



COLORADO WILDLIFE COUNCIL

Meeting Minutes: Colorado Wildlife Council - Creative Production Subcommittee - September 9, 2026

10:30 a.m. – 11:30 a.m. ~ Virtual

Members Present:

Ehrhart-Gemmill, Twinem, Gray-Bertuglia

Members Absent:

Kitching, Brown

Also in Attendance:

Colorado Parks and Wildlife (CPW)/State: Megan Schulz-Collins

Karsh Hagan: Carol Quinn, Jacqueline Wolles, Samantha Paluilis, Ben Rindels, Jacob Farwell

Public: N/A

Call to Order / Introductions

- Called the meeting to order.

Key Decisions and Actions:

Review Creative Content for October 2026 - February 2027 Media Input Brief

Video & Static Displays:

- Reviewed creative rotations across all formats for Otter, Pronghorn, Owl, and Fish/Fire.

Native Ads:

- River Otter: Updated copy.
 - Action Item: Rename to "River Otter" in the original description, not just "Otter."
- Owl: Updated copy.
 - Subcommittee noted that they liked that hunting and fishing fees are mentioned out of the gate in the copy.
 - Action Item: Change the word "protect" to "preserve."
- Pronghorn: Updated copy.
 - Action Item: Change "extinction" to "nearly extinct."
- Fish: Copy approved of by the subcommittee.
- General Copywriting Guidance:
 - Watch and avoid too much anthropomorphism in future copy drafts.

Social (Facebook & Instagram):

- River Otter: Reviewed new copy and video asset.
- Owl: Reviewed new copy and video asset.
 - Action Item: Change the word "protect" to "preserve" (noted again during video review).
- Pronghorn: Reviewed new copy and video asset.
 - Action Item: Update copy to "near extinction."
- Fish: Reviewed new copy and video asset.
 - Action Item: Revise the line "trout love fishing season."

Other Placements:

- Page Grabber Mobile: Presented and approved of by the subcommittee.
- Transmit Live L-Bar: Presented and approved by council.

All suggested edits will be made by Karsh Hagan and presented at the upcoming September 17th meeting for full council approval.

Public Comment

None.

Meeting Adjourned

Moved to adjourn the meeting. The motion was seconded and passed unanimously.