



COLORADO WILDLIFE COUNCIL

Creative Sub-committee Conference Call Notes January 27, 2023 ~ 3 - 3:30 p.m.

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer) & Jennifer Anderson (Staff Liaison); R&R Partners: Jacqueline Meason (Account Director), Dani Schneider (Program Manager), Libby Lewis (Project Manager), Paul Smith (Research), & Pat Buller (Creative)

Concept Review and Discussion

R&R Partners is fine tuning the direction and will move forward with testing all three concepts now. Note, the animatics will not be as polished due to the budget.

Committee: Appreciate that we can test all three concepts and for providing a campaign formula on the concepts. For trophy hunting, could we phrase differently and be more positive (e.g. hunting is legal and ethical)? The term trophy hunting is convoluted (explained examples).

R&R: Cautious to change the wording since trophy hunting was what the audience understood easily and it needs to be addressed for moral reasons. What is an alternative that conveys the same information? Trophy hunting being illegal tested very well. If we change the script, this could dilute the impact.

Committee: CPW would not be comfortable saying trophy hunting is illegal due to the term having many different meanings. Need to find different terminology.

R&R: Reviewed recruiting questions for target audiences and also questions about the animatics (12 min survey). We are seeking a broad representation of CO and the questions profile into the specific audience groups. Will have questions about the takeaway message, tone, and opinions about the speaker/messenger being authentic/knowledgeable. Survey ends with an open ended question.

Committee: Is there room for a specific question (e.g. law enforcement perception, DWMs have a badge and sidearm)?

R&R: This could occur organically under the catch-all open ended question. Feel that the audience sees the biologist as an authority figure.

2023 Wildlife Council Meeting/Call Dates

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