



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

Referred to as Wildlife Council

2018-19
Operational Plan & Budget

Approved _____

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

Andy Neinas, Marketing Representative (Chair)
Tim Emery, East Slope Angler Representative (Vice-Chair)
Tony Gurzick, Colorado Parks and Wildlife Representative (Treasurer)
Tony Bohrer, Municipalities Representative
Tom Burke, West Slope Hunter Representative
Dan Gates, East Slope Hunter Representative
John Justman, Counties Representative
Bob Shettel, West Slope Angler 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 be 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 decisions 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. Meeting dates are posted on Hugahunter.com. 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 to be discussed. 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](http://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 members 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.

Hugahunter.com

The Hugahunter website is managed by the Staff Liaison with review and approval by a subcommittee made up of three Council members. Details of the website redesign can be found on page 7 of this document.

Annual Budget Retreat:

The Council conducted their annual budget retreat in April 2018. 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 fiscal year (2016-2017). No updates were made this fiscal year.

Council Member Appointments:

No Council Member terms ended during the fiscal year 16-17. John Justman's first term ended January 2018 and he has begun his second term with the Council. Tom Burke's final term will end October 2018. A new West Slope Hunter Representative will need to be appointed.

Wildlife Council Media Based Public Information Campaign - Hug a Hunter/Angler

Executive Summary

In fiscal year 2017–2018, the Wildlife Council continued its Hug a Hunter/Hug an Angler campaign with the “Tubes” campaign across multiple channels, including TV, digital media, social media and audio.

Media Campaigns: The Tubes campaign continued throughout fall 2017 and spring 2018 with two media flights and an ongoing social media effort. The council continued its media-based educational campaign to educate the general public about the benefits of wildlife, wildlife management, and hunting and fishing in Colorado. The council will continue to use the well-known Hug a Hunter/Hug an Angler campaign, while referring to the five-year campaign plan developed in fiscal year 2016–2017 as a road map in support of its mission.

Section I: Fiscal Year 2017–2018 Wildlife Council Report of Accomplishments

2017–2018 Public Media Campaign Summary

During this fiscal year, the council continued its media campaign with the creative from the past fiscal year, Tubes. The concept illustrates 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. The paid media campaigns ran from September 11, 2017 - November 17, 2017, and April 2, 2018 - June 10, 2018. The primary targets of the campaign were Colorado residents 18 and older, with secondary targets being new Colorado residents, and Colorado voters.

The following summary describes the fall and spring media campaigns (at the time of this report, the spring media campaign is still in progress).

Fall Media Campaign: September 11, 2017 - November 17, 2017

Media Budget: \$312,000

Television

Forty-five percent of the fall budget was placed on broadcast television. Two commercials (one focusing on Hug a Hunter, one focusing on Hug an Angler) ran on a.m./p.m. news and prime access for seven weeks throughout the duration of the fall paid media campaign. The spots aired in Colorado Springs, Denver, Grand Junction and Durango, and delivered more than 8.2 million impressions over the campaign. The campaign delivered over \$47,000 in over-delivery GRP value, in addition to receiving more than \$48,000 in added value bonus spots.

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 used again to support the campaign based on the campaign creative, including pre-roll video; rich media executions, and custom content articles that touched more in-depth on wildlife conservation and the benefits of hunting and fishing.

The social media content and strategy complemented the creative campaign with online videos and GIFs 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, such as how license fees support habitat, wildlife conservation, research and Colorado's economy.

Metrics:

- Facebook
 - The CWC Facebook page acquired over 470 new Likes throughout the campaign.
 - General targeted ads (CO A 18+) had the highest CTR with 3.31 percent.
- Connected TV ads were the top-performing video placement, with a video completion rate of 95 percent.
- Digital ads
 - The page-grabber, rich media unit had the highest engagement rate of the campaign at 16 percent.
 - "5 Majestic Animals in CO" was the top-performing native ad.
 - The fish and the elk display banners performed equally well.
- The campaign delivered \$37,255 in added value impressions.

Website

Digital paid media executions drove back to HugaHunter.com's "Benefits" page - the most educational page that focuses on the direct, positive impact that license fees have on wildlife, wildlife management and Colorado's economy.

Metrics:

- The share of mobile visits increased from 68 percent during the spring campaign to 85 percent during the fall campaign.
- The share of traffic from Facebook increased from 31.6 to 68.0 percent.
- During the fall campaign, there were 67,108 total visits to the website.
- Facebook was the largest source sending traffic to the website, with 67.2 percent of the traffic coming from this platform.

Radio

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

Metrics:

- Audio ads:
 - General targeting: 0.11%
 - New mover targeting: 0.07%
 - Adults 18–24 and 50 and older were responsible for the most clicks.
- Males and females were equally engaged, with a 0.09 percent overall CTR for both.

Website Redesign

R&R Partners worked with the council to develop and launch a new website for the council. The new site launched in early February 2018 after several months of working on the development of the website, adding in new pages and features to further help educate the public and support the council's mission. The new site's URL is the same – HugAHunter.com. R&R and the council have continued to update and optimize the site as needed, and will continue to do so in the future to continuously enhance the users' experience.

The website's new features include:

- The new home page features a bold, full-width marquee, buttons linking to articles and video content, consolidated navigation and a new carousel unit.
- A new interactive quiz, which tests the users' knowledge on the benefits of hunting and fishing.
- The animal species pages now include more animals, more research and an interactive map for each species.
- A new section on Wildlife Conservation
- New content on Protection of Native Species, Reintroduction of Endangered Species, and Population Management

Experiential Pieces

In partnership with R&R's creative team, the council developed and created two larger than life statues (an elk and a fish) and informational signs that go with them. These pieces are origami statues that look like an elk and a fish made out of a dollar bill that ties into the Tubes creative campaign. These pieces were an investment to build the HAH and HAA brand outside of the traditional media assets. The elk and fish can travel to events and can be placed with long-term partners across the state. The elk was unveiled in September at CPW's Outdoor Adventure, and the Fish will be unveiled Memorial Day Weekend at the Boulder Creek Festival that has over 400,000 people in attendance.

Qualitative Intercepts

In October 2017, R&R Partner's research team conducted a qualitative intercepts study. This research supplements the quantitative survey, and provides a deeper understanding of the target audience by uncovering their attitudes, perceptions and opinions. The exploratory nature of in-person interviews allows the researcher to go beyond the "what" and uncover

the “why” through detailed, one-on-one conversations. The intercepts were conducted with 37 residents of the Denver metro area. All participants were registered voters in Colorado, and did not have a hunting or fishing license.

Key Findings – Hunting & Fishing:

- Consistent with prior research, hunting is often associated with violence while fishing is associated with relaxation.
- Urbanites are more accepting of hunting for subsistence than they are of hunting for sport.
- While views on the practice of hunting and fishing are mixed, most are positive toward hunters and anglers as people.

Key Findings – Information Source:

- Urbanite perceptions of hunting are influenced by events in other states and even other countries.
- Urbanites are not aware of specific hunting and fishing government websites. Instead, they’ll conduct a general Google search and rely on the top search results to gather information.
- Recall of any hunting and fishing messaging is fairly low. However, those who recall the Hug-A-Hunter campaign remember the specific messaging.

Key Findings – Restrictions:

- Urbanites are hesitant to make a decision on a ballot initiative without details and reasoning for restrictions.
- When deciding on whether to restrict hunting and fishing, urbanites are mostly concerned about the environmental impact.
- Those who are the most passionate - either for or against hunting - default to their initial gut reactions on restrictions.

Strategic Considerations:

- Focus on current regulations and what licensing fees have done so far.
- Cast hunting and fishing in a non-violent light.
- Respond quickly to irresponsible hunting and fishing news stories.
- Create and promote shareable social media content for Hug-A-Hunter.

Quantitative Online Awareness Survey

After the conclusion of the fall 2017 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 was the third wave of the survey that R&R Partners completed.

This survey was conducted statewide, with a total of 400 Colorado participants. Participants were recruited based on diversity in age, gender, ethnicity, congressional district and household income.

Executive Summary

Overall, Wave 3 (W3) is fairly consistent with previous waves. About 6 in 10 Coloradoans say they support hunting, and about 8 in 10 say they support fishing. While fewer recall general hunting/fishing messaging, the number of people who recall Hug-a-Hunter and Hug-an-Angler has remained constant.

It appears that the campaign's core message is resonating among those who have seen it. Coloradoans in W3 are more knowledgeable of the benefits of license fees, including the benefits to the state and wildlife management.

Non-hunters and non-anglers are still a bit negative toward hunting and fishing. In general, they tend to live in urban areas, and do not see the direct effects of how license fees impact their lives - which translates to more empathy toward animals.

They care deeply about wildlife, and place great value in preserving habitat and protecting native species; however, some still do not connect hunting and fishing to these important items. Making the connection between hunting/fishing, and how it actually benefits the animals they empathize with, will be critical moving forward, as this will be a key group to persuade.

Further, few Coloradoans are knowledgeable on hunting and fishing regulations, and even fewer say they are satisfied with them. In spite of this, the number of Coloradoans who would support a ballot initiative to further restrict hunting or fishing has slightly decreased. Keeping in mind the increase in Colorado's population, and deep divisions within the current political climate - this is an encouraging sign.

R&R Partners identified three personas during this survey: the *Activists*, the *In the Wind*, and the *Hunting Buddies*. The *In the Wind* group, and those who have recently moved to Colorado, are recommended to be the primary target audiences moving forward. These groups are not politically active; however, they are voters. They also are not as informed on these specific issues, which presents an opportunity for more educational messaging focused on positively swaying their support.

Spring Media Campaign: April 2, 2018 - June 10, 2018

Media Budget: \$308,000

The spring 2018 campaign is currently in progress as this report is being finalized, so the final metrics and summary of the campaign are not available yet. The campaign is running the Tubes creative and assets that were run in the fall campaign in addition to the following new assets:

- Two (2) new Undertone rich media units
- Two (2) new articles
- Two (2) new videos to be run on Instagram as well as Facebook

The spring campaign includes TV, audio, digital media and social media. The primary target is Colorado residents 18 or older, with secondary audiences of new residents to Colorado, voters 18 or older, and outdoor enthusiasts. R&R Partners is also testing the new *In the Wind* audience in their social media campaign to gather more insights about them and their responsiveness to the current Tubes campaign.

Operations

2017-18 Accomplishments

- Completed Year 2 with R&R Partners as the Advertising/Marketing Contractor.
- Hug a Hunter/Angler Webpage Redesign
- Attended with the elk statue at the CPW Outdoor Adventure Expo, International Sportsmen Expo, Sportsmen Day at the Capital.
- Sponsored closing Keynote Speaker at the Partners in the Outdoors Conference May 2018

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 2018-2019 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.
- Take advantage of outreach and awareness opportunities (e.g. Partners in the Outdoors Conference, ISE and Outdoor Adventure Expo, etc)

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, Blog, new IPAWs system, Terry Wickstrom radio show.

2018-2019 Contract Management

The Wildlife Council will retain R&R Partners on contract for fiscal year 2018-2019. 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 2018-2019) 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.

2018-2019 Budget

The budget is based on projected fund revenue and the Council’s planned reserve. NOTE: The total spending authority for fiscal year 2018-2019 approved by legislature is \$1,100,000. Planned expenditures are based on available funds (revenue + starting balance) minus the reserve.

• Projected Revenue	\$	_____
• Projected Starting Balance	\$	_____
• Reserve*	\$	<u>(400,000)</u>
• Total Projected Available to Spend	\$	_____

**Reserve: The reserve amount is set by the Council at the Annual Budget Retreat. In 2018-2019 the Council will make no additions to its reserve and will maintain the balance at \$400,000. The reserve is set aside for immediate response needs.*

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

• Operations Expense	\$	35,000
• R&R Partners Advertising Contract*	\$	<u>1,000,000</u>
• Total Estimated Expenditures	\$	1,035,000
	Not to Exceed	\$ 1,100,000

*R&R Partners is allowed a 10% budget category fluctuation. See final page of this document for details proposal.

Bob Broscheid
CPW Director

Date



BASIC COMPENSATION	Description	HOURS*	FEES	EXPENSES	TOTAL
	1 Strategic Consultation, Brand & Project Management	884	\$110,500	\$0	\$110,500
	2 Creative Development	80	\$10,000	\$0	\$10,000
	3 Media Planning & Buying	52	\$6,500	\$0	\$6,500
	4 Social Media Strategy & Community Management	156	\$19,500	\$0	\$19,500
	5 Website Maintenance	60	\$7,500	\$300	\$7,800
	6 Community Partnership Building	24	\$3,000	\$0	\$3,000
	7 Campaign Reporting/Analytics & Strategy	72	\$9,000	\$0	\$9,000
	8 Travel Expenses	0	\$0	\$10,030	\$10,030
	SUBTOTAL:	1,328	\$166,000	\$10,330	\$176,330
	Basic Compensation Rate (Monthly Fee)				\$14,694.17
CREATIVE PRODUCTION	Description	HOURS	FEES	EXPENSES	TOTAL
	9 Creative Assets; TV, digital, social, radio, etc.	500	\$62,500	\$87,000	\$149,500
	SUBTOTAL:	500	\$62,500	\$87,000	\$149,500
RESEARCH & PLANNING	Description	HOURS	FEES	EXPENSES	TOTAL
	10 Quantitative Online Survey	75	\$9,375	\$5,170	\$14,545
	11 Qualitative Concept Testing	120	\$15,000	\$25,500	\$40,500
	SUBTOTAL:	195	\$24,375	\$30,670	\$55,045
MEDIA PLACEMENTS	Description	HOURS	FEES	EXPENSES	TOTAL
	12 Working Media Placements, Campaign Planning & Buying	233	\$29,125	\$590,000	\$619,125
	SUBTOTAL:	233	\$29,125	\$590,000	\$619,125
	GRAND TOTAL**:	2,256	\$282,000	\$718,000	\$1,000,000

ASSUMPTIONS

*All hours have been calculated at an hourly blended rate of \$125.

**This is a projected budget and is subject to change but will not exceed the approved budget total.

- Ongoing brand and project management for entire fiscal year. Strategic Consultation is intended to be fulfilled by a sub-contractor; sub-contractor will be presented to client for approval.
- Creative development of assets outside of campaign materials.
- Media strategy, buying, planning, ongoing management and invoice reconciliation.
- Social media strategy & ongoing community management for up to two channels.
- Routine website maintenance and standard Google Analytics reporting. One year website hosting fee.
- Community partnerships effort including relationship mapping and meetings.
- Paid media campaign reporting & analytics.
- Travel expenses.
- Production of campaign creative assets; TV, digital, social, video, radio, etc.
- Quantitative annual education and awareness tracking online survey (one wave). Statewide sample of 800 Colorado voters.
- Qualitative concept testing; in-person focus groups.
- NET media expenses 2018-2019 & time for planning and buying campaign.