



Wildlife Management Education Fund (WMEF)

and

Wildlife Management Public Education Advisory Council (WMPEAC)

Referred to as Wildlife Council

2015-2016

Operational Plan & Budget

Approved June 9, 2015  
Amended xxx, 2016

As Approved by

Bob Broscheid  
Director, Colorado Parks and Wildlife

Pursuant to Colorado Revised Statutes

33-4-120 and 33-1-112

## Wildlife Council

The Wildlife Council was conceived and developed by a coalition of hunters, anglers and conservationists working together with livestock and agriculture organizations, and created by Colorado legislature in 1998. By statute, its mission is to oversee the design of a comprehensive media-based public information program to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing. The program is funded by a 75 cent surcharge on each hunting and fishing license sold.

The Director of Colorado Parks and Wildlife appoints Council members and approves the annual operational plan. The nine members of the Council represent various interests throughout Colorado.

### 2014 - 2015 Public Media Campaign Summary

Year 4 of the *Hug a Hunter/Hug an Angler TM* campaign continued to communicate four major themes:

- How wildlife management gets paid for
- The pride people feel for the natural beauty of our state
- A curiosity about the relative economic impact hunting and fishing have on our state
- A genuine interest in how the state cares for wildlife and endangered species

#### Sports Partnerships - Fall 2014:

Fall 2014 was a heavy political advertising season. To minimize the impact of increased costs and low commercial availability, the Council shifted tactics to sports partnerships and Hulu programming. Through this shift the Council was able to creatively reach formats and audiences not previously reached, and ensured high visibility during the political window.

The Hug a Hunter/Angler messages appeared in 23 Rockies Baseball games, 22 Avalanche Hockey games, and 8 Denver Nuggets Basketball games. The advertising consisted of 30 second spots, in-game billboards, and announcements with pre-scripted live-reads during the games. In addition, a 15 second video featuring Rocky the Nuggets mascot hugging a hunter appeared on the giant stadium screen in the Pepsi Center during the Nuggets games.

#### Hulu Television - Fall 2014:

Hulu TV ads are geographically and demographically targeted. Advertising on Hulu broadened the reach to impact non-sports viewers to coincide with the Rockies, Avalanche and Nuggets schedules.

#### Television Ads - Spring 2015:

The Council returned to 6 weeks of traditional television commercials in spring 2015. The Council continued to use the commercials focusing on the fact that hunting and fishing bring more than 21,000 jobs to Colorado's rural communities.

#### Digital and Social Media:

Online banner ads were created to drive website traffic to [hugahunter.com](http://hugahunter.com). These ads ran across thousands of national, local and regional websites and were served to individual users whose online profile identified them as an Outdoor Enthusiast. All placements were also geographically targeted to

Colorado ensuring state-wide impact. We also executed contests and promotions through the Wildlife Council Facebook page over the year to build a fan base and engagement. The Facebook page has more than 6,400 fans/followers.

Radio:

The Council did not use radio in its strategies, but rather directed those dollars to television.

Engaging Other Organizations:

At the 2015 International Sportsmen's Expo, the Wildlife Council hosted a booth staffed by CPW volunteers who gave out 4,000 lip balms and an undetermined number of hugs. The Sportsmen's Expo paid for Joel Dreessen, a former Broncos player and current Denver radio personality, to be at the booth for two hours. This promotion included a Denver Post article about Joel, his love of hunting and his presence at the Hug a Hunter booth. In addition, Joel tweeted several times about the Hug a Hunter campaign.

The campaign was a prominent feature at the 2015 North American Wildlife and Natural Resources Conference. Pilgrim gave a presentation at the conference on a panel titled "The Business of Conservation: Converting Consumers to Customers."

Recruitment of New Anglers:

The Council dedicated \$61,680 for a campaign called Fishing With Your Dad. Pilgrim continued to enhance the [fishingwithyourdad.com](http://fishingwithyourdad.com) website through search engine marketing and search engine optimization, attracting an additional 5,200 visits. In addition, the Council executed one Facebook contest and an online banner ad campaign directing people to [fishingwithyourdad.com](http://fishingwithyourdad.com).

Post-Ad Awareness Survey:

In December 2014, Corona Insights conducted a statewide public research survey on behalf of the Council. The survey followed the 2014 advertising campaign. Its main goals were to assess awareness of the campaign, attitudes about the Council and about hunting and fishing in Colorado, and voting behavior. The Council presented the survey findings to the Parks and Wildlife Commission in March 2015.

Themes from the 2014 awareness survey are below:

**ADVERTISEMENT RECALL**

- Overall, about half of the respondents recalled an advertisement about hunting and fishing or specifically an advertisement from the Council. Registered voters, hunters, and anglers were more likely to recall the ad.
- About 2/3 of respondents who recalled the ad could recall a specific message, and the vast majority recalled seeing the ad on television.

**IMPACT OF ADVERTISEMENT**

Respondents who had seen the ads:

- Were more likely to believe that ensuring safe, legal hunting and preserving habitat for wildlife were very important priorities for CPW.
- Reported having a more favorable opinion of people who hunt.
- Were more likely to believe that hunting should be legal with the current regulations.
- Felt warmer towards hunters and anglers.
- Believed that license fees had a stronger positive effect on protecting and managing wildlife, protecting habitat, and conserving Colorado's natural landscape.
- Were more likely to support hunting and fishing.

- Were more likely to be hunters and anglers.

#### ATTITUDES TOWARD HUNTING AND FISHING

- The public generally holds warm feelings toward hunters and anglers and supports their activities.
- The public generally has positive feelings about current hunting and fishing regulations.
- Respondents indicated that providing education and opportunities for children to experience the outdoors and preserving habitat for wildlife were the two most important priorities for CPW.

The key findings compared to 2012 and 2013 are below. It is important to note that the Council decided to improve the survey methodology through minor question edits, revised ordering of the questions, and including cell phone users in its sampling. These changes increased representation of the younger, more mobile, less entrenched demographic. Comparisons to previous surveys and differences attributable to the change in methodology are noted in the full report.

Finding	2012 (%)	2013 (%)	2014 (%)
Have favorable views of anglers	71	73	72
Have favorable impressions of hunters	56	63	65
Are not opposed to fishing	96	98	98
Of non-anglers are not opposed to fishing	93	98	98
Are not opposed to hunting	85	89	92
Of non-hunters are not opposed to hunting	80	87	90
Said they would vote to not restrict fishing *2014 Wording change: Said they would NOT vote to restrict fishing	84	81	73
Said they would vote to not restrict hunting *2014 Wording change: Said they would NOT vote to restrict hunting	73	76	66

\*Note: Another awareness survey will be conducted in late fall, 2015.

#### Strategic Planning:

In April 2015, the Council conducted a strategic planning session to clarify educational goals. The Council agreed that the Hug a Hunter/Angler campaign will be the core of the education strategy moving forward unless research shows that a significant change is needed. The campaign will go deeper, with the goal of establishing 1) an understanding that licenses fund wildlife management (not taxes) and 2) an emotional connection to protecting wildlife. The Council prioritized five focus areas, here listed with highest priorities first:

- 1) Examine and utilize target audiences.
- 2) Connect Wildlife Council education efforts to CPW marketing efforts.
- 3) Build and maintain partner advocates.
- 4) Target hunters and anglers.
- 5) Incorporate Wildlife Council messaging in public education.

## 2015 - 2016 Operations Plan

### Mission

The Wildlife Council Mission for 2015-2016 is:

*To educate the general public about the benefits of wildlife, professional wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing, by designing, implementing, and managing a comprehensive media-based public persuasion program.*

To achieve this mission the Wildlife Council will:

- Develop an annual, cost efficient, statewide media-based education plan that reaches the general public, emphasizing the non-hunter or non-angler, using primarily high impact media vehicles including television, radio, outdoor, mobile, social media and web.
- Evaluate the effect of the campaign through awareness research conducted by a third party research firm.
- Conduct planning and research for the next 5 year plan cycle 2016-2021, to include creation of a Request for Proposals (RFP) for an advertising firm.

### Section I: Year 10 Educational Media Program (Year 5 of the Hug a Hunter campaign)

The Council, with the recommendation of Pilgrim based upon consumer-benefit testing, will complete year 5 of the *Hug a Hunter/Hug an Angler TM* campaign and will continue to focus on the major themes previously identified. The Council will continue to place a heavy emphasis on television commercials, and will provide additional funding towards working media placements and the social media campaign. Because this is a planning year for the next 5 year roadmap, the Council will also invest in qualitative research.

#### Television Ads:

Existing television commercials will be re-used.

#### Digital and Social Media:

Social media and online banner ads will again be used in the campaign. Digital and social media will be enhanced to freshen up the campaign to the greatest extent within the budget.

#### Post-Ad Awareness Survey & Qualitative Research

The Council will again conduct quantitative research through a third party firm measuring the impact of the campaign. Results will be available in early 2016. As the Council plans for how the campaign will evolve in the next 5 years, it will invest in qualitative research such as testing messages with focus groups. From this research, Pilgrim will create recommendations on a marketing plan and next steps.

#### Fishing With Your Dad Website:

The Council will fully integrate the content on [fishingwithyourdad.com](http://fishingwithyourdad.com) into [huganangler.com](http://huganangler.com). The Council felt that integrating the two would increase effectiveness of the overall message, rather than having two stand-alone campaigns.

## Section II: Contracting, Operations and Management

The Wildlife Council will retain Pilgrim (a.k.a. CCT Advertising) on contract for fiscal year 2015 - 2016. The contractor will be responsible for the following work:

- Develop on-strategy message/content for the media campaign.
- Provide on-strategy creative concepts for selection by the Wildlife Council and CPW Director.
- Recommend appropriate media plan and associated vehicles to meet the communication objectives.
- Upon approval, purchase media time and other communication resources, within budget, as necessary.
- Develop and disseminate press releases that will aid in keeping constituents, legislators, and the general public aware of Wildlife Council efforts and programs.
- Pre-approve all marketing initiatives with the council.
- Design and execute research with the public sector to monitor and measure the effectiveness of the program.
- Review effectiveness of message content and all media copy with council.
- Work with CPW video production staff to utilize pre-existing footage when possible.
- Seek input and feedback from the Council, prior to final messaging and/or media purchases.
- Provide monthly activity reports for distribution to the Council. Reports will include completed projects since the last report, status of ongoing activities and anticipated timelines for upcoming projects.
- Before the Operational Plan year end, make recommendations regarding the upcoming and future year's educational program strategies and budget.

## Section III: Information Dissemination

It is important for the Wildlife Council to use a variety of tools to help the public understand and support its mission and plans. To this end, the Wildlife Council will:

- Continue to use [hugahunter.com](http://hugahunter.com) to announce its meetings and provide the public access to its history, research documents, and operational plans.
- Continue to work with CPW to use space in the hunting and fishing brochures to inform hunters and anglers of the Council's mission and campaign.
- Continue to find creative ways to partner with CPW to utilize media vehicles, such as Colorado Outdoors Magazine, and provide materials and information at educational events as feasible.

## Section IV: Annual Budget Review

- Staff will act as Treasurer for the Council and account for and manage the spending of \$1,100,000 (spending authority fiscal year 2015-2016) to execute the program in conjunction with the Wildlife Council.
- Staff will provide bimonthly budget reports to the Council showing projected revenue and expenditures.
- Throughout the fiscal year, any changes to the proposed budget will be reviewed and approved by the Council and submitted to the Director for review.

## Section V: Accountability to the CPW Director

- All activities and products produced by the Wildlife Council are subject to approval by the Director.
- The Wildlife Council will meet bimonthly. Minutes of all the meetings will be kept by an employee of the CPW and reviewed and approved by the Council.
- A subcommittee of three Council members may meet if necessary to make minor decisions consistent with Wildlife Council direction and help move business forward between regular Council meetings.

## Section VI: 2015 - 2016 Budget

The budget is based on projected fund revenue and the Council's planned reserve. NOTE: The total spending authority for fiscal year 2015-2016 approved by legislature is \$1,100,000. Planned expenditures are based on available funds (revenue + starting balance) minus the reserve.

• Projected Revenue	\$	890,544
• Projected Starting Balance	\$	478,990
• Reserve*	\$	<u>(400,000)</u>
• Total Projected Available to Spend	\$	969,534

*\*Reserve: The Council's goal set in 2012 was to build to a target reserve of \$400,000 by June 2014. The Council retained a reserve of more than \$400,000 in fiscal year 2014-2015. The reserve amount will allow the Council to cover working media placements which can total \$200,000 to \$400,000 and allow the Council flexibility to time these media placements based on objectives.*

(See final page of this document for detailed proposed budget)

• Operations Expense	Not to exceed \$	60,000
• Pilgrim/CCT Advertising Contract*	Not to exceed \$	<u>900,000</u>
• Total Estimated Expenditures	Not to exceed \$	960,000

*\*Pilgrim is allowed a 10% budget category fluctuation not to exceed \$900,000. See final page of this document for detailed proposed budget ("Proposed Budgets; Wildlife Council 2015-2016).*

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Bob Broscheid  
CPW Director

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Date

## 2015 - 2016 Operational Plan and Budget Amendment

### Purpose

In the second half of 2015-2016, there is an opportunity to capitalize on top-of-mind themes uncovered in the 2015 focus group research to build on the Hug a Hunter campaign. Negative media exposure about hunting in Colorado and elsewhere has created a sense of urgency to address the benefits of hunting in a more direct way. This will allow the Council to build on its successful campaign and refresh creative concepts and commercials that have been on air since 2012.

Focus group research conducted in October 2015 provides a solid foundation for future direction. The six focus groups consisted of:

- All non-hunters and non-anglers
- Approximately 10 people per group
- Professional facilitators responsible for the process
- 2 mixed men and women groups in the Denver metro area
- 1 women only group in the Denver metro area
- 1 group of English-speaking Hispanics in the Denver metro area
- 1 mixed men and women group in Grand Junction
- 1 women only group in Grand Junction

The themes are described in the report "Colorado Wildlife Council 2015 Brand Ignition Point Research Final Report" and specific recommendations on pages 17 and 19-20 are included in the report. The report also includes specific messages that resonate about the benefits of hunting in Colorado.

To make the best use of this investment in research, the Council will amend the following Sections as follows:

### Section I: Year 10 Educational Media Program (Year 5 of the Hug a Hunter campaign)

The Council, with the recommendation of Pilgrim based on consumer-benefit testing, will accomplish the following in the second half of Fiscal Year 2015-2016;

- Build on the recognizable Hug a Hunter brand and refine the brand. Keep the tag line, url and campaign catchphrase.
- Keep messaging positive, approachable and educational.
- Encourage deeper knowledge and understanding of specific wildlife benefits of hunting and professional wildlife management.
- Encourage deeper knowledge about the public process and wildlife management.
- Incorporate emerging themes from the focus groups (for example: protection, sustainability, endangered species, and health of wildlife populations).
- Explore expanding knowledge about urban growth, development, and human-wildlife conflicts.
- Find ways of demonstrating science's underpinnings of the state's wildlife management system.
- Continue to remind people about the economic benefits.

The Council will continue to use television, digital media and social media in the campaign. The Council will produce new television advertising, new digital media, and new social media campaigns as feasible within the budget.

### Section III: Information Dissemination

It is important for the Wildlife Council to use a variety of tools to help the public understand and support its mission and plans. To this end, the Wildlife Council will:

- Use the Wildlife Council pages on the CPW website to provide all public meeting documents.
- Continue to use [hugahunter.com](http://hugahunter.com) to announce its meetings and provide the public access to its history, research documents, and operational plans.
- Continue to work with CPW to use space in the hunting and fishing brochures to inform hunters and anglers of the Council's mission and campaign.
- Continue to find creative ways to partner with CPW to utilize media vehicles, such as Colorado Outdoors Magazine, and provide materials and information at educational events as feasible.

### Section VI: 2015 - 2016 Budget **OPTION TO AMEND THIS SECTION ONLY IF COUNCIL WANTS TO DIP INTO THE RESERVE, OTHERWISE THIS BUDGET SECTION WOULD NOT BE AMENDED.**

The budget is based on projected fund revenue and the Council's planned reserve. NOTE: The total spending authority for fiscal year 2015-2016 approved by legislature is \$1,100,000. Planned expenditures are based on available funds (revenue + starting balance) minus the reserve.

• Projected Revenue	\$ 890,544
• Projected Starting Balance	\$ 478,990
• Reserve*	\$ (260,000)
• Total Projected Available to Spend	\$ 1,109,534

\*Reserve: The Council's goal set in 2012 was to build to a target reserve of \$400,000 by June 2014. The Council retained a reserve of more than \$400,000 in fiscal year 2014-2015. The reserve amount allows the Council to cover working media placements which can total \$200,000 to \$400,000 and allow the Council flexibility to time these media placements based on objectives.

In 2015-2016 the Council will dip into its reserve and increase the contract to reach the \$1,100,000 spending authority limit. This will draw down the reserve to approximately \$260,000 by the end of the year depending on revenue, and the Council will determine in the budget retreat how to build up the target reserve to the desired level in future fiscal years.

(See final page of this document for detailed proposed budget)

• Operations Expense	Not to exceed \$ 20,000
• Pilgrim/CCT Advertising Contract*	Not to exceed \$ 1,080,000
• Total Estimated Expenditures	Not to exceed \$ 1,100,000

\*Pilgrim is allowed a 10% budget category fluctuation not to exceed \$1,100,000. See final page of this document for detailed proposed budget ("Proposed Budgets; Wildlife Council 2015-2016).

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Bob Broscheid  
CPW Director

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Date