



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes
July 31, 2023 ~ 11:00 a.m. - 12:00 p.m.

Members Present: Ehrhart-Gemmill, Gates, & Twinem

Members Absent:

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison) & Ginny Sednek (Secretary/Acting Treasurer)

Direction for the Creative Campaign

The subcommittee identified feedback for the creative campaign, 'A Day In The Life Of A Wildlife Biologist' to be shared with R&R Partners at the 8/7 meeting.

Overall feedback:

- Approval process was frustrating
 - Turn around time is rushed
 - Hard to collaborate over email and have cohesive feedback/direction
- Full Council had not seen content throughout the process
- Creative work in a silo (sub committee)

Identified gaps:

- A robust content/campaign plan is missing- clear plan/time for approval
- Campaign feels disjointed - missing cohesive campaign strategy
 - Mixed messaging, some content does not make sense
 - What do we want people to walk away with - what are we saying and to who
 - Want to revise/remove items from the campaign that do not make sense.
 - Need: Better messaging strategy from R&R to help move this forward
- Need alignment
 - Need better cohesivity
- Overt mistakes made on a pricey production with few options for work arounds (e.g. use of incorrect wording - cpw, feeding, etc)
- Content is similar to our other campaigns - verbiage is almost exact
- "day in the life..." is missing from campaign
- Campaign messages were underwhelming/ repetitive from past campaigns/doesn't feel new and different
- Reconcile of the money- concerns of the amount of money spent
 - Want to see how we spent the money so we can plan for contingency.
- Hope was that campaign would look more authentic and less scripted
 - Don't feel like we were listened to (e.g. candid) and advance feedback not taken into account (e.g. CPW. Feeding)
- Is what we are doing follow the research?

Proposed plan to move forward with creative campaign:

- R&R set a contingency plan for the pause in the new campaign
- R&R provide clearly defined roles of the R&R Team (i.e. Dani and Miriam)
- R & R provide comprehensive campaign messaging strategy guide and a robust content/campaign guide.
- Sub-committee and Council identify, with input and use of R & R created campaign messaging strategy guide.
 - what needs to be revised?

- what needs to be removed?
 - what needs to be redone?
- Set cadence for approvals moving forward
- Sub-committee set schedule/milestones/expectations
 - 30 minute weekly sub-committee meetings (Monday afternoons 2-3pm) R&R take the notes.
 - Need time for review/reflection/discussion
 - Materials for review/comment needs to be sent to sub-committee no later than 2-business days in advance of standing sub-committee meeting (submitted by COB Wed)
 - Sub-committee meeting will/may include R&R
 - Monthly council meetings to be used to present creative to council for approval
 - Have weekly meetings regardless of monthly CWC meeting so we don't burden entire Council with creative subcommittee decisions
 - Is there an option for a sharable document (e.g. Google docs, etc) so all comments can be observed