



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
January 12, 2023 ~ 10:00 am - 12:00 noon

Members Present: Ehrhart-Gemmill, Gates, Kitching, Orvis, Stribling, & Twinem

Members Absent: D.Anderson & Bohrer

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer) & Kristin Cannon (Acting Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Pat Buller & Kyle Curtis (Creative), Libby Lewis (Media), Paul Smith (Research), Logan Riley (Marketing)

Introductions - Gates

Made introductions and called the meeting to order. Cannon informed the Council that Robin Brown's first term concluded and Brown declined to return for a second term. Will seek applications to fill the West Slope Hunter Representative position soon. Applicants will need a letter of recommendation from a hunting/sportsperson's group.

R&R Partners Presentation - (see presentation for details/graphics)

Exploratory Research Recap (Slides 4-9)

Due to changes in CO's population, our target audience has evolved. Will now target two audiences: Adventurous Environmentalist (24% of pop., AE) and Hunter Adjacent (19% of pop., HA). Will **NOT** be targeting hunters, friends of hunters, or morally conscious. See slides 5 & 6 comparing AE and HA with In The Wind audience. For these audiences to hear the message, we have to let them know hunters follow regulations, inform them about the economic and science based facts, and be concise. We will change the tone (more serious, education over entertainment) and make the spokesperson more trustworthy. Discovered that virtual concept testing had more participation (reviewed nine concepts).

Creative Concepts (Slides 11-28)

Presented three new concepts: Real Stories (script on slide 13), A Day in the life of a Wildlife Biologist (script on slide 17), and Brought to You by Hunting (script on slide 21). Most impactful was Wildlife Biologist: trustworthy messenger, address trophy hunting, and right tone. Slides 25-26 review the pros/cons with Real stories and Brought to you by Hunting. Summary: trusted messenger, balanced tone (informative and approachable), include facts/statistics, address moral concerns about hunting and depict regulated hunting, highlight imagery to connect how hunting effects the audience.

Council Discussion (@ 39:30 min)

Like how R&R connected research to the creative. Telling real stories, with an authentic tone creates trust/awareness. Scripts/actors can be challenging when you want authenticity. Feel the audience will respond well with facts/science. Interested to see how these concepts turn into the new campaign and want to make sure we have enough variety. For the concept, Brought to You by Hunting, simplicity wins with powerful messaging. Would also like to see creative called Brought to You by Fishing, since fishing has a significant impact on the economy. Orvis has a contact who captures wildlife imagery that could be put in contact with R&R Partners.

Questions/Concerns: Is there a potential to combine the biologist and stories concepts? Will the biologist concept just look like a CPW campaign and is this the mission of the Council? Concerned with the ability to capture stories/content and that CPW staff do not have the scope for this. Could we use biologist stories that we already have?

Outcomes: R&R clarified that the next round of testing is to see which concept does better. For the biologist concept, we could have different stories (e.g. ferret, toads, rescue etc.). Cannon offered

to help sourcing stories for the biologist concept. Want to make sure we keep biologist and stories separate for testing, but if it makes sense we can consider meshing concepts later. The budget for this round of creative will cover two :30 second spots and four to five :15 second spots for social media. We are talking to a more skeptical audience and the biologist concept performed the best.

Motion: To move forward with Biologist and Brought to you by Hunting concepts - Twinem. Seconded. Motion carries by majority vote (4/2).

Competitive Report (Slides 31-34)

Annual assessment across a variety of states with similar education campaigns. Michigan Wildlife Council's campaign is 'Hunting and Fishing are good for MI', primarily targeting Detroit. 65% of MI residents support wildlife management. In Oregon the Department of Fish and Wildlife use social media to feature their biologists. They also have a Conservation & Recreation Fund - where the public invest in conservation via a non-profit.

Q4 Web Analytics (Slides 36-40)

Saw 15,000 visits in Q4 along with an increase in bounce rate (expected when visits increase). Sessions per day averaged 200 in October and decreased to 50-100 in December when media tactics were paused. Most viewed pages: homepage, wildlife, and benefits. Sources: Facebook (FB) and The Trade Desk (TTD). FB is the main traffic driver (31%), but also has the highest bounce rate (OK since the strategy is for visitors to engage on FB). TTD visits are more engaged. Organic search are most engaged, spending over 2 minutes. Top 10 geographic (slide 39) show that CO Springs were most engaged users, notably on the lynx page on 12/9, which coincided with the CPW wolf meeting. Top 5 landing pages: homepage, pronghorn, lynx, benefits, & wildlife.

Paid Media Update (Tabled)

CWC 101 Video

Working with creative committee and is still in production.

Sponsorships - Ehrhart-Gemmill & Gates

Will review proposed sponsorships at 2/9 meeting.

Motion: To accept sponsorship guidelines as presented - Kitching. Seconded. Motion carries unanimously.

Council & Subcommittee Reports - Tabled for 2/9 meeting

CPW Leadership Team Update - Cannon

The CPW Director position closes on 1/18 and will have a stakeholder panel to interview the top six candidates (contact if interested in participating on stakeholder panel). Will provide more info on legislature in February. Cannon is available if Council members have questions, etc.

Outreach Team (OT) update - Ehrhart-Gemmill

The three OT positions are posted on several job boards and close on 1/20. So far 14 applications have been received. Resume review will occur the week of 1/23-27 and virtual interview dates could be 2/2-3, 2/6-8, and 2/10. Gates and Stribling would like to help with both. Keep in mind that one of the wolf meetings is on 2/7.

Motion - To adjourn the meeting - Stribling. Seconded. Motion carries unanimously.

<u>023 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Date	Day of Month
February – Meeting	2/9	2 nd Thursday
<i>March - Call</i>	<i>3/9</i>	<i>2rd Thursday</i>
April - Planning Retreat	4/17 - 4/18	3 rd Mon/Tues
<i>May – Call</i>	<i>5/11</i>	<i>2rd Thursday</i>
June – Meeting	6/8	2 nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2 nd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>2rd Thursday</i>
October – Meeting	10/12	2 nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2 nd Thursday