

Colorado Wildlife Council

August Meeting
2021



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Date Issued:

August 2021

Agenda

- 01 **Creative Presentation**
- 02 **Channel Strategy**
- 03 **Paid Media Reco**
- 04 **Earned Media Highlights**
- 05 **Subcommittee Expectations**
- 06 **Council Member Spotlights**
- 07 **Action Items**

Creative Presentation

Video Scripts, Origami Statues

This is the Wild Life



Season Four

People in Colorado live for the outdoors. Their wild life is our wildlife and vice versa. We live the **Wild Life** together.

Continuing the success from our **This is the Wild Life** campaign, we will further educate our **In the Wind** audience on the benefits of hunting and angling.

We plan to continue highlighting wildlife conservation stories.



This is the Wild Life

Videos

The Wild Life — Coexist :30 Broadcast

SFX: Folk rock music

Open on a pan of beautiful Colorado scenery. Cut to animals like bighorn sheep and fish under the water.

VO: **There's wildlife in Colorado,**

Cut to people hiking, rock climbing and canoeing.

VO: **and then there's wild life.**

Cut to our spokesperson, Sam, sitting in an aluminum fishing boat with a CPW officer.

SAM: **And the two can coexist, but not always at the same time.**

We cut to Sam sitting on under a State Wildlife Area sign.

SAM: **State Wildlife Areas like this are funded by fishing and hunting license fees to conserve vital habitat for animals.**

We cut to Sam sitting in front of a tent. People hike past him and wave.

SAM: **And this habitat can be closed when wildlife are nurturing their young, or reproducing.**

We see young animals and elk and walking through the forest. We hear elk bugle.

SAM: **Afterall, you wouldn't want strangers hiking through your bedroom, would you?**

Sam winks and backs into the tent.

SAM: **Welcome to the Colorado Wild Life.**

Cut to a hunter hiking in the wilderness.

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



The Wild Life — The Call :30 Broadcast

SFX: Folk rock music

Open on a pan of beautiful Colorado scenery. Cut to animals like bighorn sheep and fish under the water.

VO: This is the Colorado wildlife.

Cut to people hiking, rock climbing and canoeing.

VO: And this, is the Colorado Wild Life.

We cut to Sam sitting on the tailgate of an old truck in front of a State Wildlife Area sign.

SAM: And this is a State Wildlife Area. Land set aside to conserve vital habitats for – wildlife.

A guy gets out of a truck and start putting on a backpack.

SAM: It's paid for by State Wildlife Area passes and license fees from hunting and fishing, where people can enjoy a variety of wildlife activities.*

The guy pulls out his phone and initiates a video call. The screen goes into two halves. We see his friend's face in the other.

GIRL: I'm here. Where are you?

The guy puts down the phone.

SAM: And there are more than 350 of them.

GUY: Did it again. Back in the truck.

We cut back to the split screen. His friend is shaking their head with a smile. They talk in unison.

BOTH: Welcome to the Colorado Wild Life.

Cut to a hunter hiking in the wilderness.

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



The Wild Life — Hibernation :30 Broadcast

SFX: Folk rock music

Open on a pan of beautiful Colorado scenery. Cut to animals like lynx and fish under the water.

VO: **There's wildlife in Colorado,**

Cut to people hiking, rock climbing and canoeing.

VO: **and then there's wild life.**

We cut to Sam standing in a river, holding his mug. We pull back to see him standing with an angler who is fly fishing.

SAM: **Colorado is home to 350 beautiful State Wildlife Areas. All paid for by hunting and fishing license fees and State Wildlife Area Passes, not taxes.**

We cut to Sam sitting on a log, trees in the background.

SAM: **Wildlife Areas like this that conserve critical habitat for animals.**

We cut to a female CPW biologist who is looking outward through binoculars.

BIOLOGIST: **He's conserving his energy. No, him.** (she motions back with one arm)

We cut wide and realize they're in their camping area and she is talking about their friend who has fallen sleep, not wildlife. Their friend is snoring in a chair.

SAM: **It looks like hibernation came early.**

Sam puts a blanket on him.

SAM: **Welcome to the Colorado Wild Life.**

Cut to a hunter hiking in the wilderness.

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



The Wild Life – Lynx – Fridays :15 Social

SFX: *Folk rock music*

Open on Sam and a biologist. The biologist is installing a trail camera in the trees.

SAM: **Once extinct from Colorado, the lynx was reintroduced in the '90s.**

We see footage of the lynx. And then hear its call.

SAM: **They're out there, but are known for being hard to find.**

Biologist in the background gives him a look like – you going to just sit there?

SAM: **Like me in the office on Fridays.**

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo.
In partnership with Colorado Parks and Wildlife.



The Wild Life — Lynx — '90s Comeback :15 Social

SFX: *Folk rock music*

We see Sam sitting on a log in the trees wearing an oversized flannel shirt.

SAM: **Today, the lynx is thriving in Colorado thanks to biologists.**

We see footage of the lynx.

SAM: **Once thought extinct, they were reintroduced in the '90s.**

Sam reaches down and picks up his old guitar, covered with stickers.

SAM: **Just like grunge.** (Looks at and strums guitar)
I call this one, Smells Like Lynx Spirit.

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



The Wild Life — Moose :15 Social

SFX: Folk rock music

Open on Sam sitting or standing in a stream.

SAM: **After years as a rare species, Colorado now boasts one of the fastest growing populations of moose in the lower 48 states.**

We cut to a moose in the water.

SAM: (he holds his arms out wide)
And weighing over a thousand pounds, you could say they've grown – quite well.

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with Colorado Parks and Wildlife.



The Wild Life — GOAT :15 Social

SFX: Folk rock music

We open on Sam sitting on a rock, high in the wilderness. Nothing but sky behind him.

SAM: **Who's the original GOAT?
The mountain goat, of course.**

We cut to mountain goats jumping on rocks.

SAM: **They've been thriving in Colorado since 1947 thanks
to license fees from hunting and fishing.**

Cut to close-up of Sam.

SAM: **Welcome to the Colorado Wild Life.**

CARD: Wildlife Council logo. In partnership with
Colorado Parks and Wildlife.



In the Field

Sportsperson Spotlight

Long-form Video

The Wild Life — In the Field — Sportsperson Spotlight

Long-form Video

We learn about hunting from the hunters' perspective. Their passion not just for hunting, but for the wildlife and the outdoors. Throughout the story, we can dispel some myths or misunderstandings about hunting and wildlife. Our spokesperson, Sam, is there to ask questions and bring out the best from our hunter. He adds a little Sam humor to keep things entertaining and lighthearted. We also interview biologists and wildlife officers to introduce the science, but also to add credibility. We use B-roll to fill in the story.

CHAPTERS:

- Why I hunt
- Helping other species
- The science of wildlife management
- The funding
- Leaving Colorado better (closing, legacy)



Example Story:
Page 1

SFX: Folk rock music

Open on Sam and our hunter, Jason, sitting around a campfire at night.

SAM: I hear we're getting up early tomorrow.

JASON: Tomorrow is the opening day of the elk hunting season.

SAM: Early, like before even the barista gets up? (raising his cup)

JASON: The what?

SAM: So why do you, personally, hunt?

JASON: First and foremost, for the meat. Last year, my family supplemented our meals with the elk I harvested not far from here. This stew we're eating is the last of it. But second, to me, hunting helps keep the species going. I know it sounds odd, but hunting helps add animals. Today, Colorado has the world's largest elk population. That's directly from the fees from hunting and fishing licenses and good herd management.

We see and hear an alarm clock. We follow our hunter Jason getting ready to go out. He could be in a tent or trailer. He gets into his truck, startled to see Sam sitting there already.

SAM: Damn, it's early.

We hear Jason talking about his life, and how he started hunting. He might talk about growing up and how his family didn't hunt. Maybe we see old photos of him as a kid playing basketball, doing everyday kid stuff.



Page 2

They walk into the trees to hunt before the sun comes up. We hear him bugle in a bull elk. We hear elk all around calling back.

SAM: **You calling me?**

As Jason hunts, we see Sam sitting like usual. Wherever this guy goes, Sam is mysteriously there to ask questions.

JASON: **Now this is the Wild Life.**

SAM: **So, Jason, hunting's part of your lifestyle.**

JASON: **It's part of my lifestyle, but it's not everyone's. I get that. But it's less about the hunting lifestyle, and more about being in the great outdoors, and knowing that I'm helping all of Colorado's animals, even if we are only hunting elk.**

As they walk through the forest, Jason talks about how they don't run around and terrorize animals. That animals' instinct is to move from anything that's not the same as them.

We see Jason doing good deeds like picking up trash, such as an old soda can, and closing a gate behind him. We see him pick up a shed antler and talk about how they shed every year.

JASON: **Those large chandeliers you see hotels and houses, they are shed antlers, not from hunting.**



Page 3

Jason arrives at his truck where Sam is sitting on the tailgate. A wildlife officer walks up and Jason shows him his license. They have a good rapport.

We interview the officer.

The officer adds important facts and his side of the story. He adds more credibility.

He talks about hunting helping all of Colorado's species.

He informs us that the bottom line is that taxpayers don't pay to reintroduce elk, or moose or boreal toads. It's hunters and anglers and their license fees that do that. We see footage of non-game animals.

CLOSING:

Jason standing in the trees with Sam.

JASON: **At the end of the day, if I'm going to leave a legacy, it's that I didn't leave a trace on the land. That I left it a better place than I found it so my kids can enjoy it, and their kids can too. That I've helped perpetuate 960 different species, I've helped make Colorado a better place.**

We cut to B-roll and photos of Jason's kids playing outdoors.

JASON: **Welcome.**

OFFICER: **Welcome.**

SAM: **Welcome, to the Colorado Wild Life.**



Origami Statues

Elk and Fish Updates

CWC
Origami Statues



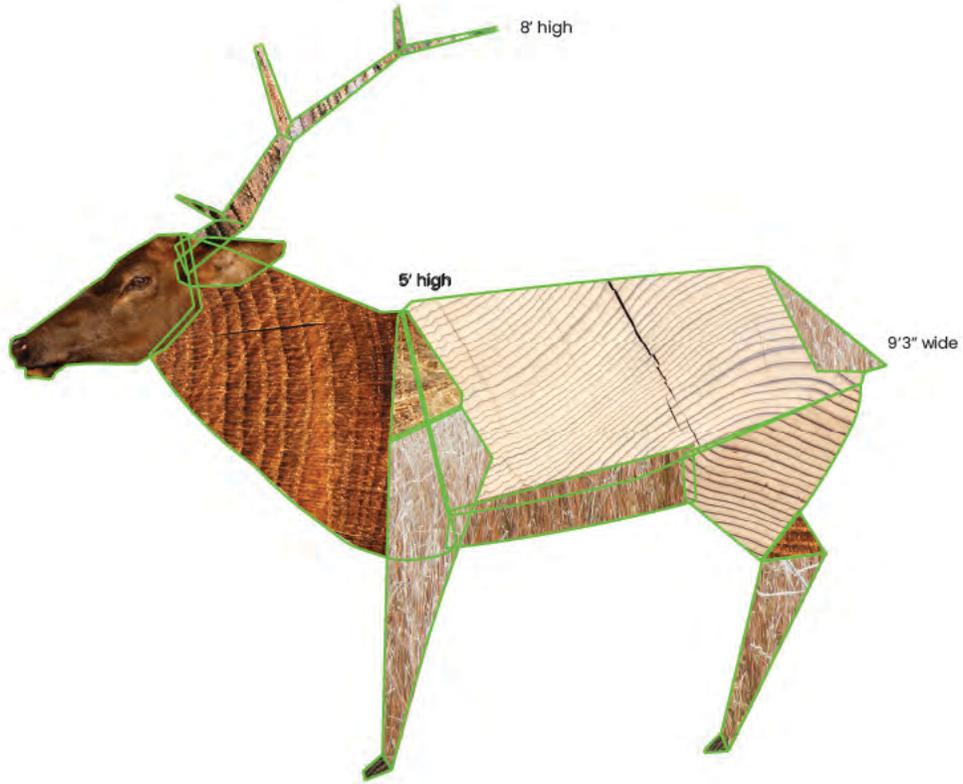
Original
Concept



CWC
Origami Statues



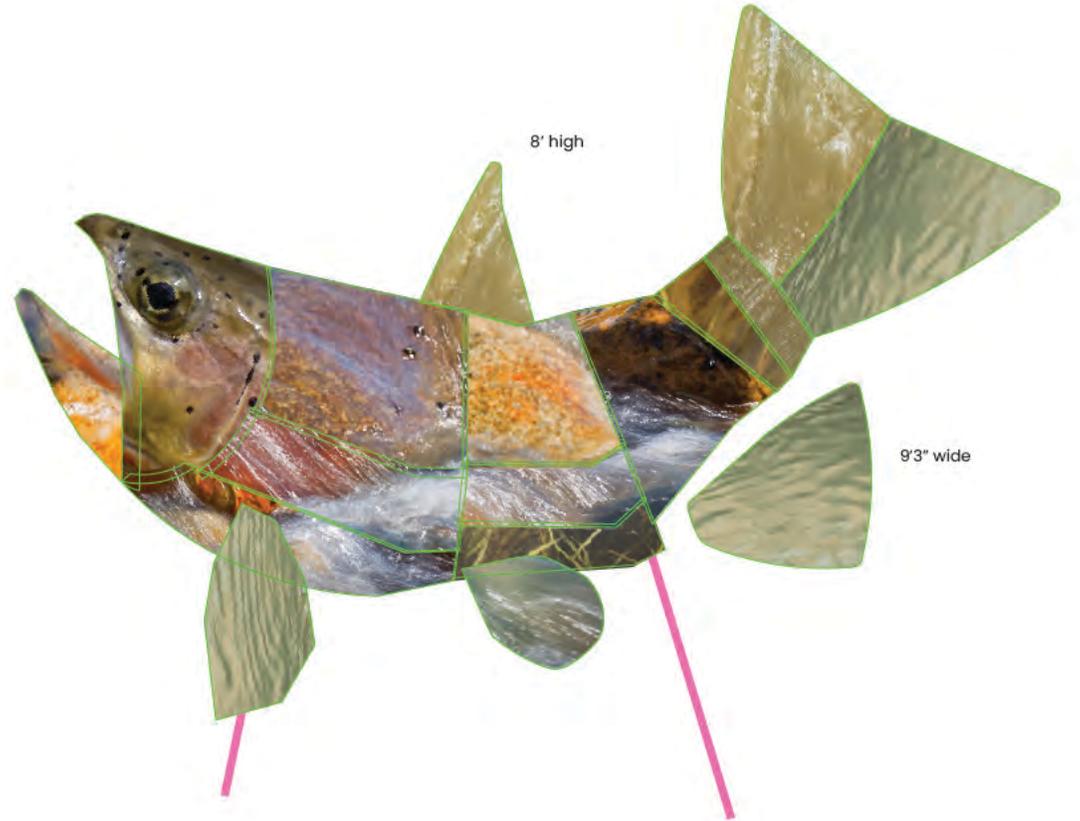
6' high



8' high

5' high

9'3" wide



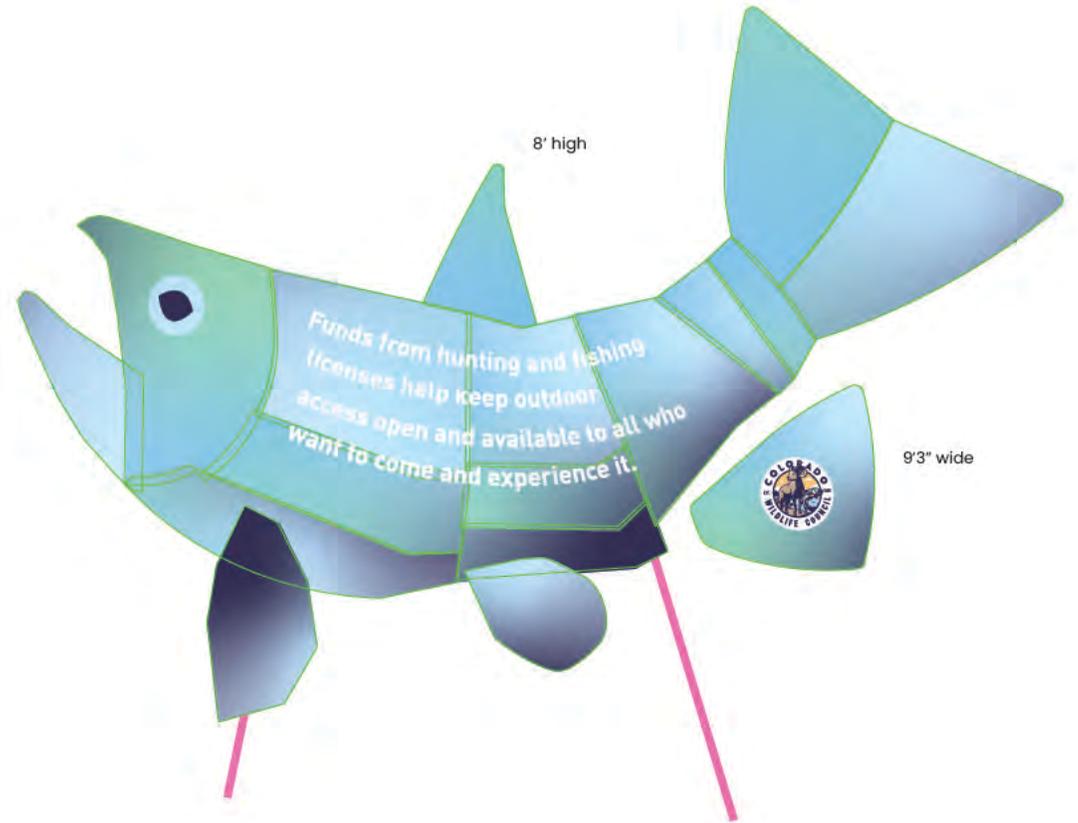
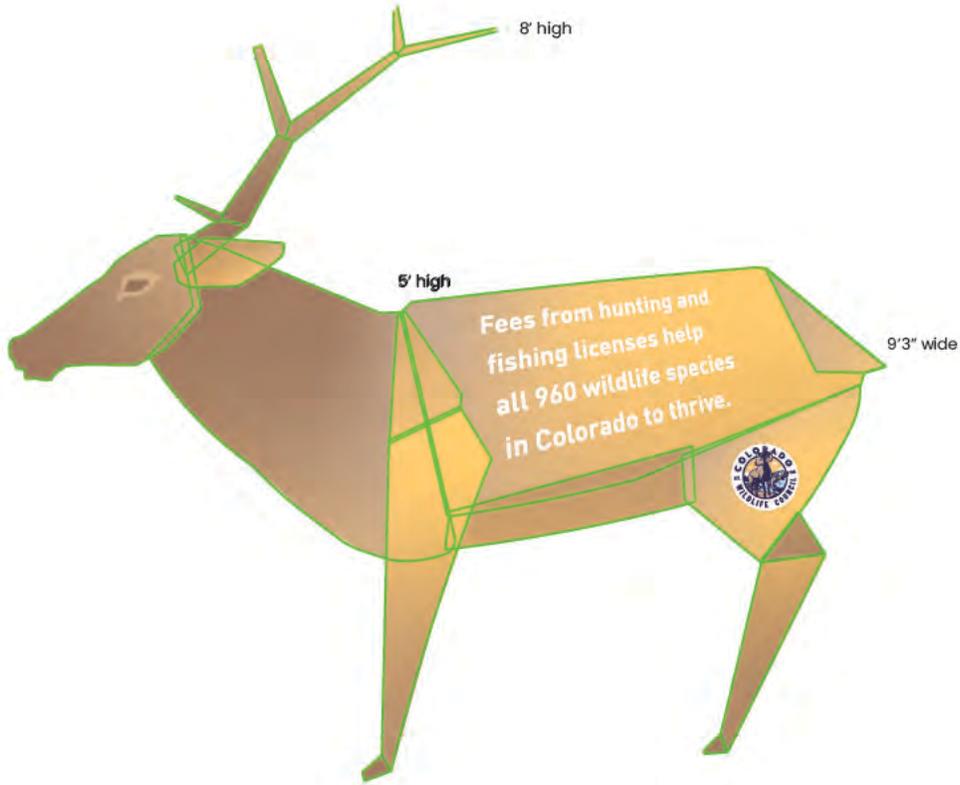
8' high

9'3" wide

New
Concept

Natural textures and images.

CWC
Origami Statues



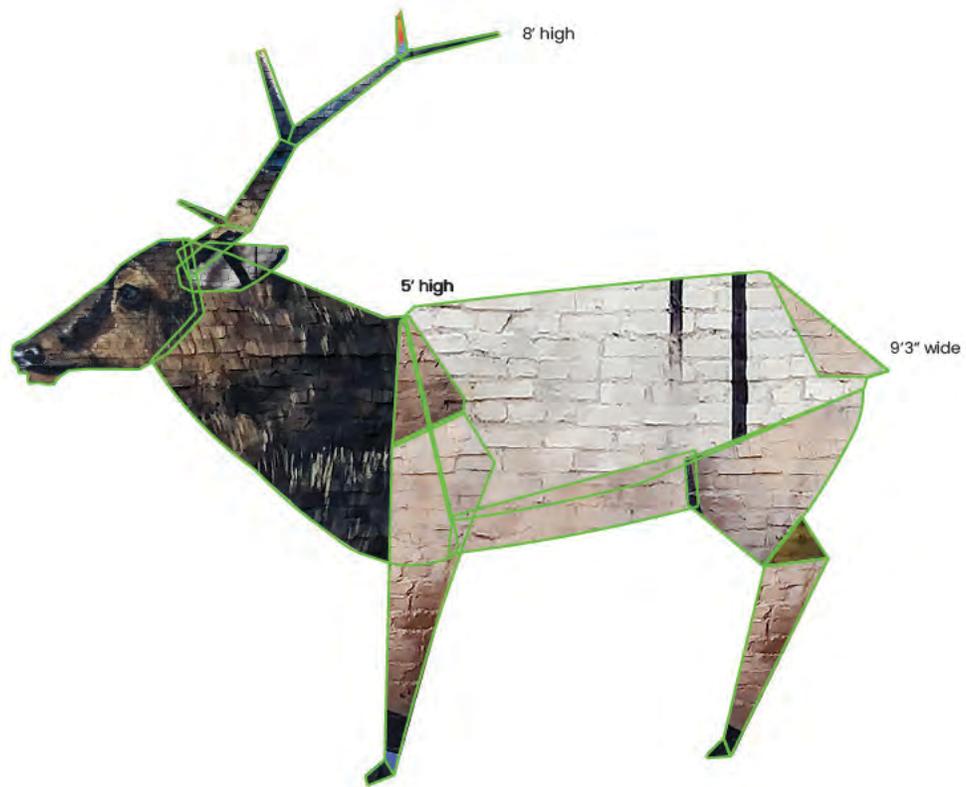
New
Concept

Simple colors with a fact.

CWC
Origami Statues



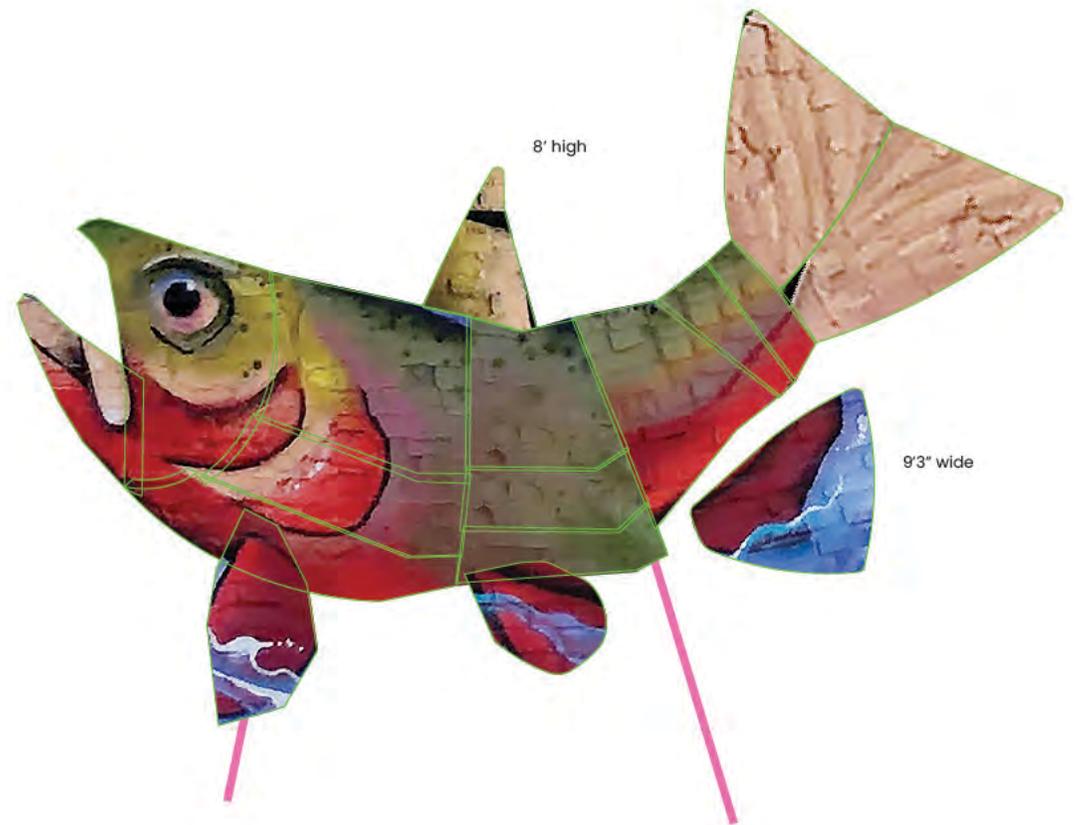
6' high



8' high

5' high

9'3" wide



8' high

9'3" wide

New
Concept

Painted by mural artist AJ Davis.

Channel Strategy

Updates

Audience Insights

Primary Media Audiences



In The Wind

- 18- to 34-year-olds
- Non-hunting and non-fishing
- Tends to lean left politically
- Often interested in the outdoors



Stakeholder/Advocate

- Hunters and anglers
- Followers of the CWC social pages

Media Consumption Behaviors

Media Quintiles

Media Quintiles

Internet
 Digital Video Display
 TV
 Radio
 OOH
 Mall Media
 Newspaper

In The Wind Stakeholder

In The Wind	Stakeholder
Heavy (140+)	Heavy (140+)
Heavy (140+)	Heavy (140+)
Moderate (85-139)	Moderate (85-139)
Moderate (85-139)	Light (<84)
Heavy (140+)	Heavy (140+)
Moderate (85-139)	Moderate (85-139)
Light (<84)	Light (<84)

Heavy (140+)
 Moderate (85-139)
 Light (<84)

Platform Specifics

Facebook
 Hulu
 iHeart Radio
 Instagram
 Pandora
 Pinterest
 Search
 Sling TV
 Snapchat
 Spotify
 TikTok
 TuneIn
 Twitter
 YouTube

In The Wind Stakeholder

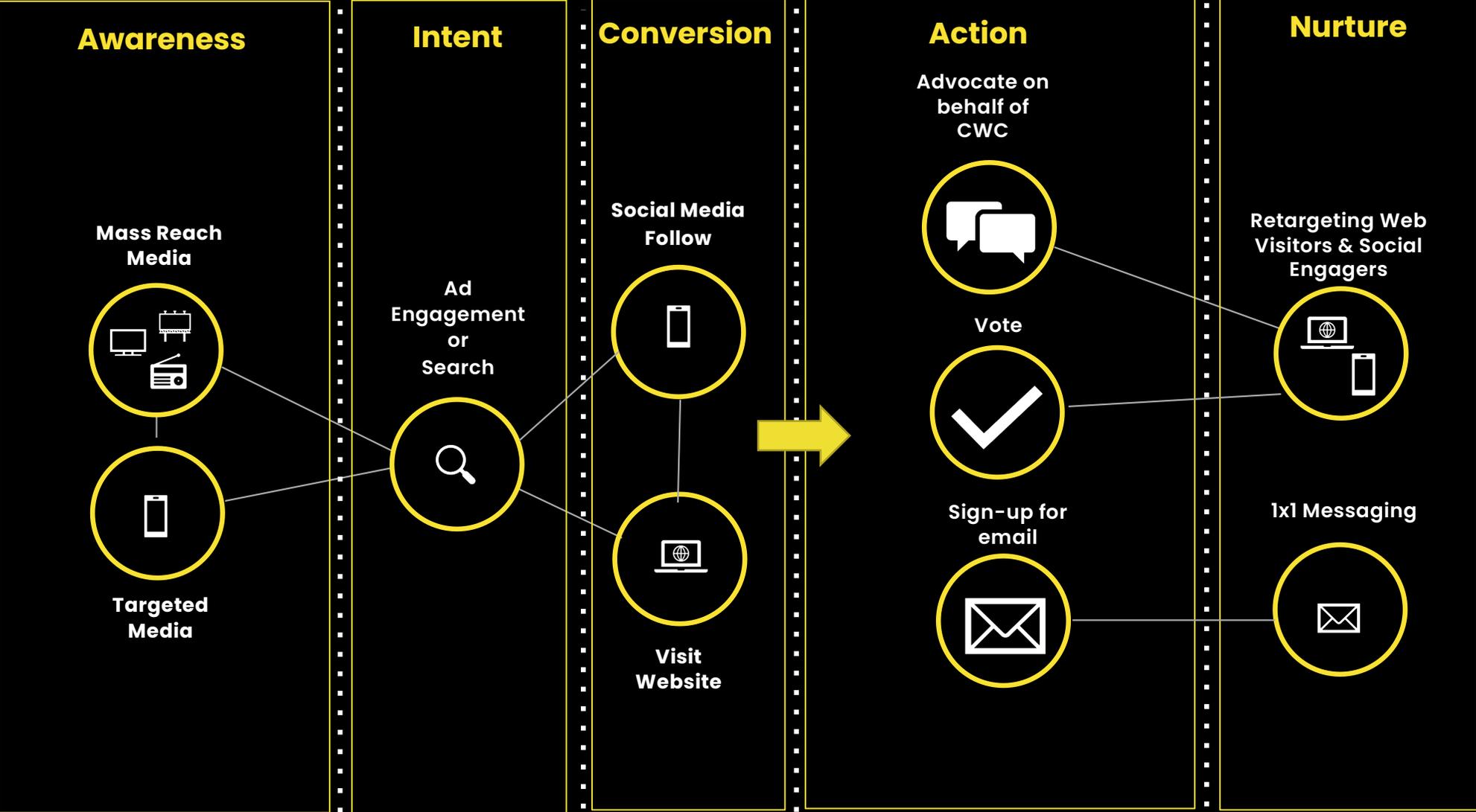
In The Wind	Stakeholder
Moderate (85-139)	Moderate (85-139)
Heavy (140+)	Moderate (85-139)
Moderate (85-139)	Moderate (85-139)
Heavy (140+)	Moderate (85-139)
Moderate (85-139)	Moderate (85-139)
Light (<84)	Light (<84)
Heavy (140+)	Moderate (85-139)
Heavy (140+)	Moderate (85-139)
Moderate (85-139)	Moderate (85-139)
Moderate (85-139)	Moderate (85-139)
Heavy (140+)	Moderate (85-139)
Moderate (85-139)	Moderate (85-139)

Audience Journey

In The Wind

Objective:

Through traditional and digital media channels, increase awareness among the "In The Wind" audience, paving the way for them to become advocates.



Refined Measurement: Funnel Approach



AWARENESS OF THE ISSUE

- Message: Hunting and fishing license fees contribute to your way of life in Colorado.
- Touchpoints: traditional media (TV, OOH, audio), video (pre-roll, CTV), earned media (wide net)
- KPIs: impressions, reach, frequency

EDUCATION

- Message: Here's how hunting and fishing license fees benefit you and your way of life.
- Touchpoints: website, paid social, paid search, digital, native, influencers/earned media (narrow target), outreach teams
- KPIs: web metrics, search volume, engagement

SUPPORT

- Message: I would not support further restricting hunting and fishing in Colorado.
- Touchpoints: legislative outreach
- KPIs: annual survey report

ADVOCACY/BADGE

- Message: I know that hunting and fishing benefit all Coloradans. Do you?
- Touchpoints: email, merch, UGC social
- KPIs: email metrics, social shares/reposts, merch sales

Paid Media

FY21/22 Recommendation

Planning Parameters

BUDGET **\$1,245,540**

TIMING **Sept. 13 – June 30, 2022**

AUDIENCE **In The Wind (A18-34)**

TACTICS **Television**
OOH
The Trade Desk
YouTube
Facebook/Instagram
TikTok
Email

Media Audiences:

Build Upon Foundational Audiences

- **Adapting ITW:** The ITW audience is growing and changing. As this audience changes, it's important to be mindful of their changing needs, and flexibly adapt to the shifts in media consumption.
 - **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the 18-34 demo.
 - **New to Colorado:** Target those who fall within the ITW audience but are new to Colorado.
 - **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
 - **Geo-targeting:** Target those near our mural, those in the vicinity of outreach events, and people within the outdoors.
- **Stakeholder inclusion:** Remain visible among CWC's key stakeholders to ensure that we're remaining top-of-mind for our advocates. Reach them specifically within paid media efforts such as TV, OOH, events, social influencers, evergreen social and earned efforts.
- **Growth:** Leverage lookalike and retargeting audiences based on data from past campaigns.

Flight



**All costs reflected are net*

SPOT TV / CABLE

:15s & :30s

Spot TV / Cable Total

OOH

Ski Lift

Sponsorship

OOH Total

DIGITAL

YouTube

YouTube Total

CTV

Pre-roll

Native

Standard Display

High Impact

Digital Ad Serving

DSP Total

Social

General Facebook/Instagram

AR Facebook/Instagram

Influencers

TikTok

Evergreen Paid Boosting

Social Fees

Social Total

Email

MailChimp Monthly Fee

Measurement

DISQO Measurement

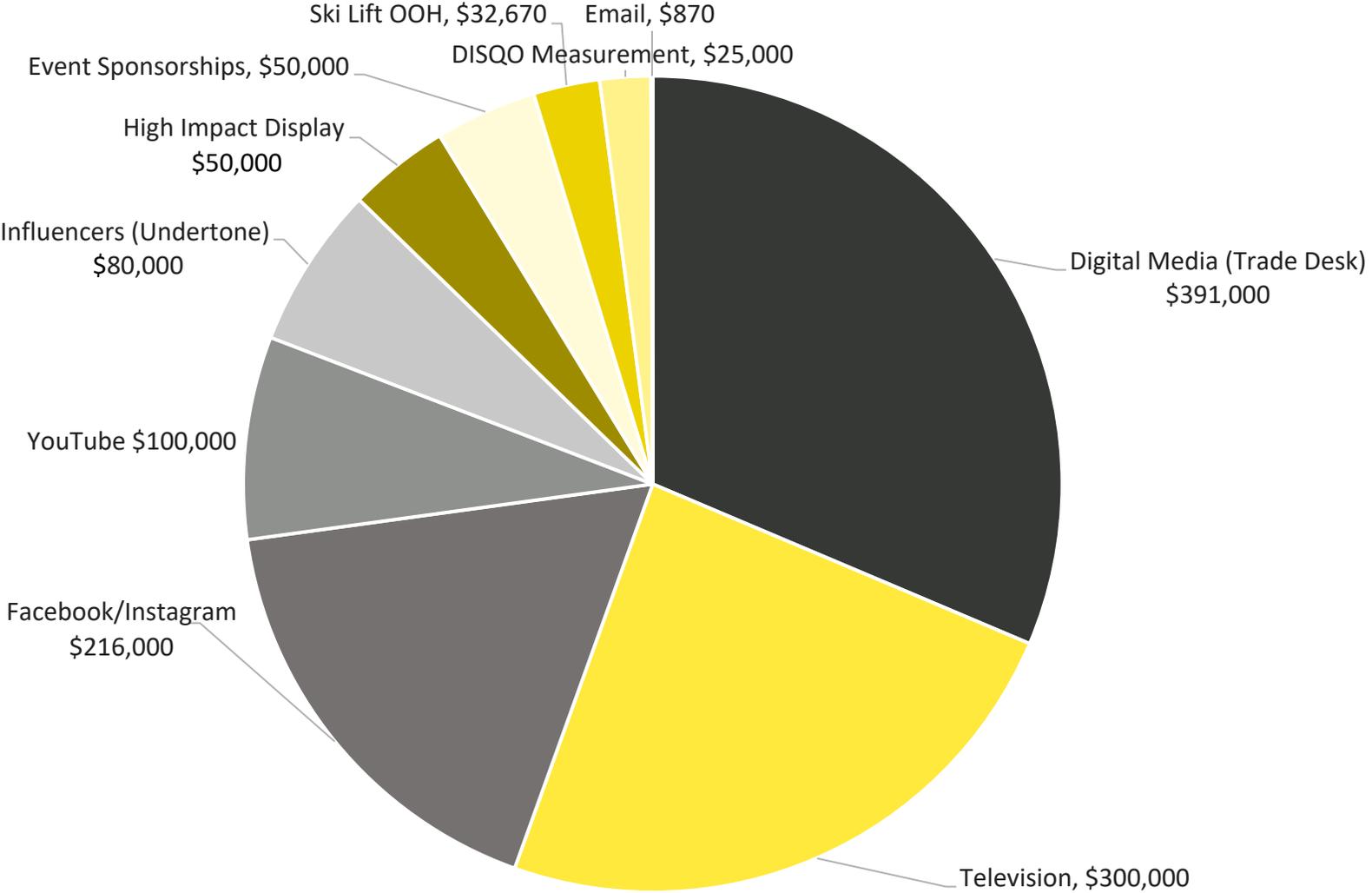
Media Total

	July				August				Sept				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May				Jun				Cost (Net)			
	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	7	14	21	25	2	9	16	23	30	6	13	20	
SPOT TV / CABLE	[Hatched]																																																\$ 300,000			
Spot TV / Cable Total	[Hatched]																																																\$300,000			
OOH	[Hatched]																																																			
Ski Lift	[Blue]																																																\$ 32,670			
Sponsorship	[Hatched]																																																\$ 50,000			
OOH Total	[Hatched]																																																\$ 82,670			
DIGITAL	[Hatched]																																																			
YouTube	[Orange]																																																\$100,000			
YouTube Total	[Orange]																																																\$ 100,000			
CTV	[Orange]																																																\$150,000			
Pre-roll	[Orange]																																																\$110,000			
Native	[Orange]																																																\$55,000			
Standard Display	[Orange]																																																\$75,000			
High Impact	[Orange]																																																\$50,000			
Digital Ad Serving	[Orange]																																																\$1,000			
DSP Total	[Orange]																																																\$ 441,000			
Social	[Hatched]																																																			
General Facebook/Instagram	[Orange]																																																\$121,000			
AR Facebook/Instagram	[Orange]																																																\$25,000			
Influencers	[Orange]																																																\$80,000			
TikTok	[Orange]																																																\$50,000			
Evergreen Paid Boosting	[Purple]																																																\$5,000			
Social Fees	[Orange]																																																\$15,000			
Social Total	[Hatched]																																																\$296,000			
Email	[Blue]																																																\$870			
MailChimp Monthly Fee	[Blue]																																																\$870			
Measurement	[Teal]																																																\$ 25,000			
DISQO Measurement	[Teal]																																																\$ 25,000			
Media Total	[Hatched]																																																\$1,245,540			

- Fall
- Winter
- Spring
- Year-round
- Data
- Light Media



Planned Budget Allocation



Traditional Media

Television

TIMING

Sept. 2021–June 2022

*Flexible buying structure based on opportunity and efficiency

TACTICS

75% Sports

25% Prime Programming

GEO

Denver DMA

SAMPLE PROGRAMS

**NFL/Broncos, NBA/Nuggets,
NHL/Avs, MLB/Rockies,
Saturday Night Live, Masked
Singer, Bachelor, March
Madness**

Ski Lift Digital OOH

TIMING	Dec. 1, 2021–March 31, 2022 17 Weeks
TACTICS	624 Digital Screens
GEO	Winter Park Resort



Event OOH

TIMING

Flexible through June 2022

TACTICS

Event Sponsorship

GEO

Colorado

DETAILS

Support the outreach team's event efforts with paid sponsorship of events.

Digital Media

Digital Media

TIMING **Fall: Sept. 13–Nov. 21, 2021**
Winter: Jan. 3–March 31, 2022
Spring: April 1–June 30, 2022

CHANNEL **The Trade Desk**

GEO **Colorado**

TACTICS **Connected TV**
Pre-roll Video
Audio
Display
Native
High Impact*

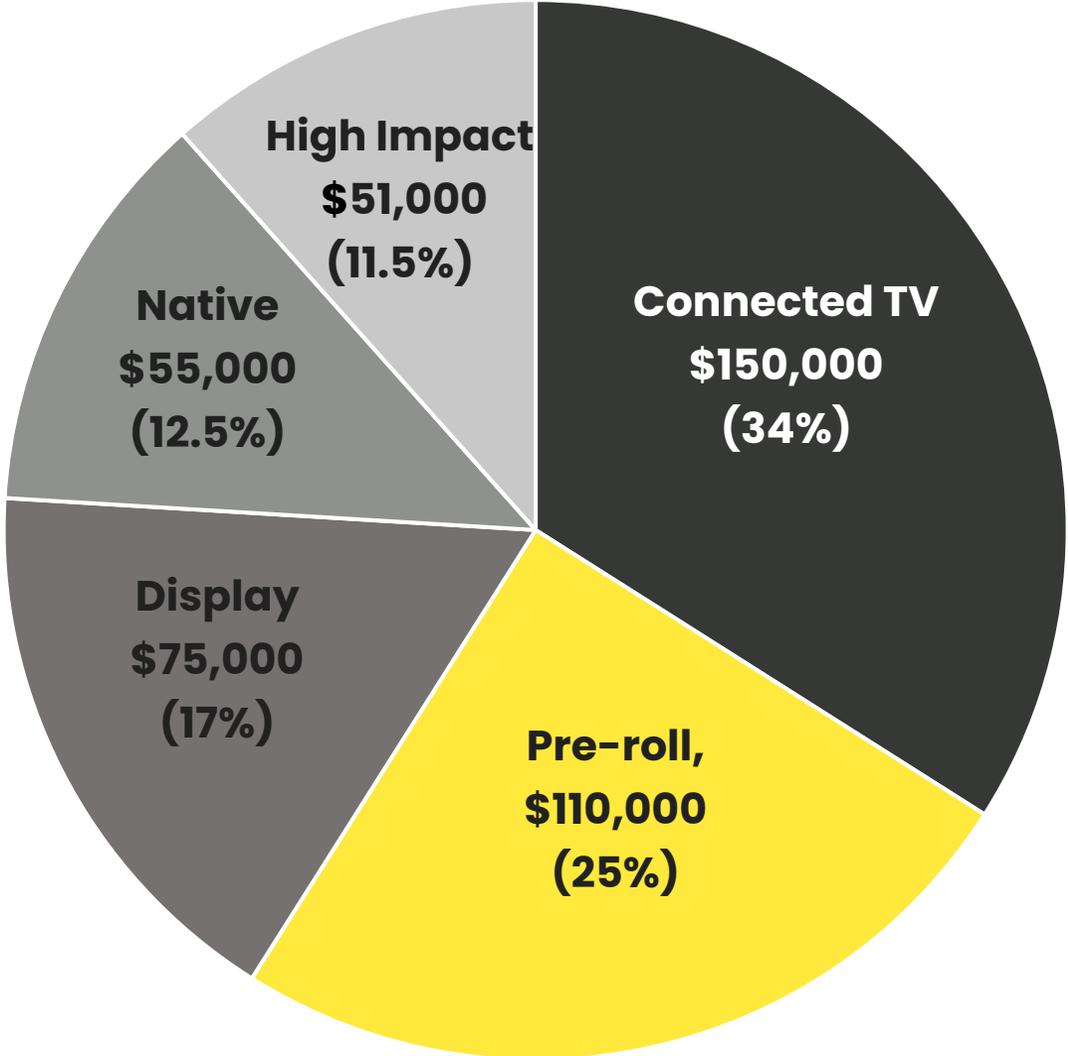
*Winter/Spring Only

Digital Media Targeting

Adapting ITW: The ITW audience is growing and changing. As this audience changes, it's important to be mindful of their changing needs, and flexibly adapt to the shifts in media consumption.

- **Diversity & Inclusion:** Integrate specific BIPOC data segments into the media plan that reach diverse audiences that fall within the 18-34 demo.
- **New to Colorado:** Target those who fall within the ITW audience, but are new to Colorado. Work with partner Foursquare to identify new Coloradoans.
- **Outdoor:** Continue to target those who are interested in outdoor activities, but do not participate in hunting or fishing.
- **Geo-Targeting:** Target those near our mural, those in the vicinity of outreach events, and people within the outdoors.
- **Growth:** Leverage look-alike and retargeting audiences based on data from past campaigns and website visitation.
- **Targeting:**
 - Demographic
 - Behavioral
- **Targeting:**
 - Behavioral
 - Contextual
- **Targeting:**
 - Behavioral
 - Contextual
 - Geography
- **Targeting:**
 - Geography
- **Targeting:**
 - Retargeting
 - Look-alike

Digital Media Budget



YouTube

TIMING	Fall: Sept. 13–Nov. 21, 2021 Winter: Jan. 3–March 31, 2022 Spring: April 1–June 30, 2022
TACTICS	:06s Video :15s Video
GEO	Colorado
STUDY	Brand Lift Study

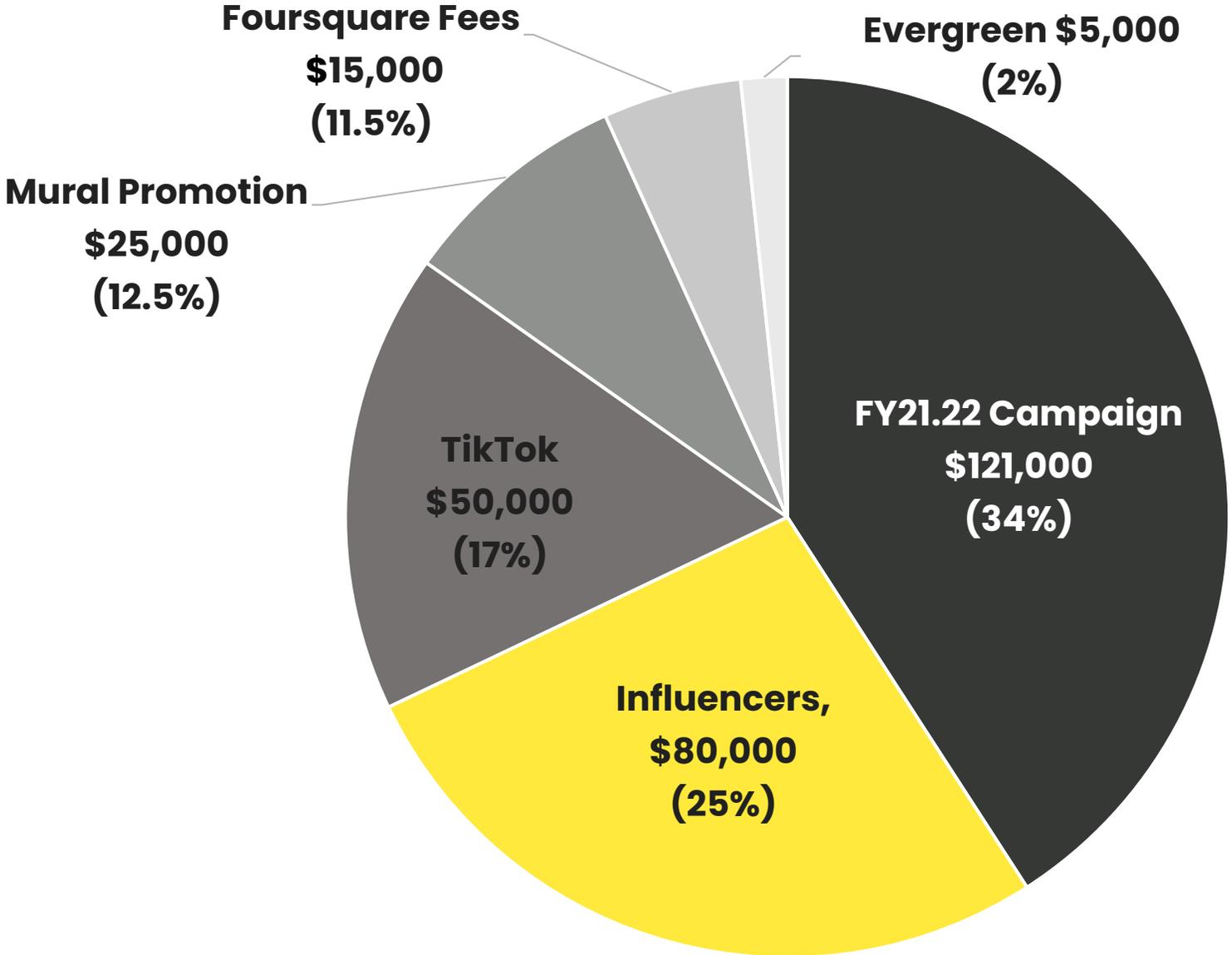


YouTube Targeting

- **Custom Affinity/Intent:**
Define users that we want to reach based on the user's interests.
- **Sample Segments:**
 - Outdoor Enthusiasts
 - CPW Website
 - Keywords
- **Platform Segments:**
Use YouTube's robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data.
- **Sample Segments:**
 - Lifestyle & Hobbies:
 - Outdoor Enthusiast
 - Sport Enthusiast
 - Sports & Fitness:
 - Camping & Hiking Equipment
 - Outdoor Recreational Equipment
- **LAL & Retargeting:**
Leverage look-alike and retargeting audiences based on data from past campaigns and website visitation.
- **Sample Segments:**
 - Visitation:
 - The Trade Desk
 - Facebook
 - Instagram

Social Media

Social Media Budget



Timing

JULY '21 AUG '21 SEPT '21 OCT '21 NOV '21 DEC '21 JAN '22 FEB '22 MAR '22 APR '22 MAY '22 JUNE '22

FY21/22



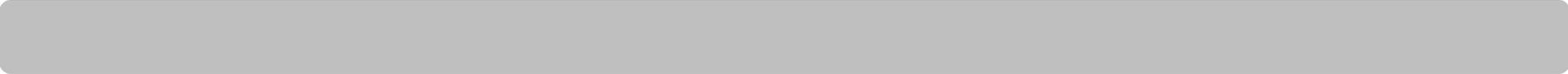
MURAL



INFLUENCERS



EVERGREEN



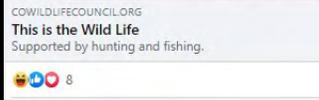
TIKTOK



Social Targeting

- **Platform Segments:**
Utilize Facebook and Instagram's robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data.
- Sample Segments:
 - Outdoor Enthusiasts
 - Diverse Audiences
- **Foursquare Segments:**
Partner with Foursquare to develop audiences based on geo-location data.
- Sample Segments:
 - Outdoor Leisure
 - Outdoor Shopper
 - Hikers
- **Geo-Targeting:**
Implement geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter.
- **LAL & Retargeting:**
Leverage look-alike and retargeting audiences based on data from past campaigns and website visitation.
- Sample Segments:
 - Website Visitation
 - Social Engagers
 - Video Watchers

FY21/22



TIMING

Fall: Sept. 13–Nov. 21, 2021
Winter: Jan. 3–March 31, 2022
Spring: April 1–June 30, 2022

TACTICS

Stories
Newsfeed

GEO

Colorado

STUDY

Brand Lift Study

STRATEGY

Using a brand awareness objective, reach the ITW audience year-round with the “This Is The Wild Life” message.

Mural/AR



TIMING

July 2021–June 2022

TACTICS

**IG Stories
IG Newsfeed**

GEO

Colorado with an emphasis on targeting a geo-fenced ~2 mile radius around the mural location

STRATEGY

Promote the new CWC mural and drive local users to use the AR effect

Evergreen

TIMING	June 2021–July 2022
TACTICS	FB & IG Newsfeed
GEO	Colorado
STRATEGY	Boost organic content to stakeholder and ITW audiences to achieve greater engagement and reach audiences beyond the organic feed.

Influencers (Undertone)

TIMING

Oct. 1–Nov. 21, 2021
March 1–May 31, 2022

TACTICS

Instagram Stories
Instagram Newsfeed

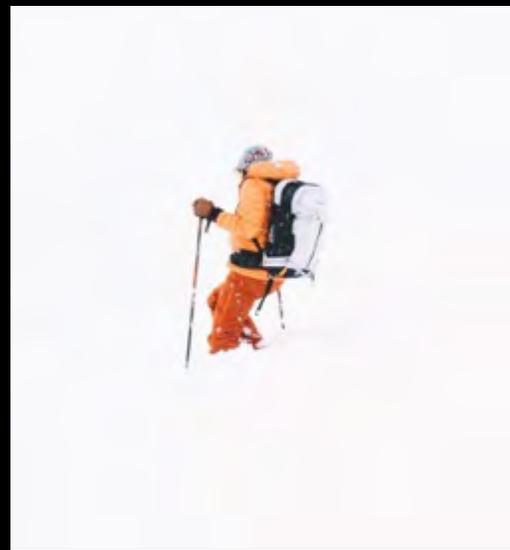
GEO

Colorado

DETAILS

2–3 influencers
2 IG posts
2 IG Reels
2 IG Stories
• (2–4 segments each)
1 IGTV

RECOMMENDED UNDERTONE INFLUENCERS



MADDIE BRENNEMAN

@maddiebrenneman

 11,425 Followers

Maddie is a fly fisherwoman with great content. When asked about the potential partnership, she said this campaign sounds like an amazing opportunity. In the past, Maddie has been vocal about the benefits of fishing.

Produced one of the top ad recall rates in spring 2020.

RECOMMENDED UNDERTONE INFLUENCERS



**ROB
HERRMANN**

[@rherrmannphotog](https://www.instagram.com/rherrmannphotog)

 20,543 Followers

Rob is a local Coloradoan and avid fisherman. When asked about the upcoming campaign, he said that the campaign messaging voices a lot of the ideologies he tries to represent.

Produced one of the highest ad recall rates in spring 2020.

NEW UNDERTONE INFLUENCER OPTION



**ADAEZE
BRINKMAN**

[@adaezenoelle](https://www.instagram.com/adaezenoelle)

 32,787 Followers

Adaeze (Uh-Day-Zee) is an avid rock hiker, artist and traveler residing in Colorado.

TikTok



TIMING Spring: March 1–May 31, 2022

TACTICS In-feed & Discover

GEO Colorado

STRATEGY Drive brand awareness and ad recall among the ITW audience with thumb-stopping video creative.

Email

Email (MailChimp)

TIMING

Once a quarter

TACTICS

MailChimp

AUDIENCE

Collected email addresses

DETAILS

Newsletter sent once a quarter with any Council and news updates.

Earned Media Highlights

Earned Media Highlights

- 7/6 Press Release Coverage Report
- Total Hits:
 - Denver Egotist
 - KDVR-TV Online
 - FOX 31/Channel 2 (KWGN-TV) Broadcast
- Total Impressions: 412,310
- Total Publicity Value: \$2,691.39

INTERACTIVE WILDLIFE MURAL

NEAR 11TH AVE & ACOMA ST



7:45
79°

Earned Media Highlights

- Denver Mural List Outreach
 - Visit Denver
 - The Denverite
 - The Discoveries of
 - The Down Lo

Subcommittee Expectations

Subcommittee Expectations

Review Category:	Previous Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	NA	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Erin Crider	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Robin Brown Gary Melcher	5 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Bob Shettel Dan Gates	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)

Council Member Spotlights

Council Member Spotlight



[BENEFITS](#) [WILDLIFE](#) [TAKE ACTION](#) [WHO WE ARE](#)



GARY MELCHER – VICE CHAIR – AGRICULTURE REPRESENTATIVE

August 10, 2021

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
I learned through a Colorado Parks and Wildlife liaison and the Colorado Farm Bureau about eight years ago.
- What is your role on the CWC?**
I am vice chair and agriculture representative.
- Tell us about your background when it comes to conservation.**
I'm involved as a hunter, fisherman and farmer. I love seeing wildlife every day on my farm, enjoy being hands on, using new farming methods that promote wildlife, and taking the best care of the land at the same time.
- Why are you so involved with conservation?**
Whether it's the land or the wildlife, it's a valued treasure, and we have to do our best to pass both on to future generations. I love to watch wildlife on my crops.
- What is your favorite wildlife species and why?**
That's tough. I enjoy everything in its own environment for different reasons. For example, the amazing, colorful art of trout and pheasants; mule and white deer looking astonishing in a sunset; elk standing majestically on top of a mountain; and the locked wings of duck and geese. Everything has an amazing story when you look close enough.
- What is your favorite thing about living in Colorado?**
The drive from east to west and north to south because you can see a vast amount of different wildlife and scenic views. I enjoy the diversity across our beautiful state.
- What do you wish Coloradoans knew about the council or wildlife?**
As the agricultural representative on the council, I've noticed men and women who till and run livestock take great pride and ownership in both natural animals and the land used for a living. We do not take wildlife or animals for granted and feel an obligation to take care of both. Taking care of our land is a privilege and a responsibility.
- What types of outdoor recreation do you partake in?**
Everything from camping by a creek to driving down a good country road or a mountain trail and enjoying God's great work. Colorado has the best opportunities for outdoor recreation.
- What is your most memorable story about wildlife or being out in the wild?**
My most memorable story is helping a friend's 13-year-old daughter stalk a mule deer. We belly crawled over an hour and a half for about 3/4 of a mile, cutting through a corn field to get close enough for a shot on her doe. I'm not sure how we managed to get there in time, but her determination and hard work paid off. We made it there right before the doe ran away and she had a successful shot. It was a pleasure to officially tell her, "Now you are a hunter." She, nor I, will ever forget that hunt.



[BENEFITS](#) [WILDLIFE](#) [TAKE ACTION](#) [WHO WE ARE](#)



TONY BOHRER – MUNICIPALITIES REPRESENTATIVE

August 4, 2021

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
As I was serving on the city council of Craig, Colo., our mayor served on the Colorado Wildlife Council.
- What is your role on the CWC?**
For the past few years I have served as the municipalities representative. I currently serve as the county representative.
- Tell us about your background when it comes to conservation.**
I have worked in the outfitting world for over 20 years. Most of those years are working in the Ranching for Wildlife (RFW) program. In the RFW program, it's not just about hunting, it's also about creating more habitat for our wildlife.
- Why are you so involved with conservation?**
Conservation is what guarantees our future, not only for the outdoors, but also for our wildlife. I want to make sure my kids and grandkids get to enjoy what we have enjoyed for all these years.
- What is your favorite wildlife species and why?**
At different times of the year, I enjoy a different species. In August, I love antelope on the rolling hills. In September, I love elk while they are bugling and carrying on. Come November, I love mule deer as they begin to rut. And January through March, I love mountain lions as their tracks begin to show up on every fresh snow fall.
- What is your favorite thing about living in Colorado?**
I love rural Colorado! I love the way of life in rural Colorado, the morals, and the hometown feeling.
- What do you wish Coloradoans knew about the council or wildlife?**
How important conservation is to this group.
- What types of outdoor recreation do you partake in?**
Hunting, fishing, hiking and snow machining
- What is your most memorable story about wildlife or being out in the wild?**
Probably the last hunt my grandad and I went on together. We didn't harvest an animal, but we had a great time talking and sharing stories. We saw tons of elk, but we were in no hurry to harvest one and end the hunt.

ARTICLES [View All](#)



[Council Spotlight](#)

Gary Melcher – Vice Chair – Agriculture Representative

August 10, 2021

How did you first hear about the CWC? I...



[Council Spotlight](#)

Tony Bohrer – Municipalities Representative

August 4, 2021

How did you first hear about the CWC? As...



[Council Spotlight](#)

Bob Shettel – West Slope Angling Representative

March 2, 2021

How did you first hear about the CWC? I...



[Council Spotlight](#)

Erin Crider – East Slope Angling Representative

February 10, 2021

How did you first hear about the CWC? Facebook...



[Council Spotlight](#)

Andy Neinas – Chair – Media and Marketing Representative

February 7, 2021

How did you first hear about the CWC? I...

Action Items

Action Items

SEPTEMBER (call on 9/16)

- Script approvals for production
- Creative preproduction (production will take place late Sept./early Oct. with new assets ready by D.

OCTOBER (meeting on 10/21)

- Production

Thank You



Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

www.rrpartners.com

Media Flights

- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

Quant Studies

- **Wave 6:** 9/2/20–9/13/2
- **Wave 5:** 1/20/20–1/31/20
- **Wave 4:** 1/31/19–2/7/19
- **Wave 3:** 1/8/18–1/19/18
- **Wave 2:** 5/30/17–6/8/17
- **Wave 1:** 10/24/16–11/4/16