



COLORADO WILDLIFE COUNCIL

Creative Subcommittee Meeting Minutes
September 21, 2023 ~ 1:00 - 2:00 p.m.

Members Present: Ehrhart-Gemmill, Gates, & Twinem

Members Absent:

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

Takeaway Points

The creative subcommittee is in alignment to move forward with the following:

- Tagline: Supporting Science In The Wild
- Design Direction #2 (see Presentation)
- The updated scripts for Moose and Economics

If CPW images are used, R&R/CWC will need to have approval from the CPW Director. Before the campaign launch, will need to notify DNR. Anderson is keeping Kelly Kaemerer informed, who is informing CPW's Executive Team.

Questions/Considerations for R&R Partners:

- See inconsistencies about where the tagline is used? Do not see it in the OOH moose ad. Would R&R please explain when/where the tagline will be used?
- If re-recording spots, R&R will need to talk with the staff who were involved with the original shoot.

Need the following from R&R Partners by the 9/25 or 10/2 creative subcommittee meeting:

- A single Google Doc with all the assets and copy
 - Allows creative subcommittee to review the fact statements for each ad
 - Please include source documentation for the facts so the subcommittee can make sure they are accurate
- An updated flow chart with primary and secondary messages
 - This was a helpful document to understand the purpose of each ad
- Rework the moose fact statement (from 24 to 3,000) to include introduction to make a better connection to what the numbers mean

The creative subcommittee would like to make sure the whole council is informed of the progress. Sednek will send the direction, presentation, and notes to the whole Council today and then to R&R Partners on Friday 9/22/23.