



# MEMO

**Date:** Friday, September 30, 2016

**To:** Colorado Wildlife Council

**From:** R&R Partners

**Re:** CWC TV Talent

## OVERVIEW

At the next Colorado Wildlife Council (CWC) meeting on Friday, October 7, will be addressing CWC TV talent with expired usage rights. All details are below.

## EXPIRED HUG A HUNTER & HUG AN ANGLER TV SPOTS

In July, R&R Partners was contacted by Radical Artists Agency to alert us that the reuse for the Hug a Hunter/Hug an Angler TV spots had/were approaching expiration. Below are the details for the TV spots:



NAME OF SPOT	YEAR	EXPIRATION DATE	Renew Cost (Colorado Broadcast, paid digital ads, TV)	Renew Cost (website, YouTube ONLY)
Frenemies: End of Day	2016	Jun-17	N/A	N/A
Frenemies: Coffee Break	2016	Jun-17	N/A	N/A
Hug a Hunter: Café	2013	Sep-15	\$11,461.00	\$6,847.50
Hug an Angler: Gas Station	2013	Sep-15		
Hug an Angler: Biker/Angler	2012	Sep-16	\$7,996.75	\$3,857.50
Hug a Hunter: Hunter/Hiker	2012	Sep-16		

*\*Renew cost for website and YouTube requirements: videos can be hosted on YouTube and linked to HugaHunter.com, but when on YouTube, videos should be marked as “unlisted” to be 100% compliant. Videos will NOT be searchable or visible on the YouTube channel without the physical video link.*

**NEXT STEPS:**

- CWC to determine how to proceed with usage rights and what budget these funds would come out of.
- R&R Partners has all relevant paperwork/contracts (for the above TV spots) should the CWC decide to renew usage rights.
- For all TV spots dating before 2012, R&R Partners will have to contact past agencies who worked with CWC.