



COLORADO WILDLIFE COUNCIL

Creative Sub-committee Conference Call Notes
May 2, 2023 ~ 11:30 a.m. - 12:30 p.m.

Members Present: Ehrhart-Gemmill & Twinem

Members Absent: Gates

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer); *R&R Partners:* Dani Schneider (Program Manager), Pat Buller (Creative), and Libby Lewis (Project Manager), Gerri Angelo (Producer)

Concept Review and Discussion

R&R provided an overview of the new creative media direction. The process will be in docustyle or documentary format. Approval of the scripts is needed first, next steps are to find the best people (CPW staff) and then determine location. The thought process for choosing scripts/stories is: what is unique and interesting to the audience, did hunting/fishing help support, beginning/middle/end, and knowledgeable talent (biologists/officers). R&R is also open to other ideas for stories/scripts.

Committee Discussion:

- For Creative direction from the subcommittee, need more than two business days to approve, ask for five days since staff are working in the field
- Scripts
 - Working on script approval from subject matter experts at CPW and CDOT
 - Subject matter expert feedback is important to check for accuracy
 - Moving forward, request fact sourcing material to ensure we have correct information
 - Consider pre-screening and expert-let content so the scripts/content is authentic, relatable, and not over produced
 - Prefer flexibility to be creative and room for stories to develop
 - R&R will have a Zoom call with talent prior to filming
 - Docustyle: CPW staff can use their own words, but need to touch on the key messages and stay within the timing guardrails (0:15 and 0:30)
 - Story Timeframe
 - An old story isn't a bad story if it is interesting. Since the audience is not familiar with these stories, they are still good even if they are dated
 - Current stories may work better
 - Some of the scripts are more general (e.g. moose/economy) that any staff could do and some are more specific (e.g. seed warehouse, elk) who need someone connected to the story for authenticity
 - Subcommittee decided to move forward with a soft approval on scripts
 - **Action: Share new stories with R&R that could work - Creative Subcommittee**
- CPW talent
 - R&R is gathering information for J. Anderson for an all employee email
 - CPW team will talk internally to find the best process moving forward
- Production Company
 - Director selection has not been brought to the Council in the past. R&R has worked with Cosmic for the past four years.
 - **Action: Discuss production company selection - Twinem and Buller**
- Timeline
 - CPW will need a timeline to provide to staff
 - R&R plans on filming late June
 - R&R needs to receive stories/scripts in the next few weeks to plan schedule/locations
- A live shoot option could be reseeding after forest fires
 - **Action: Find out if there will be reseeding opportunities in June/July - Ehrhart**

2023 Wildlife Council Meeting/Call Dates

Month/Location	Date	Day of Month
<i>May – Call</i>	<i>5/11</i>	<i>2rd Thursday</i>
June – Meeting	6/8	2nd Thursday
<i>July - Call</i>	<i>7/13</i>	<i>2rd Thursday</i>
August - Meeting	8/10	2nd Thursday
<i>September - Call</i>	<i>9/15</i>	<i>2rd Thursday</i>
October – Meeting	10/12	2nd Thursday
<i>November - Call</i>	<i>11/9</i>	<i>2rd Thursday</i>
December - Meeting	12/14	2nd Thursday