Wildlife Management Education Fund (WMEF)
And
Wildlife Management Public Education Advisory Council (WMPEAC)

Referred to as Wildlife Council

2017-18
Operational Plan & Budget
Approved June XXX, 2017

As Approved by
Bob Broscheid
Director, Colorado Parks and Wildlife

Pursuant to Colorado Revised Statutes
33-4-120 and 33-1-112
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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 Wildlife Council is accountable to the Director of Colorado Parks and Wildlife (CPW), who appoints Council members and approves the annual operational plan. The nine members of the Council represent various interests throughout Colorado.

Wildlife Council Members

Tom Burke, West Slope Hunter Representative (Chair)
Bob Hewson, East Slope Hunter Representative (Vice-Chair) term ended December 2016
Andy Neinas, Marketing Representative (Vice-Chair) December 2016
Tony Gurzick, Colorado Parks and Wildlife Representative (Treasurer)
Dan Gates, East Slope Hunter Representative, appointed January 2017
Bob Shettel, West Slope Angler Representative
Tim Emery, East Slope Angler Representative
Tony Bohrer, Municipalities Representative
John Justman, Counties Representative
Gary Melcher, Agriculture Representative

Objective of this Plan Document

Colorado Parks and Wildlife requires that an annual Operations Plan including an annual Budget Plan for the Wildlife Council is submitted to the Director. The Staff Liaison prepares the Plan with input from the marketing Contractor and Council Members. Once the Council approves the plan it is sent to the Director for approval.

This document will serve as a guide for the Council’s activities and decision for the upcoming fiscal year. It will include; a clear mission statement, identify council members, state accomplishments of the previous year, present goals for the upcoming year and summarize an operations plan to reach the goals.
Council Activities Summary

Accountability to the CPW Director:
All activities and products produced by the Wildlife Council are subject to approval by the Director.

Meetings:
The Wildlife Council meets bi-monthly on the first Wednesday of the month. A conference call date is held for the first Friday of the off months. The Chair cancels the call date if there is no official business. Calendar of meeting dates and call dates are set in December for the upcoming calendar year. Minutes of all the meetings will be kept by an employee of CPW, 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 to help move business forward between regular Council meetings.

Colorado Parks and Wildlife/Wildlife Council Webpage:
A Wildlife Council webpage is on the Colorado Parks and Wildlife website at www.cpw.state.co.us/about us/Pages/WildlifeCouncil.aspx The webpage is managed by the Staff Liaison and Administrative Assistant. Meetings are announced to the public on this webpage. The public and Council member can view all meeting materials; agendas, presentations, minutes, from this site.

Colorado Parks and Wildlife/Wildlife Council email address:
A Wildlife Council email address was created in 2016-2017. Email address is wildlife.council@state.co.us The email address is listed on the above Council website as a point of contact for the public. The email address is monitored by the Staff Liaison and Administrative Assistant.

Annual Budget Retreat:
The Council conducted their annual budget retreat in April 2017. At the retreat, the Contractor (R&R Partners) presented their plan and proposed budget for the upcoming fiscal year. The Council discussed and approved their operating budget and set the Reserve for the next fiscal year. Details of these items are found in the Budget section of this report. In addition, the Council discussed the Colorado Parks and Wildlife Financial Sustainability bill and how it affects the Council’s future budget.

Bylaws:
The Bylaws were updated during the previous fiscal year (2016-2017). No updates were made this fiscal year.

Council Member Appointments:
Bob Hewson, East Slope Hunter Representative, term ended December 2016. Dan Gates was appointed as the new East Slope Hunter Representative as of January 2017.
Wildlife Council Media Based Public Information Campaign -
Hug a Hunter/Angler

2016-2017 Public Media Campaign Summary

In fiscal year 2016-2017, the council on-boarded R&R Partners as its new agency, tasked to facilitate its Hug a Hunter/Hug an Angler campaign and refresh the creative for two paid media campaigns in summer 2016 and spring 2017. This included the carry-over and execution of the “Frenemies” creative, a campaign focused on a “complicated” friendship between a hunter and mule deer, addressing how wildlife and sportsmen need one another in order to benefit the state of Colorado.

This paid media campaign developed by the council’s previous agency, Pilgrim, ran from July 18, 2016–August 12, 2016 on TV, digital, and radio. During fiscal year 2016-2017, the council produced two new TV commercials as part of its new creative campaign (Tubes) that aimed to visually demonstrate the direct impact that hunting and fishing licenses have on wildlife and wildlife management to effectively educate the council’s target audience: non-hunters and non-anglers. This paid media campaign ran from March 1, 2017–April 30, 2017.

The following summary describes activities, in two parts, to reflect the first half of the year’s accomplishments and the second half of the year’s creative campaign execution.

July 2016-January 2017

Television:

The council’s paid media objective was to implement statewide awareness via traditional and nontraditional paid media efforts, with television being a traditional component. The target audiences were non-anglers and non-hunters. Television ran in Colorado Springs, Grand Junction and Durango.

Commercials were focused around broadcast news to reach a consistent, live viewing audience.

R&R Partners advised the council to forego the traditional fall campaign, due to the 2016 presidential election, and instead invest in a strong spring campaign in 2017.

In fall 2016, development and filming took place for the council’s two new TV commercials to highlight its new creative campaign, Tubes, with intention of launching the new creative campaign and commercials in March 2017.

Digital and Social Media:

In summer 2016, Frenemies’ online banner ads were refreshed to drive website traffic to HugaHunter.com. These ads were only served to mobile users, with targets including outdoor enthusiasts (men and women) ages 25–54.

R&R Partners completed a social media strategy audit, highlighting areas of improvement (including content, messaging themes) for the council’s social media channels (Facebook/Instagram) to further educate and drive up engagement with its target audience of non-hunters and non-anglers on these specific channels.
Website:

R&R Partners completed an audit for the council’s website, HugaHunter.com, with recommendations geared toward a website refresh, including streamlining the campaign’s core messages, while also implementing visuals/icons to deliver content that was digestible and easy to understand. The audit also included content suggestions for a website redesign for fiscal year 2017-2018.

Radio:

One :10 radio spot ran on Colorado Public Radio (CPR).

Qualitative Focus Groups:

In September 2016, the council conducted six focus groups that centered on concept testing: testing your creative before it goes into creative production. Two concepts were tested during these focus groups (SpokesAnimals and Tubes). The individuals who participated in the focus groups were registered to vote in Colorado. The six groups consisted of:

1. General population (blend of hunters/anglers and non-hunters/non-anglers) (2 groups total)
2. Hunters/anglers (2 groups total)
3. Non-hunters/non-anglers (2 groups total)

Although not the target audience, hunters and anglers were included in the focus groups to ensure their support as advocates for the Wildlife Council.

Participants were selected to be diverse in gender, age, ethnicity, household income and beyond.

Ultimately, the focus group participants preferred Tubes. Highlights from the focus group research recommendations include:

- Tubes does a better job of communicating the benefits of hunting and fishing to all Colorado residents and forms the connection organically.
- Tubes should feature popular Colorado sites because they are more relatable and familiar to residents.
- Tubes should feature high-profile, high-traffic areas to extend reach to as many Colorado outdoor enthusiasts as possible.
- SpokesAnimals only shows benefits to two species (a lynx and a Shiras moose), which makes it more difficult for the general population and non-hunters/non-anglers to relate.

Quantitative Online Awareness Survey:

After conclusion of the Frenemies campaign in August 2016, R&R Partners implemented four weeks of “dark time” before executing the council’s annual quantitative online awareness survey to effectively gauge awareness of the campaign, support for hunting and fishing, and voting behavior. This full survey report is titled Colorado Wildlife Council, Wave 1 Tracking Research - Quantitative, November 2016. This survey would be the first wave (of two) that would be completed in fiscal year 2016-2017.
The quantitative online survey was conducted statewide with a total of 403 Colorado participants. Participants were recruited based on diversity in age, gender, ethnicity, congressional district, household income and beyond.

Key findings from the 2016 awareness survey are below:

- Most Colorado residents would not support a ballot initiative significantly restricting hunting and fishing.
- Residents who do not have hunting or fishing licenses tend to be less aware of how wildlife management in Colorado is funded, less supportive of hunting and fishing, and unsure of how hunting and fishing license fees benefit Colorado.
- Few are knowledgeable of the hunting and fishing regulations in Colorado.
- If given the choice, Colorado residents would most like to allocate hunting and fishing licenses fees to preserve habitat for wildlife.
- Hunters and anglers tend to recall hunting and fishing messaging more than non-hunters/non-anglers.
- Overall, Colorado residents are more supportive of fishing than hunting.

**Advertisement Recall**

- Only 1 in 4 respondents have heard or seen messaging regarding hunting and fishing in Colorado.
- Further, hunters and anglers are more likely to have heard or seen messaging than those without.
- Participants living in Denver are more likely to see messaging on social media sites (Facebook, Instagram) than those living in rural areas.
- Sixty-six percent of the participants recalled seeing messaging regarding hunting and fishing on television advertising.

**Impact of Advertisement**

- The majority of respondents believe that wildlife management is mostly funded by hunting and fishing license fees.
- About 3 in 4 respondents believe that hunting and fishing license fees benefit Colorado.
- Unaided, participants believe that wildlife management benefits most from hunting and fishing license fees.
- When asked how they would allocate money from license fees, participants are most likely to spend money on preserving habitat for wildlife. They also tend to allocate money to forest conservation and ensuring responsible hunting.

**Attitude Toward Hunting and Fishing**

- Overall, Coloradans are more likely to support fishing than hunting.
- Overall, hunters and anglers tend to show more support for hunting and fishing than those without a license.
• Congressional districts 3 through 7, which tend to be more rural, are more likely to support hunting than the urban congressional district 1.
• Interestingly, Generation X and Baby Boomers are more likely to support hunting than Millennials. It may be that they have lived in Colorado longer, and therefore have had more exposure to hunting and the benefits it provides the states.

Quantitative Awareness Online Survey Result Highlights, Wave 1, November 2016

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Support fishing</td>
<td>82%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Support hunting</td>
<td>72%</td>
<td>67%</td>
<td>60%</td>
</tr>
<tr>
<td>Said they would NOT support a ballot initiative that would restrict fishing</td>
<td>73%</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Said they would NOT support a ballot initiative that would restrict hunting</td>
<td>66%</td>
<td>63%</td>
<td>58%</td>
</tr>
<tr>
<td>Believe wildlife management is funded by fishing and hunting license fees</td>
<td>88%</td>
<td>64%</td>
<td>60%</td>
</tr>
</tbody>
</table>

*Note: Context in which questions were asked was not consistent in prior years.

February 2017–June 2017

In the second half of fiscal year 2016–2017, the Wildlife Council finalized two commercials for television for its Hug a Hunter/Hug an Angler spring paid media campaign. The spring paid media campaign was executed from March 1, 2017–April 30, 2017, which included television, digital and radio components. The spring campaign creative was based off of the favored concept from the September 2016 focus groups (Tubes).

Additionally, creative was built to support new campaign through various campaign channels, including digital, online radio, social media and web, to amplify the campaign and its core message: when someone buys a hunting or fishing license, they’re paying for more than just a piece of paper; they’re paying to protect our wildlife and restore our public lands.

Television:

The two commercials for television (one focusing on Hug a Hunter, one focusing on Hug an Angler) were running on a.m./p.m. news and prime access throughout the duration of the spring paid media campaign (with the exception of two weeks). The television spots were aired in Colorado Springs, Denver, Grand Junction and Durango.

Digital and Social Media:
To extend the campaign’s reach and to directly engage with the council’s core audience while collecting data on consumer habits, digital assets were built to support the campaign based on the campaign creative, including pre-roll video; rich media executions, which were made to be interactive (games, billboards); and custom content articles that touched on wildlife conservation and the benefits of hunting and fishing more in-depth.

The social media content and strategy complemented the new creative campaign with online videos, GIFs and Facebook photo carousels aimed to engage our target audience, while also increasing engagement on Facebook with shares, likes and comments. The social media strategy focused on alternative messaging to support the campaign, like how license fees support habitat, wildlife conservation, research and Colorado’s economy.

**Metrics:**
- In March 2017: Facebook acquired nearly 900 additional Likes.
- In April 2017: Facebook acquired nearly 3,645 additional Likes.

**Website:**
Digital paid media executions drove back to HugaHunter.com’s most educational page that focuses on the direct, positive impact that license fees have on wildlife, wildlife management and Colorado’s economy. Additionally, the commercials for television were placed on the top most frequented pages to drive up engagement.

**Metrics:**
- In March 2017, there were 30,151 website visits. This was almost nine times the amount of website visits in June 2016, the most visited month of 2016.
- In April 2017, there were 67,807 website visits. This was 20 times the amount of website visits in June 2016, the most visited month of 2016.

**Radio:**
The spring 2017 campaign utilized online radio (Pandora), running two :30 spots with campaign artwork accompanying the spots. One spot focused on a hunting-related message (Hug a Hunter), while the other focused on fishing (Hug an Angler).

**Quantitative Online Awareness Survey:**
After conclusion of the Tubes campaign, R&R Partners implemented four weeks of “dark time” before executing the council’s annual quantitative online awareness survey to effectively gauge awareness of the campaign, support for hunting and fishing, and voting behavior. This survey would be the second wave (of two) that would be completed in fiscal year 2016–2017 and will be presented to the Wildlife Council in August 2017.

To effectively compare survey results, the same survey method and questionnaire would be used as the first wave.

The quantitative online survey will be conducted in-house by R&R Partners. This survey will be conducted statewide with a total of 400 Colorado participants. Participants will be recruited based on diversity in age, gender, ethnicity, congressional district and household income.
2017-2018 Operations

2016-2017 Accomplishments

- Hired R&R Partners as the new Advertising/Marketing Contractor July 1, 2016
- Hug a Hunter/Angler Webpage Refresh
- Launch of new Hug a Hunter/Angler campaign, Tubes on March 1, 2017
- Sponsored closing Keynote Speaker, Tovar Cerulli at the Partners in the Outdoors Conference May 2017

Mission and Strategic Goals

The Wildlife Council Mission 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.

Wildlife Council Strategic Goals:

- Examine and utilize target audiences.
- Connect Wildlife Council education efforts to CPW Marketing efforts.
- Build and maintain partner advocates.
- Target hunters and anglers.
- Incorporate Wildlife Council messaging in public education.

To achieve this 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.

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 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, Terry Wickstrom radio show and provide materials and information at educational events as feasible.
- Outreach?
2017-2018 Contract Management

The Wildlife Council will retain R&R Partners on contract for fiscal year 2017-2018. The contractor will be responsible for the following work:

- Attend all Council meetings and conference calls.
- 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.
Annual Budget Review

- Staff Liaison and the Wildlife Council Treasurer will account for and manage the spending of $1,100,000 (spending authority fiscal year 2017-2018) 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.

2017-2018 Budget

The budget is based on projected fund revenue and the Council’s planned reserve. NOTE: The total spending authority for fiscal year 2017-2018 approved by legislature is $1,100,000. Planned expenditures are based on available funds (revenue + starting balance) minus the reserve.

- Projected Revenue $994,687
- Projected Starting Balance $483,100
- Reserve* $(400,000)
- Total Projected Available to Spend $1,077,787

*Reserve: The reserve amount is set by the Council at the Annual Budget Retreat. In 2017-2018 the Council will set aside $90,000 to build the target reserve from $310,000 to $400,000. 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 (*Fixed costs $25,000) $25,000
- R&R Partners Advertising Contract* $897,580
- Total Estimated Expenditures $922,580

Not to Exceed $1,100,000

*R&R Partners is allowed a 10% budget category fluctuation no to exceed $987,338. See final page of this document for details proposal.

____________________________________   ____________
Bob Broscheid                                  Date
CPW Director