, Melcher, and Bohrer.

Blue Valley Retreat (8/25-8/26) - Zimmerer

The retreat will be hosted at Blue Valley Ranch, a long time partner of CPW, from 11 am on 8/25 to noon on 8/26 just south of Kremmling, CO. The retreat objective is for the Council and R&R Partners to discuss long range plans for the Wildlife Council and to establish direction.

- Will send directions to Council and R&R Partners
- The bunkhouse has limited space for Council members and staff. Plan on sharing a room.
- All attendees will need to follow ranch rules and remain respectful of the property (i.e. drive slowly on all Ranch roads, clean up after yourself, be courteous to all Ranch Staff, etc).
- Rules: No pets and no smoking.
- Fishing: BVR will provide all gear and guides (if needed). Don't forget your fishing license.
- Public Meeting: All interested public will need to RSVP by Wednesday 8/17 and will only attend meeting portion.
- Ranch Tour: 1½ hour tour the evening of the 25th.
- Meals: Lunch, dinner, and breakfast will be provided to Council, staff, and R&R Partners.

Action: Bring a thank you gift for Blue Valley Ranch's generosity. (Council/Zimmerer/Sednek)

R&R Presentation - R&R Team

Introductions & Agency Background

R&R Partners was founded in 1974, employs over 330 people in 9 offices in 2 countries (USA and Mexico). The Denver office has 16 employees. R&R Partners is locally focused, but have access to their creative team all over the country. R&R is all about Colorado and has connections with sportsmen's groups and environmental communities.

Proposed Timeline - Meason

R&R will move forward with the 'Frenemie' campaign, currently running, and will launch a new campaign in the spring. R&R will conduct qualitative and quantitative research to establish how the current campaign is trending and determine the awareness. R&R will give the HAH website a facelift and will propose a website redesign for year 2. R&R has taken over the social media campaign and have recommendations with moving forward.

Research- Alvillar

R&R is connected with mission of the Wildlife Council and the research objective is to increase knowledge and favorability of the campaign, know how well the current 'Frenemies' campaign is running, and to see what Hug A Hunter is doing well. R&R will look at a large spectrum of the population and the research will have continuity of what was conducted in the past by Corona and Extra Strength.

Qualitative Focus Groups: Concept testing*, targeting both sportsmen and non-sportsmen, in the 6 Denver counties. Will be performed externally (Fieldwork Denver) the week of September 5th. Council members are encouraged to attend. Findings will be presented at October 7th meeting.

*Concept testing hasn't been conducted in the past; it's a different research strategy than message testing conducted in the past. Concept testing gives us the chance to get feedback before you produce the ads. We will discover what concepts and ideas resonate well with the target audience so we can develop the strongest campaign. Focus groups will take place in the Denver Metro area, where most of our target audience resides. R&R can re-examine the budget if the Council wants focus groups on the West Slope.

Quantitative Online Survey: Education and awareness tracking, 10 minute survey conducted statewide with a sample size of 400 Colorado voters. Research will be conducted by R&R annually. Will present findings at December 2nd meeting.

Wildlife Council: Campaign Past- Council Members

The Council has always experienced trepidation with making sportsmen upset versus connecting to the target audience. It can be a challenge to persuade the public because we are selling an idea and hypothetical concept. In the early years, the creative portion was not well represented because it was the path of least resistance and low risk. Today we are not just about the wildlife. PILGRIM introduced the hunter and blaze orange to the living room of non-sportsmen. HAH allowed us to have a discussion with the public that they could understand. Frenemies was captivating and took the campaign one step further. The Council has been successful with the creative concepts, giving credit to PILGRIM. Research has been a valuable tool to measure our target audience effectively. The Council wants to strengthen our public outreach and see HAH taken to the next level.

Creative Concepts- Curtis

Theory of Reasoned Action - A proven model of changing behaviors

Step 1: Raise Awareness - Increase Knowledge

Step 2: Change Attitudes -Contemplate Information

Step 3: Change Intentions - Commit/Re-commit

Step 4: Change Behavior - Sustain/Advocate

Evaluation and measurement is taken at each stage. If there is more public support then people are more likely to change behavior. R&R does community mobilization campaigns to move around this cycle.

Creative Concepts:

- Masterpiece: Emphasize Colorado Pride, portrays sportsmen as Colorado's masterpiece curators. Based on 2011 research.
- Tubes: shows where the money from hunting and fishing goes, back to nature. Based on 2011 research.
- Endangered Species - Hunter sitting down with black footed ferret, angler in the river with greenback cutthroat trout. Nature is saying thank you for Coloradoans funding conservation.
- Back to the Tag- A zoomed in camera, starting with an elk, then a herd, then researchers monitoring wildlife, then the hunter who purchased a license. Slogan "Even if you don't hunt, chances are you still love hunting and fishing."

Council Discussion

The council emphasized that accuracy is imminent and it will be important for R&R to double check facts. The Wildlife Council walks a fine line because the people paying the bill (75 cent surcharge) hunt and fish, but the target audience is the general public who don't hunt and fish. We want to be sure that concepts are vetted in the right way. Threatened and endangered species are an important issue for the general public and sportsmen alike, but their concerns about listed species can vary.

Paid Media - Fischer and Stecker

15% of fiscal year 2017 budget will be used to finish the Frenemies campaign. The flight will run 7/18 - 8/12 (3 weeks for TV, 4 weeks for digital video and banners). Billboards were discontinued.

Traditional Media (TV/Radio): 'Coffee Break' and 'End of Day' commercials will run in CO. Springs, Grand Junction, and Durango. Due to extreme inflations, R&R did not purchase TV media in the Denver market. NPR will have 12 spots per week.

Digital Media: Purchased media on Connected TV (internet TV, i.e. HULU, Netflix, HBOGO, XBOX, etc). Digital media costs were not impacted by political campaign inflation. Target ages are 25 to 64. Used digital media to expand reach and have the capability to track viewers and have a follow-up banner.

Media Performance: The campaign is doing well.

Connected TV served 476K impressions with a VCR (Video Completion Rate) of 99% (Benchmark: 96%). Pre-Roll (an advertisement before YouTube video) served 448K impressions, VCR of 53% (Benchmark: 70%). Only would display banners after the video was watched to increase awareness and understanding. Display remarketing served 53K impressions with a CTR (Click Through Rate) of 0.15% (Benchmark: 0.10%).

R&R intelligence: $E=MC^2$

E=Exploration (finding consumer insights and discovering the "one thing"), M=Mapping (Plotting the contact points where consumers will engage with your message, C^2 =Conquering Challenges (moving the needle on set forth objectives; always optimizing).

Spring Media Considerations:

Video Extension: TV (broadcast, connected, and cross device), Social Media, Radio,

Content Distribution: Native-Seeded, Native-Webdriver, social media.

Radio Extension: Use streaming services to spread the reach and frequency. We want a visual with the audio.

Council Questions

Are we spreading the media out too thin? Where will the funds make the biggest impact? Isn't traditional TV more effective? Is there a market we haven't targeted yet?

R&R Response

We are using the money smarter by targeting audiences, getting more granular, and using strategy. The campaign should consider pursuing all media mediums to continue to build brand awareness. Digital is more efficient, economical, and allows us to target versus traditional TV and radio. TV does have the largest reach for a general audience, but it is better to have a mix of media. R&R will go away from targeting sportsmen. Other potential audiences are people moving to Colorado. Millennial's are active and conscious, but not voting, so this audience may not be a general target.

Website Audit - Kelley

Year 1: Refresh current website structure. Review mobile (priority) and desktop experience. Key Performance Indicators (KPI): Site visits, specific pages viewed, video views, and social shares. Objective: Extend our reach and make the experience easy.

Google Analytics of hugahunter.com

- Spike in traffic during campaigns (October 2015, June 2016)
- Average session duration: 56 seconds
- New visitors: 83%
- Average Bounce Rate: 80% (Benchmark: 30%, the lower the better)
 - 'Bounce' refers to visitors going to website, and then leaving without exploring.
 - Mobile Bounce Rate: 86%, Tablet Bounce Rate: 85%
- Device Usage: 32% Desktop, 46% Mobile, 22% Tablet
- Page Visits: homepage 16,000, benefit page 1,000. Want to have benefit page to be the true landing page. Want to redistribute content so the message is carried throughout site.

Competitive Analysis:

Competitive sites: Oregon Wild (oregonwild.org), Michigan Wildlife Council (hereformioutdoors.org)

What they do well: Good photography, strong ties to the state, clear calls to action, wildlife profiles, strong use of icons, easy to read and share, responsive mobile design. Remember that people scan websites, they don't read them.

Best in class examples: WWF, Woods Hole Oceanographic Institute

What they do well: Good photography, story boxes, simple and clear navigation, information about animals and organization, multiple 'call to action' boxes, great informational tool, videos pop-out, good use of icons, good story boxes.

Phase I: Current Recommendations

1. Make landing page (benefits) the homepage
2. Redesign the 3 logos and functionality to eliminate confusion (Wildlife Council, HAH, HAA)
3. Expand navigation for larger monitors
4. Move social icons into navigation
5. Events calendar link is broken
6. Re-work the page footer

Interior

1. More photos of Colorado
2. Resolve inconsistent results in social sharing plug-in content
3. Update body copy and fonts for readability and consistency

4. Change link color
5. Use graphics and icons to increase impact of key educational points

Benefits Page

1. Treat Benefits page as the landing page
2. Eliminate redundancies in content
3. Social share on info-graphic
4. Use diagonal dash border more sparingly and with a purpose

Phase II: Future Recommendations

1. Full re-design, a new entity
2. More video - gets story across, can be inexpensive
3. Animal profiles
4. Capture attention longer
5. More robust information area
6. Project tracker -Wildlife conservation projects we are working on
7. Featured CO conservation stories - Stories that impact people on a personal level
8. Interactive CO species map

Council Comments

Would like the website to tie and bridge the Wildlife Council back to CPW; see more connections. Want to send off viewers to CPW, but don't want to spend time and money talking about CPW.

Social Media Audit

To reaching a general audience, we want to talk about things they are interested in as well. People check their social media 17X a day to be informed, entertained, kill some time, and have a life line.

Facebook Demographics: 50/50 Male/Female, Ages: males: 25-44, females: 35-54. Any day would be a good time to post, but will test and see what performs best organically for posting throughout the day. Will also capitalize through paid media efforts.

Competitive Pages: WWF, CPW

What they do well: Keep content short, use video and video captions, any content can be intriguing.

Instagram-what works well: use bold facts and use safe humor for entertainment.

Challenges: Content overlap, general audience is not interested in hunting and fishing.

Strategies: Use visuals, promote better quality of life, stories, leverage ambassadors, beauty of Colorado, data visualization, be social, jab-jab-jab-right hook (give viewer 3 pieces of info they want, and then make a request (i.e. share a post), ramp up Facebook and Instagram.

Content Buckets: Education, Colorado Wildlife, Conservation, Colorado Outdoors, Campaigns

R&R Question

Is there any organization or groups that we should reach out to?

Council Response

There are no suggestions on organizations to talk to beforehand. The Council would encourage R&R to meet with Lauren Truitt, CPW's Partnership Coordinator, about thoughts on partners. Would be good to reach out to the Parks side.

Meeting Adjourned- Motioned by Hewson.

2nd - Emery

Motion carries by Council vote.

Action Items

Action: Research restricted license sales (Thorson)

Action: Thank you gift to Windi from council. (Sednek)

Action: Email NRA article and thank partners for attending the outreach event in June. (Sednek)

Action: Contact sportsmen about the upcoming East Slope Council vacancy. (Zimmerer/Sednek).

Action: Receive input from Area Managers for recommendations for the vacancy. (Thorson)

Action: Bring a thank you gift for Blue Valley Ranch's generosity. (Council/Zimmerer/Sednek)

Action: Get a copy of the budget to the Council for retreat. (Sednek)

Action: Create a 5 year plan. (R&R)

Action: Create a calendar with decision making dates. (Zimmerer/R&R Partners)

Action: Review the 4 creative concepts and give feedback at retreat. (Council)

Action: Draft a letter to Director Broscheid requesting the inclusion of the Wildlife Council surcharge in the upcoming legislative session for a license fee increase. (Burke/Zimmerer)

2016 Meeting Dates

Conference call dates will be cancelled if no agenda items

2016 Meeting Dates	Type
<i>January 21</i>	<i>Conference call</i>
February 5	Council Meeting - Denver
<i>March 4</i>	<i>Conference call</i>
March 31-April 1	Budget Retreat - Keystone
<i>May 6</i>	<i>Conference call</i>
June 3	Council Meeting - Denver
<i>July 1</i>	<i>Conference call</i>
August 5	Council Meeting - Denver
August 25-26	Council Retreat - Kremmling
<i>September 2</i>	<i>Conference call</i>
October 7	Council Meeting - Denver
<i>November 4</i>	<i>Conference call</i>
December 2	Council Meeting - Denver