



Conference Call Minutes  
March 11, 2019 ~ 9:00 a.m. - 10:30 a.m.  
Colorado Parks & Wildlife  
6060 Broadway, Denver, CO 80216

Members Present: Bohrer, Brown, Emery, Gates, Gurzick, Melcher, Neinas, and Shettel

Members Absent: Justman

Also in Attendance: *CPW:* Jennifer Anderson (Council Liaison), Gary Thorson (Assistant Director), Ginny Sednek (Council Secretary); *R&R Partners:* Jacqueline Meason (Account Director), Amanda Bergman (Brand Manager), Mandy Walsh (Research), Katie Fischer (Media), Paul Smith (Research); and *Group Fulcrum:* Sean Tonner.

Sportsman's Day at the Capitol - Gates

Gates informed the Council about the Sportsman's Day at the Capitol on Thursday April 18<sup>th</sup> from 11:30 am - 1 pm. Gates and Gurzick will attend, Emery showed interest. Gates will coordinate with Andy Treharne and will have more details at the budget retreat.

R&R Partners Presentation

Revisit Research Findings

- ❖ The In the Wild (ITW) audience could be about 19% of CO's voting population. This audience was selected because they are neutral regarding hunting/fishing (H/F) and would be receptive to our message. The quantitative research questionnaire showed a 30% increase in support of H/F with the follow-up questions (this increase is very encouraging!). The 5% that was lost could be due to surveyors responding as neutral, but already had an opinion about H/F. The Council needs to remember that ITW is our audience who we are targeting and building the creative for. This audience is hesitant and skeptical and R&R will bring creative concepts that associate our message with CPW (a trusted un-biased source). Concepts approved by the Council will also have approval from CPW regarding the partnership. Additionally, the website is changing from HAH.com to HAH.org to further promote being a neutral trusted source.
- ❖ Communication Guidance Points:
  - The campaign is for the neutral audience (ITW).
  - Humanizing hunters should not be the main objective.
  - Humanize benefits of H/F.
    - Show real people (small businesses) talk about the benefits of H/F.
  - Give people who don't hunt/fish permission to support H/F by showing them the benefits which allow them to enjoy their CO lifestyle.
    - Accept that many of them don't hunt, but enjoy the benefits provided by H/F.
  - Should be demographically diverse and have an inclusive message.
  - ITW is looking for something authentic. important to talk to them, not down to them.
- ❖ ITW is also receptive to messaging from opposing sides. Important to lay the foundation and foster knowledge and respect.
- ❖ R&R reviewed their manifesto which uses effective elements from the research to find a common value and emotional connection.

Council Discussion

The Council thought the manifesto was a good distillation and like the direction it is going in. They would like for the portion about hunting to be reworded because it is misleading and includes

negative language. R&R explained that the wording was used because it addresses concerns heard from the audience and wanted to spark this conversation. The Council would like for these misperceptions (trophy hunting, etc.) to be addressed in another, more careful, manner.

### Education Rebranding Campaign Examples

- ❖ Important to keep in mind who your audience is and that our goal is to educate.
- ❖ Educational campaigns can change their message, tagline, or name and can still be successful as long as they meet the needs of the target audience. Examples:
  - **Partnership for Drug-Free Kids**
    - Used hard hitting images (“This is your brain on drugs..”) and partnered with celebrities, but after a 20 year run the campaign needed to be refreshed.
    - Wanted to shift away from original images and realized that younger kids are involved in social media. Therefore, they wanted to meet the changing demographics and audience.
  - **National Highway Traffic and Safety Administration**
    - Through research, the tagline ‘Friends don’t let friends drive drunk’, was found to have misperceptions and they changed their tagline to ‘Buzzed driving is drunk driving’.
  - **D.A.R.E. Program**
    - After 30 years they found their tagline was ineffective (through research) and the program shifted to new curriculum to establish ‘Keepin’ it REAL’ which focuses on scenario based programs and is now seeing success.
  - **Milk Processor Education Program (Milk PEP)**
    - ‘Milk: It Does a Body Good’ – Healthy bones and brawny muscled didn’t really drive sales.
    - ‘Got Milk?’ – Created after focus group research and was very successful as a national campaign, but still saw milk sales decline.
    - ‘Milk Life’ – Speaks to the benefits of milk to the target audience.
- ❖ Campaigns can change for the better.
- ❖ State campaigns have a shorter shelf life. In the past, some national campaigns could run for 20 years, but that is due to the limited media channels (TV, radio, and billboards). In this day and age, we are working in changing media environment with many diverse channels.

### Detailed Timeline Review

- ❖ At the budget retreat the Council will need to approve two creative concepts to test in focus groups (expected 4/22-23). R&R will be making more polished animatic videos for testing and will have a committee approve the questionnaire. R&R will have a recommendation for the Council at the May 1<sup>st</sup> conference call, leaving May and June to create the new campaign.

### Spring Media Update

- ❖ With a smaller media budget R&R took a different approach and targeted shows ITW watches.
  - Broadcast TV: Sports (Avalanche, Nuggets, March Madness, and Soccer) and Primetime (Shark Tank, Modern Family, Survivor, Saturday Night Live, The Voice, This is Us).
- ❖ On Social, R&R is conducting testing to figure out what our best placements and ‘calls to action’ are. Overall, everything is doing well and Facebook Newsfeed is a top performer.

### Action Items and Next Steps

- ❖ Select committee for focus group screener and guide (finalize by April)
- ❖ Confirm FY19/20 budget for planning – will work with Anderson

### **Council Discussion**

Even though the Council’s spending authority has increased to \$2.2 million, we may not bring in this amount. The Council needs to figure out the budget amount for R&R to plan for next fiscal year.

The Council would like to see two versions of the budget, including additional media and research. Anderson will check in with DNR purchasing regarding increasing budget amounts.

The Council has limited swag for the Partners Conference. What would the Council like to move forward with? The recommendation was to buy a small amount of stickers.

Gurzick had a conversation with the Maryland Division of Wildlife, who were interested in Hug a Hunter, and stated that there may be a fee.

Gates will be attending a workshop in Washington D.C. on how to debate and communicate effectively about hunting. He is seeking Council support and assistance with travel. Overall the Council agrees that this would be an event they could support. Gates will send Gurzick the cost breakdown for travel so he can look into an out of state travel request (through CPW and DNR) and will send additional information to Sednek to be forwarded to the Council. Chairperson Neinas requested to add this to the budget retreat agenda as an action item. Thorson stated that Lauren Truitt (CPW) will also be attending this event.

**Motion:** To adjourn Conference Call - Gurzick  
2<sup>nd</sup> - Shettel

<u>2019 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
April - Budget Retreat Glenwood Spgs.	Mon/Tues 4/1-4/2	-
May - Call	-	Wednesday 5/1
June - Denver	Wednesday 6/5	-
July - Call	-	Wednesday 7/10
August - Denver	Wednesday 8/7	-
September - Call	-	Wednesday 9/11
October - Denver	Wednesday 10/2	-
November - Call	-	Wednesday 11/ 6
December - Denver	Wednesday 12/4	-