

Colorado Wildlife Council Creative Concepts

July 2025



Forest/River Areas

Otter :30 TV (Cut downs/edits :15 & :06)

Open on a riverbank, where a sleek otter slips into the water. Cut to CPW biologist talking along the riverbank.

BIOLOGIST: Once gone from Colorado, the otter was restored to our waters, thanks to work funded by hunting and fishing licenses.

Cut to a kayaker paddling the same stretch of river. We cut to the kayaker's POV from a GoPro. As they paddle, we see the water close up and cut to an otter in the water.

BIOLOGIST: Those funds help keep lands and rivers healthy for all of us to enjoy.

Cut back as the biologist talks to us. We pull out we see they are actually on the kayak.

BIOLOGIST: Cleaner waterways don't just help otters thrive; they give us better ways to paddle, play, and connect.

We see a family hiking on a trail near a river. They wave to the biologist.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Sources: <https://cpw.state.co.us/species/river-otter>
<https://coloradooutdoorsmag.com/2022/02/08/northern-river-otter/>

CPW biologist request: biologist who can speak about otters, ideally one also comfortable in a kayak.



Otter :15 TV (Cutdown)

Open on a riverbank, where a sleek otter slips into the water. Cut to CPW biologist talking along the riverbank.

BIOLOGIST: Once gone from Colorado, the otter was restored to our waters, thanks to work funded by hunting and fishing licenses.

Cut to a kayaker paddling the same stretch of river. We cut to the kayaker's POV from a GoPro. As they paddle, we see the water close up and cut to an otter in the water.

BIOLOGIST: Those funds help keep lands and rivers healthy for all of us to enjoy.

Cut back as the biologist talks to us. We pull out we see they are actually on the kayak.

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Colorado Wildlife Council

Sources: <https://cpw.state.co.us/species/river-otter>
<https://coloradooutdoorsmag.com/2022/02/08/northern-river-otter/>

CPW biologist request: biologist who can speak about otters, ideally one also comfortable in a kayak.



Otter :06 TV
(line needs to be recorded)

Open on a riverbank, where a sleek otter slips into the water. Cut to CPW biologist talking along the riverbank.

BIOLOGIST: Once gone from Colorado, the otter was restored thanks to fees from hunting and fishing licenses.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Sources: <https://cpw.state.co.us/species/river-otter>
<https://coloradooutdoorsmag.com/2022/02/08/northern-river-otter/>

CPW biologist request: biologist who can speak about otters, ideally one also comfortable in a kayak.



Otter Long Form

Additional topics for the biologist:

- Otters disappeared from the state by the early part of the 20th century
- Where can otters be found today?
- In the 1970s Colorado Parks and Wildlife began to restore populations to several drainages
- Changed from endangered to threatened after CPW's management efforts successfully increased the animal's population
- Q: How do you collect data on the otters?
- A: Teams of specialists have to go where the otters are: to the river. We take intensive river trips in the spring and summer
- Webbed toes and water-resistant fur suit the animal to a life spent largely in water
- Otters sometimes paddle, but the force for swimming comes mostly from eel-like movements of the body and tail
- Their diet consists of aquatic animals like crayfish, frogs, fish, young muskrats and beavers are favored foods
- Current threats to otters:
 - Climate Change and Severe Weather
 - Residential and Commercial Development
 - Energy Development and Land Use



BONUS

Fire and Fish :15 Social

We see a CPW biologist standing in a stream with waders and a net.

BIOLOGIST: The impacts of wildfires remain long after the fire is out.

We see footage of a forest fire and a debris flow.

BIOLOGIST: When a wildfire threatened a rare, native cutthroat trout, we stepped in to save them.

We see the biologist putting their net into the water and dumping them into a bucket.

BIOLOGIST: License fees from hunting and fishing fund rescues like this, so our native fish can prosper.

We see footage of cutthroat trout thriving.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source:

<https://coloradooutdoorsmag.com/2025/08/13/cpw-san-juan-national-forest-rescue-unique-native-cutthroat-trout-from-path-of-stoner-mesa-fire/>

Possible CPW biologist: Jim White, Southwest Region Senior Aquatic Biologist
Kade Jackson, Aquatic Biologist
(both would need to travel Denver area)



Fish Long Form

Additional topics for the biologist:

- Why is it important is it to continue unique fish genetics?
- Q: How do you capture the fish?
- A: Through electrofishing, a light dose of electricity is applied in the water, which briefly stuns fish and allows for their capture.
- Q: What are the impacts fire can have on our rivers and streams?
- A: The primary concern is the potential flooding caused by loss of bank stability from the lack of streamside and landscape vegetation. Post-fire flooding can also lead to chemical irritation, reduced water quality, and increased metabolic demands on fish, all of which can cause additional stress or even mortality.
- How do you get into are area that's on fire?
- What happens to the fish once you net them?
- Q: How rewarding is this?
- A: It's not every day in fish and wildlife management that you feel like you're making a meaningful difference for the greater good, but today we truly felt like we were fighting the good fight and securing a conservation victory for a unique little trout in an unsuspecting stream right in our own backyard,



BONUS

Forty Miles of Fish :15 Social

We see a CPW biologist standing in a stream with waders on.

BIOLOGIST: The effects of wildfires remain long after the fire is out.

We see footage of a forest fire and a debris flow.

BIOLOGIST: After a flash flood wiped out fish populations for 40 miles of the Cache la Poudre River, biologists and volunteers restored over 100,000 fish back into the river.

We see biologists netting fish and putting them into a bucket. We see them release the fish into the water.

BIOLOGIST: This was made possible through funds from hunting and fishing licenses.

We see footage of fish thriving.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source: <https://drive.google.com/file/d/1Q5rawPyGQm4cBll8kOKozFwllEVZ5DCj/view>

Possible CPW biologist: Kyle Battige, Aquatic Biologist



BONUS

Cutthroat Trout :15 Social

We see a CPW biologist standing in a stream with waders and a net.

BIOLOGIST: The Stoner Mesa fire has been devastating for many people in Colorado.

We see footage of forest fires.

BIOLOGIST: And it was almost devastating for an irreplaceable species of native trout.

We see the biologist putting their net into the water.

BIOLOGIST: But thanks to fees from hunting and fishing licenses, we were able to save hundreds of Green lineage cutthroat trout.

We see footage of cutthroat trout thriving.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source:
<https://coloradooutdoorsmag.com/2025/08/13/cpw-san-juan-national-forest-rescue-unique-native-cutthroat-trout-from-path-of-stoner-mesa-fire/>

Possible CPW biologist: Jim White, Southwest Region Senior Aquatic Biologist
Kade Jackson, Aquatic biologist,
(both would need to travel Denver area)



BONUS

Water Quality :15 TV

We see a biologist in the wetlands holding a Brita type pitcher for filtered water.

BIOLOGIST: You probably have one of these to filter water. Nature has one too.

We see the wetlands around them.

BIOLOGIST: Wetlands are natural filters that improve our water quality. And thanks to license fees from hunting and fishing, we're able to protect and restore more of them every year.

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Colorado Wildlife Council

Note: We plan on filming this at the edge of a river or small lake inlet to imply wetlands.

Source:
<https://www.nps.gov/subjects/wetlands/why.htm#:~:text=The%20slow%20release%20of%20this,excessive%20erosion%20and%20sedimentation%20downstream.>



Grasslands

Burrowing Owls :30 TV (Cut downs/edits :15 & :06)

We see a CPW biologist walking in the grassland.

BIOLOGIST: Most owls live in trees. But some, live in the ground. And aren't night owls at all.

The biologist comes on an owl burrow.

BIOLOGIST: Burrowing owls will hunt day or night.

We see trail cam footage of burrowing owls hanging out at a prairie dog hole during the day and the night.

BIOLOGIST: Helping protect crops and reduce the spread of disease by hunting thousands of insects and rodents.

The biologist inspects a trail cam near the burrow.

BIOLOGIST: Everything in this ecosystem is connected.

We see the biologist surround by vast grasslands.

BIOLOGIST: So the more habitat we're able to protect and restore, thanks to fees from hunting and fishing licenses, the more it benefits everyone in Colorado.

We see footage of various animals thriving in the grasslands.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source: <https://www.youtube.com/watch?v=ZZQToX6CTLg>
<https://cpw.state.co.us/species/burrowing-owl>
<https://www.youtube.com/watch?v=D8eVjUQ5h59Y>
<https://www.youtube.com/watch?v=D8eVjUQ5h59Y>

CPW biologist request: April Estep, raptor expert, or another burrowing owl expert



Burrowing Owls :15 TV (Cutdown)

We see a CPW biologist inspecting a trail cam near the burrow.

BIOLOGIST: Everything in this ecosystem is connected.

We see trail cam footage of burrowing owls hanging out at a prairie dog hole during the day and the night.

BIOLOGIST: So the more habitat we're able to protect and restore, thanks to fees from hunting and fishing licenses, the more it benefits everyone in Colorado.

We see footage of various animals thriving in the grasslands.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source: <https://www.youtube.com/watch?v=ZZQ1oX6C1Ig>
<https://cpw.state.co.us/species/burrowing-owl>
<https://www.youtube.com/watch?v=D8eVjQ5h59Y>
<https://www.youtube.com/watch?v=D8eVjQ5h59Y>

CPW biologist request: April Estep, raptor expert, or another burrowing owl expert



Burrowing Owls :06TV
(line needs to be recorded)

We see a CPW biologist inspecting a trail cam near the burrow.

BIOLOGIST: Fees from hunting and fishing licenses, help us protect habitat that benefits everyone in Colorado.

We see footage of various animals thriving in the grasslands.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council

Source: <https://www.youtube.com/watch?v=ZZQToX6CTLg>
<https://cpw.state.co.us/species/burrowing-owl>
<https://www.youtube.com/watch?v=D8eVuO5h59Y>
<https://www.youtube.com/watch?v=D8eVuO5h59Y>

CPW biologist request: April Estep, raptor expert, or another burrowing owl expert



Burrowing Owls :30 TV (Cut downs/edits :15 & :06)

We see a CPW biologist walking up to a prairie dog hole.

BIOLOGIST: Most owls live in trees. But some, live in prairie dog holes. And aren't night owls at all.

We see trail cam footage of burrowing owls hanging out at a prairie dog hole during the day and the night.

BIOLOGIST: Burrowing owls will hunt day or night.

The biologist inspects a trail cam near the burrow.

BIOLOGIST: Helping protect crops and reduce the spread of disease by hunting thousands of insects and rodents.

We see footage of a thriving prairie dog colony.

BIOLOGIST: Everything in this ecosystem is connected.

We see the biologist surround by vast grasslands.

BIOLOGIST: So by using the fees from hunting and fishing licenses to restore and protect the habitat that prairie dogs love...

We see more footage of owls hanging out at a prairie dog hole.

BIOLOGIST: We put more houses on the market for owls.

SUPER: Supporting Science in the Wild
Colorado Wildlife Council



Source: <https://www.youtube.com/watch?v=7ZQToX6CTIq>
<https://cpw.state.co.us/species/burrowing-owl>
<https://www.youtube.com/watch?v=D8eVuO5h59Y>
<https://www.youtube.com/watch?v=D8eVuO5h59Y>

Burrowing Owls Long Form

Additional topics for the biologist:

- Burrowing owls are threatened in Colorado
- Active any time, day or night
- Only owl in America that nests underground
- They hunt by flying from a short perch or by walking, running, or hopping along the ground
- The burrowing owl catches its prey with its feet
- Natural pest control
- Monogamous
- Mainly eat insects but will also eat rodents, snakes, scorpions, and amphibians.
- Burrowing owls are known to collect mammal dung for use around its nest to attract dung beetles, which the owls eat
- By late August they migrate south and return the following April
- How do private landowners help with wildlife conservation?

General owl facts:

- An owl's eyes can be 3% of their body weight
- If it was the size of a person, its eyes would be the size of oranges



BONUS

Pronghorn :15 Social

We open on pronghorn running fast across the land.

BIOLOGIST: Pronghorns are the fastest land animal in North America. But a century ago, they were quickly going extinct.

We out to a wildlife office in an open grassland area holding binoculars.

BIOLOGIST: Thanks to restoration efforts funded by license fees from hunting and fishing, the state's 90,000 pronghorns are a wildlife management success story.

We see more pronghorn milling around the grass and sagebrush.

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Colorado Wildlife Council

Source: <https://coloradosun.com/2019/01/21/colorado-pronghorn-antelope-recovery/>
<https://www.youtube.com/watch?v=xs4EWzom-WU>
<https://cpw.state.co.us/species/pronghorn>

CPW biologist request: Pronghorn expert.



Radio

Otter :30 Radio
(Additional lines in brackets)

BIOLOGIST: Once gone from Colorado, the otter was restored to our waters, thanks to work funded by hunting and fishing licenses.

Those funds help keep lands and rivers healthy for all of us to enjoy.

[As a biologist with Colorado Parks and Wildlife, I see success stories like these every day.]

[And] cleaner waterways don't just help otters thrive; they give us better ways to paddle, play, and connect.

[Learn more at Colorado Wildlife Council dot org.]



Otter :15 Radio

(Additional lines in brackets)

BIOLOGIST: Once gone from Colorado, the otter was restored to our waters, thanks to work funded by hunting and fishing licenses.

[As a biologist with Colorado Parks and Wildlife, I see success stories like these every day.]

[Learn more at [Colorado Wildlife Council dot org.](http://ColoradoWildlifeCouncil.org)]



Owl :30 Radio
(Additional lines in brackets, ellipsis indicate an edit to an already recorded line)

BIOLOGIST: Most owls live in trees. But some, live in the ground. And aren't night owls at all.

Burrowing owls will hunt day or night.

Helping protect crops and reduce the spread of disease...

So the more habitat we're able to protect and restore, thanks to fees from hunting and fishing licenses, the more it benefits everyone in Colorado.

[As a biologist with Colorado Parks and Wildlife, I see success stories like these every day.]

[Learn more at Colorado Wildlife Council dot org.]



Owl :15 Radio

(Additional lines in brackets, ellipsis indicate an edit to an already recorded line)

BIOLOGIST: *[As a biologist with Colorado Parks and Wildlife, I see how everything in an ecosystem is connected.]*

So the more habitat we're able to protect..., thanks to fees from hunting and fishing licenses, the more it benefits everyone...

[Learn more at Colorado Wildlife Council dot org.]



Fire and Fish :15 Radio

(Additional lines in brackets, ellipsis indicate an edit to an already recorded line)

BIOLOGIST: When a wildfire threatened a rare, native cutthroat trout, we stepped in to save them.

License fees from hunting and fishing fund rescues like this...

[I see at everyday as a biologist with Colorado Parks and Wildlife.]

[Learn more at Colorado Wildlife Council dot org.]



Pronghorn :15 Radio
(Additional lines in brackets)

BIOLOGIST: [*Thanks to conservation funded to hunting and fishing licenses, we now have over 90,000 Pronghorns in Colorado.*]

[*As a biologist with Colorado Parks and Wildlife, I see success stories like these every day.*]

[*Learn more at Colorado Wildlife Council dot org.*]



Estimated Deliverables

2x :30s, 2x :15 Cutdowns & 2x :06 Cutdowns *Owl and Otter*

2 x :15s (Bonus Edits) *Fire and Fish, Pronghorn*

- Exported in 16x9, 4x5, 1x1 & 9x16 & includes SRT Files

2x :30 & 4x :15 Radio spots (Radio pulled from the Video spots above)

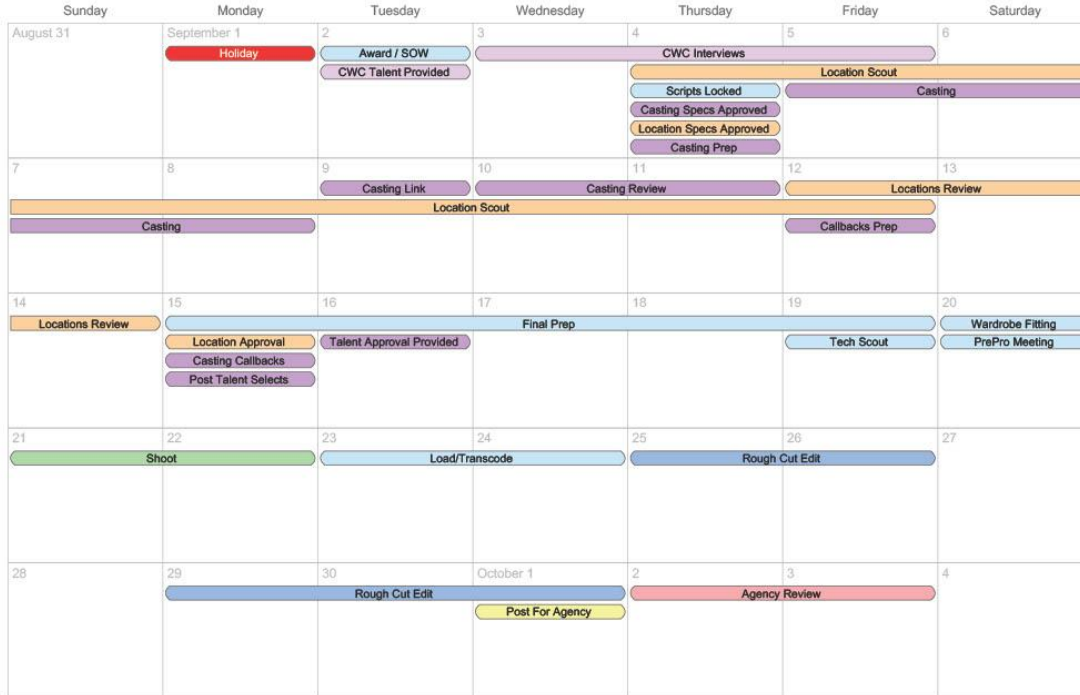
15x Retouched Still Photos + Full Library Access

1x 2:00 longform video <- **client please select** - *Otter or Owl*

2936_R&R Partners_CWC_Phase 3_v3



August 2025 - October 2025



October 2025 - November 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5	6 Agency Revisions	7 Post for Client	8 Client Review	9	10	11
12	13 Client Revision + Cutdowns	14 Post for Client	15	16 Client Review # 2	17	18
19	20 Client Review # 2	21 Client Revision & LF	22	23 Client Review # 3	24	25
26	27 Client Review # 3	28 Final Revisions Post For Lock	29	30 Final Edit Review	31	November 1
2	3 Picture Lock	4 Finishing Prep	5	6 Color Correction	7 Audio Mix	8

November 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9	10	11	12	13	14	15
	Online Finishing		Versioning and Conform		Client Review	
				Post FFA		
16	17	18	19	20	21	22
	Client Review		Delivery			

