



Meeting Minutes: Colorado Wildlife Council Creative Production Subcommittee- July 28, 2025

9:00 a.m. - 10:00 a.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Kitching, Twinem, Gray-Bertuglia

Members Absent:

None.

Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz, Rebecca Ferrell

R&R Partners: Sophie Haws, Angela Suganuma, Greg King, Ryan Izant, Patrick Buller, Paul Smith

Public: None

Call to Order / Introductions - Kitching

- Called the meeting to order.

Key Decisions and Actions:

1. R&R Presentation of FY26 Messaging

- Presentation:
 - Messaging aims to center around the idea that legal hunting & angling keep Colorado wild.
 - The primary audience for the creative is the general Colorado public, specifically "Adventurous Environmentalists." For the "Hunting's Ecological Impact" campaign specifically, the target audience consists of environmentally-minded people who are indifferent or have moral objections to hunting, with the aim to educate them on the benefits of license fees for ecosystem health and outdoor experiences.
 - Messaging references the Colorado Outdoor Strategy and Habitat Conservation and Connectivity Plan. The new campaign aligns with the Governor's goals and Director Davis's habitat connectivity objectives.
 - Creative concepts presented included: Wetland Creative, Forest Creative, Shrubland Creative, and Bonus Content.
 - Various species were discussed for video spots, including otters, wolverines, and prairie dogs, with biologists explaining how license fees fund conservation.
- Budget & Production Constraints:
 - A new creative project has a reduced budget of \$200,000, allowing for only 2 days of filming (down from 4).

- This limited budget necessitates focusing on fewer locations and maximizing content creation.
- The production company, Futuristic, was discussed regarding achieving these goals.

2. Questions and Discussion

- Discussion:
 - The subcommittee likes the otter and burrowing owl because they are charismatic species.
 - Subcommittee likes otters and owls, but messaging might not be there yet. A script for next time is desired to better evaluate the messaging.
 - The team agreed messaging should balance morality messages about hunting with conservation benefits, targeting an educated audience.
 - Subcommittee wants to see more authentic, less produced, and commercial-looking content (e.g., documentary-style). Ehrhart-Gemmill suggested incorporating more on-camera presence from biologists.
 - Subcommittee wants to know how content can be stretched as much as possible, including creating bonus social media content by filming biologists reading scripts combined with existing footage, emphasizing wetlands and climate resilience.
- **Motion:** Ehrhart motions to move forward with the Otter and Burrowing Owl. This was seconded and passed unanimously.

3. Next Steps & Timeline

- **Action:** R&R is planning to present final concepts to the full council in August.
- Move into pre-production in September.
- CPW review and approval are needed for using CPW talent in the videos.
- Filming is planned for mid-September.
- **Action:** Final scripts will be reviewed via Google Docs at the end of next week.

4. Public Comments

- None

Meeting Adjournment

- **Motion:** To adjourn the meeting -Kitching. Seconded. Motion carried unanimously.

All Action Items:

- **Action:** R&R is planning to present final concepts to the full council in August.
- **Action:** Final scripts will be reviewed via Google Docs at the end of next week.

