

Minutes
October 4, 2018 ~ 10:00am - 3:00pm
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216
Bighorn Room

Members Present: Burke, Emery, Gates, Gurzick, Melcher, Neinas, and Shettel

Members Absent: Bohrer and Justman

Also in Attendance: Jennifer Anderson (CPW Wildlife Council Liaison), Gary Thorson (CPW Assistant Director), Bob Broscheid (CPW Director), Ginny Sednek (CPW Education), Jacqueline Meason (R&R Partners-Account Director), Amanda Bergman (R&R Partners-Brand Manager), Katie Fischer (R&R Partners-Digital Media Planer/Buyer), Pat Buller (R&R Partners-Creative Director Assoc.), Kyle Lewis (R&R Partners-Assist. Brand Strategist), Sean Tonner (Group Fulcrum), Briana Franco (CPW Budget Analyst), Shelley Cook (CPW Web Content Strategist), Windi Padia (CPW Deputy Regional Manager)

Call to Order/Welcome/Introductions - Neinas

Chairman Neinas welcomed members of the public and guests.

Council Member Recognition - Neinas/Anderson

Neinas and Anderson expressed their thanks to Council member Burke for his 8 years of volunteer service, including being chairman, on the Wildlife Council. Director Broscheid was grateful for Burke volunteering his time and energy, not only with the Wildlife Council, but on the GOCO board and the Wildlife Commission. Burke served on the Council because he believes in, and cares about, wildlife. Windi Padia worked with Burke from 2010-2016 and expressed gratitude in their partnership over the years. Padia noted his kindness, professionalism, and passion. It was also noted that Burke was a good role model for teamwork, maintained a sense of humor, showed leadership, and was a model of public service, dedicating thousands of hours towards missions that he believed in. Thank you!

Approve Minutes - Neinas

Motion- The Council approves the minutes as read from the August Meeting (8/1). - Shettel
2nd - Gates

Motion carries by Council vote.

Treasurer Reports - Gurzick

August revenue was lower than what was predicted, but total actual revenue may catch up the estimated amounts. At this point there are no major concerns with the budget.

Council Member Reports - Neinas

There are no Council related reports at this time.

CPW Outreach - Emery

Emery reached out to the Park Manager at Cherry Creek State Park to see how the Wildlife Council could have a presence in the park. Many park visitors are outdoor enthusiasts, but may be unaware of the benefits of hunting/fishing. This could be an opportunity to create educational signs to inform a captured audience.

Council Discussion

Burke thought this would be a good opportunity to partner with GOCO and will inquire how this fits into GOCO's mission. Cherry Creek has a shooting range and signs could explain how shooting sports benefit wildlife. Park visitors are already pre-disposed to taking in this message, and Chatfield or Cherry Creek State Park could be a good pilot. This would also be a good opportunity to educate park staff. Tonner recommended digital sign boards so images could be updated, change over time, and include CPW/Park/GOCO messages. Anderson would also like to be a part of this conversation since her section works with interpretive signs. Emery will work with Anderson, Burke, GOCO, and R&R Partners. Will bring this back to the Council at a future meeting.

Action: Emery will work with Anderson, Burke, GOCO, and R&R Partners to further develop this idea.

Spending Authority Decision/Discussion - Anderson

When the Wildlife Council initially submitted a request to increase their spending authority to DNR, it was rejected, but included a condition to be revisited. There was interest in knowing where the additional money would be going and concern about the 'message'. After the follow-up discussion, DNR and the Governor approved the request for an increase in spending authority. They are keen to see the continued progress of Wildlife Council.

The Council thoroughly appreciated Jacqueline and Amanda's hard work on the spending authority discussion. R&R Partners' data and analytics were beneficial to share due to the depth and aptitude; defending that we are measuring our work and continually making progress. Additionally, the Council thanks Emery, Gurzick, and Director Broscheid for participating in the conversation; it was imperative that the Director was behind this effort. Emery felt that the budget office did not know much about the North American Model and how hunting/fishing contributes. The Council should look into working with Aids in the State legislature as an effort to educate them.

What is the timeline? Director Broscheid informed the Council that CPW will put together a budget request to DNR. DNR will work with the Governor for approval. Afterwards, CPW will compile a statewide request to the Joint Budget Committee. There have not been any issues with the request to increase the surcharge and it is anticipated to go through untouched.

Selling Council Assets - Gurzick

Gurzick received an inquiry from a special effects company to purchase the deer puppet used in the Frenemies campaign. The council is authorized to sell the puppet since it is valued under \$5,000, but any money received will go towards CPW general funds. Gates saw the potential to capitalize on a partnership if we donated the puppet instead.

Motion- To sell/donate the deer puppet. - Emery
2nd - Shettel
Motion carries by Council vote.

Action: Sell/donate the deer puppet. - Gurzick, Anderson, & Sednek

2019 Council Meeting Dates - Neinas

Overall, Wednesdays are the preferred day for Council meetings. Conference calls have more flexibility for different days of the week. Gates is only available April 1st-3rd. Sednek will work on sending out a Doodle Poll for 2019 dates.

Action: Doodle poll for 2019 meeting/call dates. - Sednek

Wild Harvest Initiative Discussion

Conservation Visions/Wild Harvest Initiative (WHI) submitted an unsolicited proposal to DNR to work with CPW and the Wildlife Council. Council members can only discuss the initiative, but not make an official decision of support or investigate further. WHI is a worldwide movement about how harvesting affects people in different ways. Interest is growing. So far several states, private organizations (Yeti, Bass Pro) and other countries have signed on. What will we be receiving from this? A compilation and analysis of data regarding sharing game. This data can then be messaged to whomever, wherever and whenever. The messaging can conform to each state and organization. People will realize that sharing and enjoying game benefits wildlife conservation. WHI will show how the vast majority of hunting/fishing (h/f) is about putting food on the table, not about trophy hunting. This movement is very powerful and could help turn the tide on the benefits of h/f/trapping and could pay off in the long run by educating the public.

Concerns/Questions:

- What is the benefits package of the WHI?
 - The Council would receive new insights and understanding to help implement their mission.
- Is this right for the Council and does it align with our mission?
- Will this message be effective as a small side project?
- Will this dilute our main message?
- Is the WHI within our scope and would it be supported by the AG's office?
 - The Council wants to make sure that they were not getting involved with recruitment, retention, and reactivation.
- Can we ensure that the information will be from and for Colorado since this is an international project?
 - This may not necessarily be a bad thing, since it will be broader than Colorado and we could take cues from other regions in the country and world.
- Will WHI be putting out a concise controlled message (do not want it to be splintered)?
- What happens if WHI goes under?

Potential benefits:

The educational message of how h/f provides really great food could resonate with 'In the Wind'. The wild game concept is becoming more relevant and being part of WHI could be a beneficial multi-faceted approach. The messaging about the benefits of h/f from CPW and the Wildlife Council over the past 30 years has been stagnant, unrecognizable, and irrelevant. As the population continues to grow the ignorance about wildlife management also increases. This initiative could be another way to reach the public since every human needs to eat. At first people were skeptical about eating wild game at the Forever Colorado Social (Partners in the Outdoors conference), but it has been a success and is now widely appreciated. The WHI could become this, but on a state wide level. The food factor is the main component of acceptability. The Council likes the potential to collaborate with other states and organizations. WHI could become a nationwide conversation, opening the door on why harvesting is important and incurring a long term benefit. For marketing, consistency and frequency are important. The more people hear the same/similar message, the better. The increased spending authority could give the Council the ability to work larger projects, like WHI. The Council agreed that WHI has merit, potential, and could be the direction we need to go to educate people about the North American Model and how h/f support conservation.

R&R was asked about the value of this information. R&R stressed that we are already working with a lot of message points and would want to know if this resonates with our target audience. Per the message testing in 2011 and 2015, we have seen a shift from financial importance to knowing the

science behind the work. How many messages can we have since this topic already has many complicated layers? What direction is WHI moving in? We don't want to have too many scattered messages. We need to be cognizant of how the audience is going to interact and how it is relevant to them. In order to not make assumptions, the Council should consider message testing. R&R can derive some of their messaging on what resonates in different parts of the county. We need to be thoughtful about keeping messaging consistent and if the audience shows interest, then maybe we can go in deeper. R&R would like to continue to have open dialog about this.

The Wildlife Council has contracted service with R&R Partners and should consider working with them to purchase goods/services from Conservation Visions/WHI. The Council agreed that this was logical and made sense to coordinate R&R Partners and WHI.

Movement: To support the concept of the Wild Harvest Initiative - Burke
2nd - Gates

Motion carries by a unanimous Council vote.

Director Broscheid closed by stating that agencies have started to get more in touch with trends and their audiences by reacting to a changing market, working on public relations, and listening to the professionals. We need to do something different, change the conversation, be proactive, and do what is best for Colorado. WHI is a powerful message and can have an impact on a national level. CPW wants to be your partner in this. The Director will keep the Council informed of the process.

R&R Presentation - R&R Team

Strategic Framework & Discussion

R&R has done a lot of groundwork and would like the Council to revisit their target audience and the two adjusted campaigns. R&R's prime goal is to seek increased favorability of hunting/fishing (h/f) in Colorado and decrease in support of restricting h/f.

Audience

Why targeting the 'In the Wind' (ITW) audience: not biased regarding h/f, moveable.

Who is ITW: 18-35 y.o. young professionals, enjoy the outdoors and humor, digital natives.

Challenges: sensitive to gun culture and bad-players (trophy/illegal hunting), don't like to get involved in politics unless it involves them personally.

Channel Strategy

This is a step between audience research and media, to see how the audience consumes media. Since we are on a limited budget we need to prioritize the channels to be effective.

Primary Channels:

- Social Media: Everyone uses. Instagram performed strongly (70% of ITW are users, spend 32 min/day). Facebook (88% of ITW are users, spend 25 min/day).
- Connected TV: ITW is more likely to use CTV over traditional TV. Ads are non-skipable.
- YouTube: New channel this year. ITW spends 40 min/day. Will target by key words, aligning targeted searches with 'Colorado'. Only pay if the entire clip is watched.
- Web/Apps (Digital Media): Smaller budget, will only re-target with banners/native ads.

Secondary Channels:

- Broadcast TV: Was 80% of the budget in the past. R&R has reduced that to 50-60% of the budget. It is important that we continue to evolve as the audience changes and how they consume media. Would like to consider reducing the broadcast in the budget and instead be strategic and purchase focused ads that are more expensive, but are better targeted (NFL game, season finale, etc). This may be more efficient than a general broadcast buy and may follow the audience better.

- Out of Home (OOH): Will consider bringing billboards back (traditional or digital) since this audience is travelling/commuting.
- Digital Radio: Spotify and Pandora. Will have video ads on this channel.
- Ads in Podcasts: This channel has been growing, especially with ITW. Align with popular and trusted sources.

Takeaways

Social media platforms are critical. ITW are tech savvy digital natives, require multiple messaging touch points from different sources and need a higher frequency of messaging. This requires multiple assets due to ad fatigue (seen with the Tubes campaign). We need to be strategic, speak the right language through specific channels, have high contact on a variety of sources, and utilize multiple assets. There are many different media channels to get our message through besides TV. Media channels change over time and R&R will ensure to shift and adjust. We will still keep in mind that there is a broader audience, therefore broadcasting during a sports games/season finales will be beneficial.

Council Discussion

It is R&R's job to research and maximize dollars. Many people get their news online and even the general audience's habits have changed. The Council used broadcast TV in the past because we had a broader audience. Since we are targeting ITW, broadcast TV is not necessarily the preferred media channel. Additionally, research shows that people multi-task when watching TV, therefore commercials may not even be seen. R&R will pursue choosing specific, yet, more expensive spots to invest in efficient platforms. R&R also ensured that targeting on social media is based off of demographics, not a search. YouTube will target based off of a search that aligns with the content (not just 'Wildlife Council') which can change seasonally. Ads can be served to the individual, will be tracked and re-targeted once they click or visit the page. There is value in moving towards channels we can target. Since we survey a broad audience, will we see a reduction in support when we test re-call since we are re-targeting a specific audience? R&R increased the quantitative survey from 400 to 800. Since we dive in un-aided, we will know the ones who are aware and can do a cross tab if they have heard of the campaign. Awareness may decrease overall, but the goal is to have awareness and recall increase with the target audience. R&R will constantly evolve and look at the moveable audiences who are receptive to our message.

Focus Group Research Considerations

Increase credibility by changing the web address from .com to .org and consider stating 'In Partnership with Colorado Parks and Wildlife'. R&R has taken Focus Group and Council insights to refine these potential campaigns.

- Concept 1-The Outdoors: Tried to include more facts, but this can be difficult in a :30 spot. This concept could also utilize billboards and digital carousels on social media. Having multiple assets would be beneficial to continually get the message across. One concern is that the key message doesn't arrive until the end of the commercial.
- Concept 2-Where the Wildlife Roam: Revisions included getting to the point quicker and no crunching cereal. This concept has many different options (trout, sage grouse, etc) which could be used over multiple years. Animals and humor resonate with ITW. This concept is silly for a reason; remember we are trying to break through the clutter to be memorable.

Council Discussion

Gurzick was concerned with the first concept's title 'Colorado Outdoors' which is also the name of CPW's magazine/blog/website. The Council does not want the ads to have the appearance of a CPW advertisement since there have been issues in the past. Thorson explained, the concern originated when earlier ads used agency information, this was scrutinized for marketing/promoting a state agency. This is why R&R decided to use the language 'in partnership with', which would bring credibility, but will need to research if we can explore this option. The Council will consider changing the website from .com to .org (R&R has already purchased this website). Would it be more credible to use .gov? R&R would not suggest this since people don't want the government tell them what to do, .org is more educational. R&R recommends Where the Wildlife Roam since it is more memorable and would resonate with ITW. R&R would not recommend doing both.

Action: Explore option of 'In Partnership with Colorado Parks and Wildlife'. - Anderson

Concerns:

After much discussion the Council could not fully support either concept. The Outdoors is safe, yet forgettable. Where the Wildlife Roam is risky; the Council was leery of the costumes, similarity to the Frenemies campaign, backlash with the edgy material (dating, bar fight), disliked people in animal suits talking. The Council understood that these concepts may resonate with the target audience, but they have an image to consider. Frenemies gave h/f a bad name and there are concerns of this occurring again. R&R reassured the council that these concepts are different from Frenemies and that they will use respectful language to ensure it is not offensive.

The Council appreciated R&R reworking these concepts, but they feel the need to go dark to re-evaluate, figure out long term plans/vision, and conduct research. Anderson informed the Council that going dark will not jeopardize the increase in funding. R&R has done a good job expanding HAH, but the brand may have run its course since Colorado has changed over the past 6 years. Going dark would affect the budget by transitioning funds from media/creative into recommended areas like research (i.e. message/concept testing). Chairman Neinas reminded the Council that we have spent a lot of time and money developing these concepts and we would be letting go of an opportunity. Emery asked R&R about the possibility of moving forward with a scaled down version of concept 2 (not on TV, but on YouTube/social media) to not lose the past 6 months of work. R&R will explore a refined paid media approach, but the production costs will remain the same in an effort to create quality products and develop multiple assets.

Some options are:

- 1.) Go dark, start from scratch.
- 2.) Have a light presence with consistent messaging using existing assets.

Or

- 3.) Continue with a light version of the 2nd concept (not on TV).

Neinas mentioned that Tubes is fatigued and the Council cannot use old media due to rights. The Council should also consider that there could be a drop in support on the quantitative survey if they go dark. Going dark is a big decision and the Council owes their constituents more than a half hearted effort. We have a lot of work ahead, need be thoughtful on how funds are spent, and it is imperative to provide direction to R&R.

Motion: To reject concepts 1 and 2 for the Wildlife Council creative - Gurzick
2nd - Shettel

Motion carries by Council vote.

Gurzick was not impressed by the talking moose since April, did not see major changes with concept 1, and is surprised that this is still the recommendation. R&R did not receive direct feedback from the Council at the meeting in August to kill either concept, they were told to revise the current concepts since we did not have the budget to test new concepts. The Council ensured R&R that they are doing a good job and they have been a good partner. They would just like to see their next campaign be more powerful. Going dark would be a good opportunity for the Council to understand what Colorado is today and where we need to go to be effective. It would be beneficial to utilize the remainder of the fiscal year to research the message, direction, and concepts. Also, the Council could test messages from WHI if they continue with an agreement. R&R would like to conduct research before funds are spent and would not recommend 'one off productions', rather they prefer to come back with suggestions and strategic recommendations.

Motion: To have the Wildlife Council go dark. - Emery
 2nd Gurzick
 Motion carries by Council vote.

The Council will reconvene at the November conference call (11/2) with recommendations and direction from R&R for how to proceed (there will be no recommendations for new creative).

Origami: The fish statue is now temporarily located in Fort Collins at the Foothills Mall outside of Dick's Sporting Goods. Another potential placement is the Budweiser Event Center by Loveland.

Thorson mentioned that AFWFA has researched and created an advertising package that could work for all US states and Canadian Provinces. The tagline developed was 'Making It Last' about the role wildlife agencies play. We now have a toolkit that states can utilize. Colorado is fortunate to have the Wildlife Council and its partnership with an advertising agency. There are 2 national organizations testing this message over the next 2 years to see how it resonates. Thorson will share this kit with the Council and keep the Council informed on how CPW can use this asset.

Motion: To adjourn meeting. - Neinas
 2nd Melcher
 Motion carries by Council vote.

Action Items

- Emery will work with Anderson, Burke, GOCO, and R&R Partners to further develop this idea.
- Sell/donate the deer puppet. - Gurzick, Anderson, & Sednek
- Doodle poll for 2019 meeting/call dates. - Sednek
- Explore option of 'In Partnership with Colorado Parks and Wildlife'. - Anderson

2018 Meeting Dates

Conference call dates will be cancelled if no agenda items

2018 Meeting Dates	Type
Friday November 2	Conference call
Thursday December 6	Council Meeting - Denver/TBD