

# Colorado Wildlife Council

February Virtual Meeting  
2021



Colorado  
Wild  
Council

**Date Issued:**

February 2021

# Agenda

- 01 **Media Update – January Reporting**
- 02 **New Media Opportunity**
- 03 **Web Analytics**
- 04 **Council Member Spotlight**
- 05 **Action Items & Next Steps**

# Media Update

*January Reporting*

# Winter Media Objectives & Goals

## **Campaign Objective**

Increase **awareness** among the In The Wind audience of the benefits of hunting and fishing for the state of Colorado.

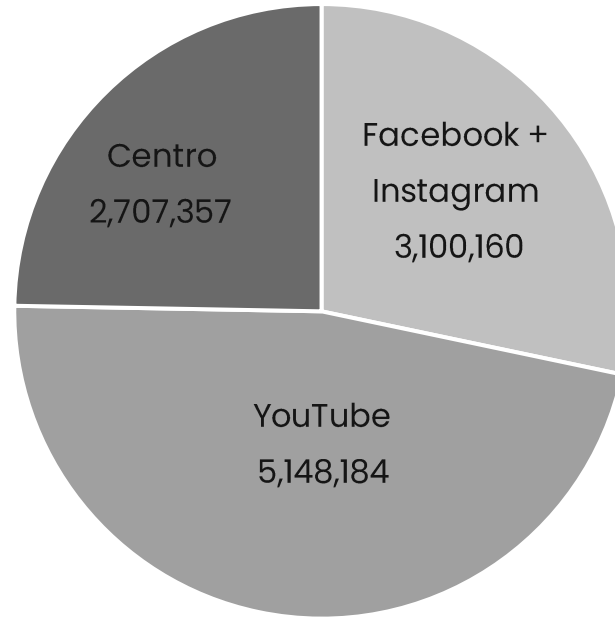
## **Measurable Goals**

Increase education of the benefits of hunting and fishing measured by **impression delivery, video views and website visits.**

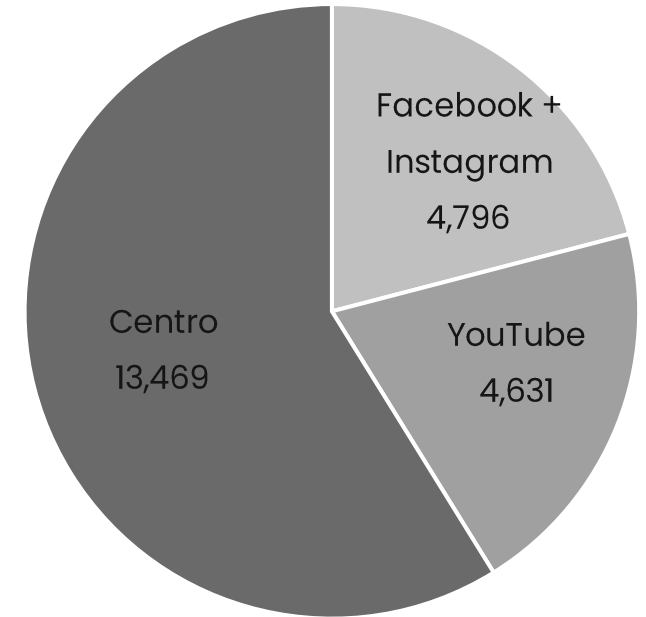
## **KPIs**

- Primary: reach, impressions, brand lift and annual tracker study (September 2020)
- Secondary: clicks (CTR), video views (VCR) and website visits

# January Results

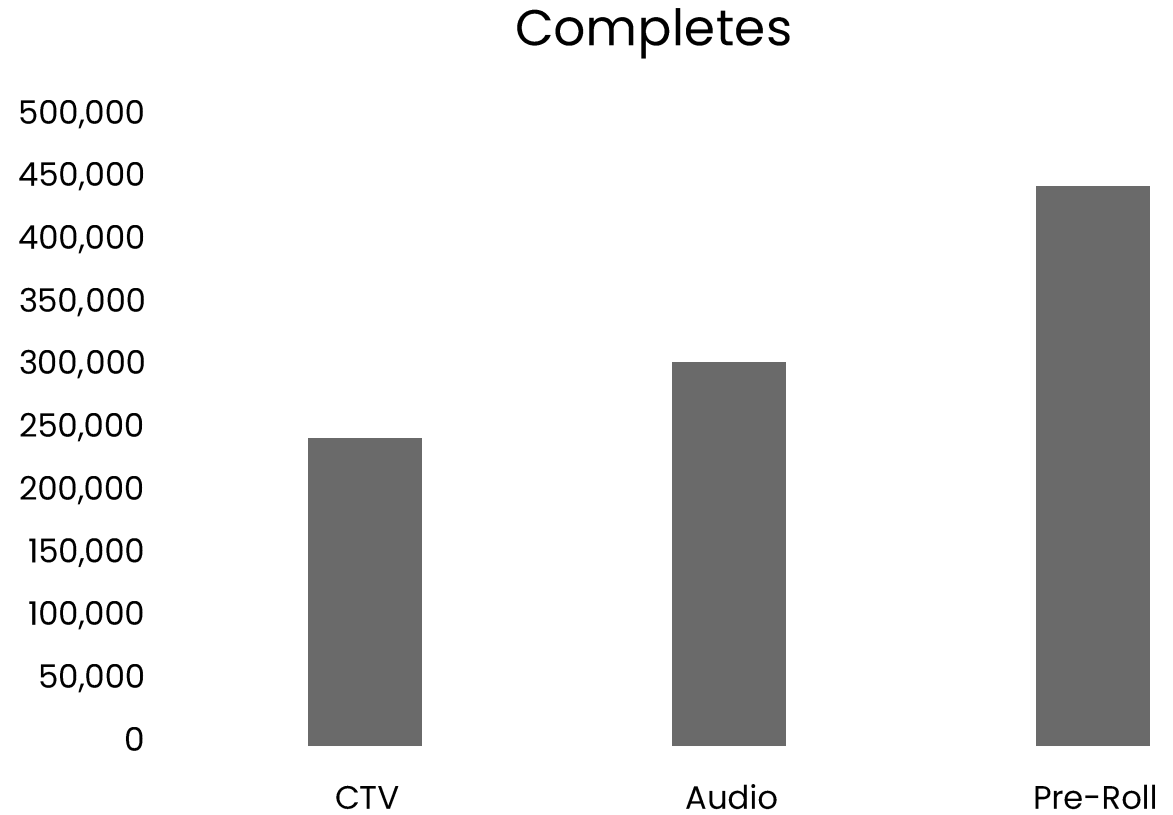


**10,955,701**  
total digital impressions served



**22,896**  
total clicks captured

# January Results



1,002,021 completed views within CTV, Pre-Roll & Audio

# January Results



Bumper ads are generating strong impression results with 63% of the delivery. However, TrueView videos are capturing strong view results.

# January Results

**The Colorado Wildlife Council**  
Published by Lindsey Greenwood · January 5 · 🌐

Where hunting and fishing add nearly as much as the ski industry.



**Amanda Capan**  
Ah i can feel the loss of circulation from the board dangling from here  
Haha · Reply · Message · 2w 🤔 1

COWILDLIFECOUNCIL.ORG  
**This is the Wild Life**  
Supported by hunting and fishing.



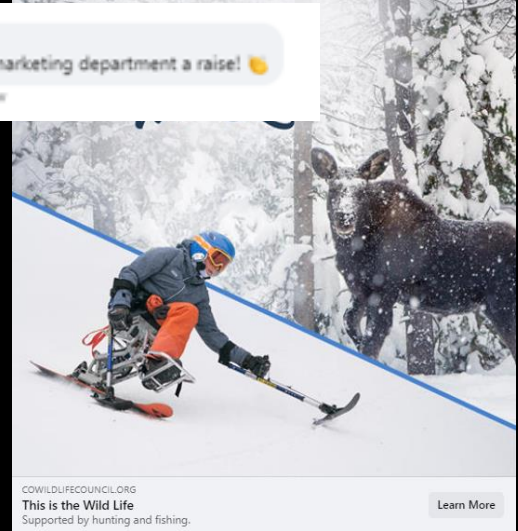
**always.american\_** There's wild life in Colorado and then there's WiLD LiFe 🤔🤔🤔🤔🤔🤔  
3w · 3 likes · Reply

**loleelolaxo** Who's the handsome father doing these ads? 🤔🤔  
1w · 1 like · Reply

**Rachel Mae**  
Sit skier! Give your marketing department a raise! 🤔  
Like · Reply · Message · 2w

**The Colorado Wildlife Council**  
Published by Lindsey Greenwood · January 5 · 🌐

Hunting and fishing add nearly as much as the ski industry, helping 960 different species thrive.



**The Colorado Wildlife Council**  
Sponsored · 🌐

Programs paid for by license fees from hunting and fishing help biologists monitor 960 species – even the most elusive ones.



COWILDLIFECOUNCIL.ORG  
**This is the Wild Life**  
Supported by hunting and fishing.

👍❤️🤔 Mariela Cor... · 7 Comments · 18 Shares

**Ainsley Rosenthal**  
I don't understand what this add wants me to do lol  
Like · Reply · Message · 4w 🗨️ 1

**Author**  
The Colorado Wildlife Council  
**Ainsley Rosenthal** The Colorado Wildlife Council aims to raise awareness about the benefits of hunting and fishing to Colorado's wildlife and economy. For more information, visit our site to learn more.  
Like · Reply · Commented on by Lindsey Greenwood · 4w 🗨️ 1

**Ainsley Rosenthal**  
The Colorado Wildlife Council oh it wants me to get a license ok got it haha  
Like · Reply · Message · 4w 🗨️ 1

**Matt Dunkle**  
**Ainsley Rosenthal** ya u gotta listen to the super cool Jay Leno bearded guy cuz he is really cool.  
Like · Reply · Message · 3w 🗨️ 1

224,136 Post Engagements within Facebook & Instagram



# Optimizations

- Bids: Bids across programmatic tactics have continued to be adjusted. Increased bids for CTV, Audio & YouTube.
- Audiences: Optimized between 3rd-party Facebook/Instagram audiences. Made the CTV and Audio audiences less restrictive to reach more people in the 18-35 age group.
- Creative: Rotated creative across tactics on 2/1. Will continue to optimize between the top performing creative segments.
- Social Brand Reveal: Added an additional social brand reveal unit from Undertone.

# Social Brand Reveal

prohinc, sed in con massa, proham ante ut, conham  
nibh. Sed non augue enim. Nullam sodales ligula sed  
dapibus tempor. Vestibulum non uma justo.

ADVERTISEMENT



TJ David

AdChoices



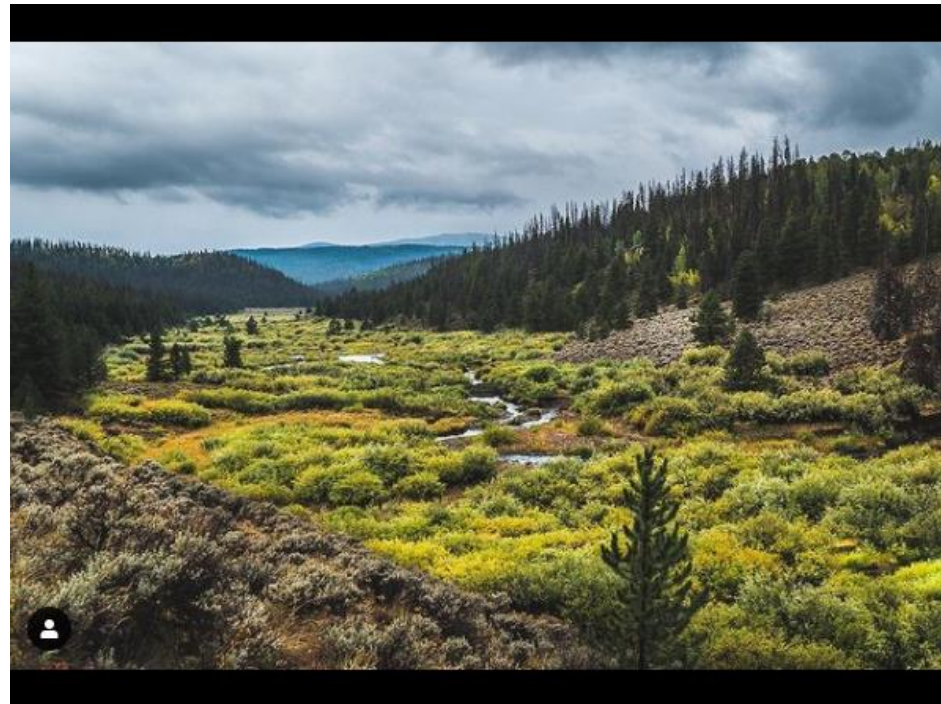
346

12

Know Before You Go. (#ad) Exploring the backcountry on skis can be one of the most rewarding outdoor experiences... [Read more](#)

Learn More

# Influencer Update



rherrmannphotog • Following ...  
Paid partnership with coloradowildlifecouncil



rherrmannphotog #ad Living in Colorado I feel comfort in knowing that great adventure is always right outside my door. We have the ability to easily access millions of acres of public land, holding a lifetime's worth of natural beauty to explore.

Regardless of how you enjoy the outdoors, by purchasing hunting and fishing licenses sportspersons help to



245 likes

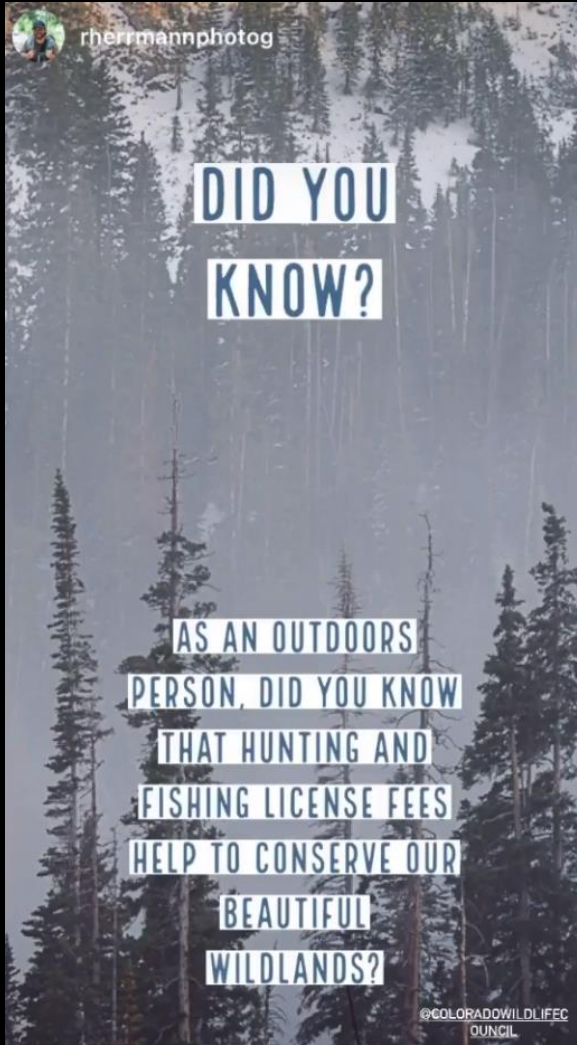
8 HOURS AGO

😊 Add a comment...

Post



# Influencer Update

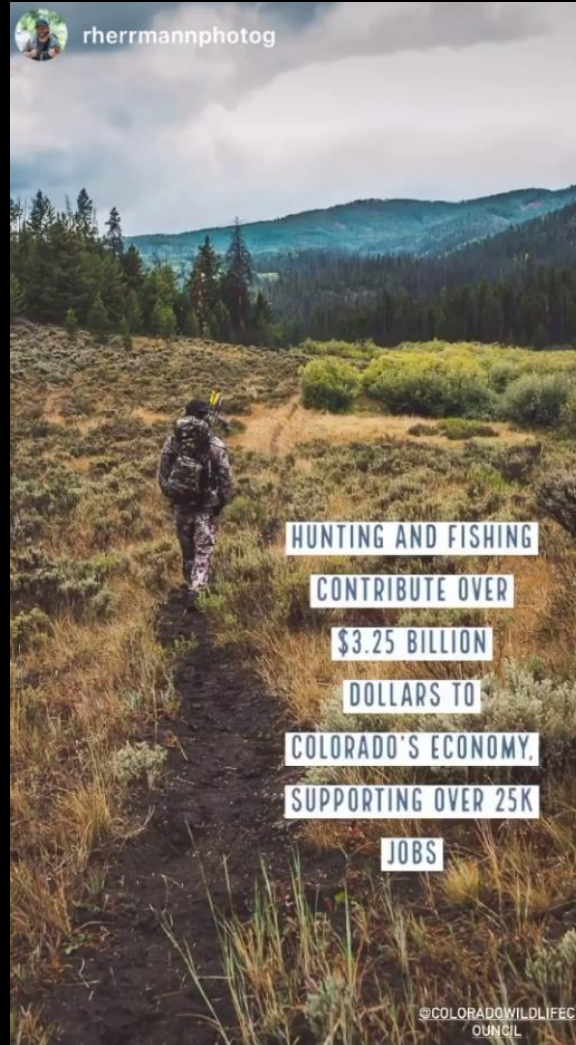


rherrmannphotog

**DID YOU KNOW?**

**AS AN OUTDOORS PERSON, DID YOU KNOW THAT HUNTING AND FISHING LICENSE FEES HELP TO CONSERVE OUR BEAUTIFUL WILDLANDS?**

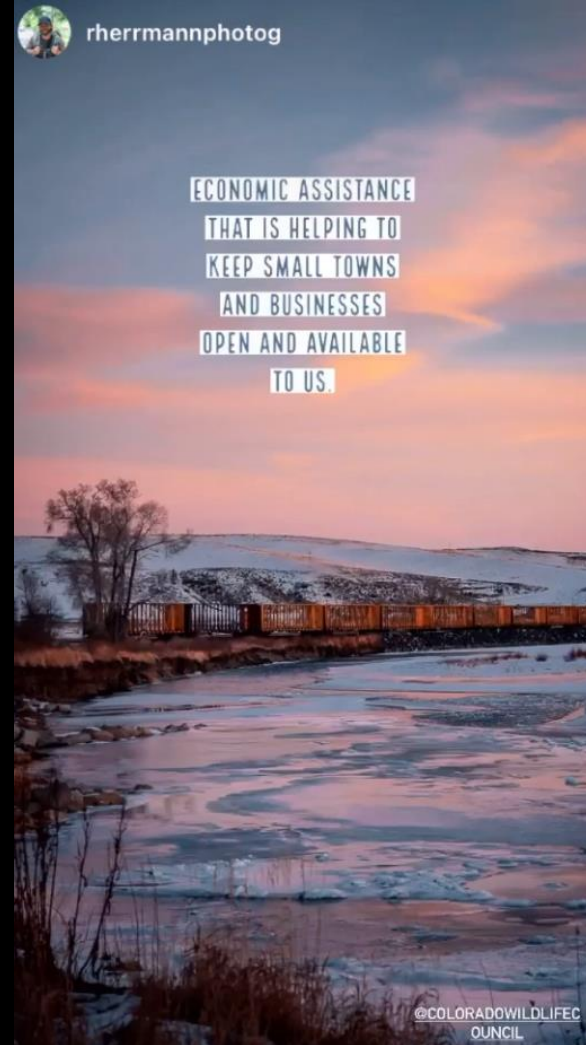
@COLORADOWILDLIFECOUNCIL



rherrmannphotog

**HUNTING AND FISHING CONTRIBUTE OVER \$3.25 BILLION DOLLARS TO COLORADO'S ECONOMY, SUPPORTING OVER 25K JOBS**

@COLORADOWILDLIFECOUNCIL



rherrmannphotog

**ECONOMIC ASSISTANCE THAT IS HELPING TO KEEP SMALL TOWNS AND BUSINESSES OPEN AND AVAILABLE TO US.**

@COLORADOWILDLIFECOUNCIL



rherrmannphotog

**MONEY MADE FROM FISHING AND HUNTING PURCHASES HELPS TO MAINTAIN WILDLIFE HABITAT ON THE LAND AND IN THE WATER.**

@COLORADOWILDLIFECOUNCIL

# Influencer Update



**maddiebrenneman** • Following

Paid partnership with coloradowildlifecouncil



**maddiebrenneman** Colorado is my home and I am so grateful for that. Our fisheries and wildlife populations are abundant and healthy. #sponsored This is thanks to our state's careful management of natural resources. Did you know that the funds generated from hunting and fishing licenses reach beyond just the management of our state's wildlife populations and fisheries? They also help to support the many public lands around our state. Even if you are not a hunter or an angler, it's important to appreciate that the proceeds that come from hunting and fishing licenses benefit all outdoors men and women in Colorado, along with the many places we like to explore.



Liked by shyanneorvis and 549 others

2 HOURS AGO



Add a comment...

Post



# Influencer Update



# Influencer Update



tj\_skis • Following



Paid partnership with coloradowildlifecouncil  
Aspen, Colorado



tj\_skis Know Before You Go. (#ad)

Exploring the backcountry on skis can be one of the most rewarding outdoor experiences. From incredible views, to challenging and dynamic ski-descents that test your limits, there are few experiences as engaging and fun!

Part of recreating responsibly means understanding the impact you have on your environment and the wildlife that inhabit those areas. Whether I'm out winter camping, running or backcountry skiing, I always set out with an understanding that my time out in these wild spaces has impacts on the environment around me. I never travel with audible music as loud noises can disrupt and cause stress to wildlife. I also pack out



356 likes

20 HOURS AGO

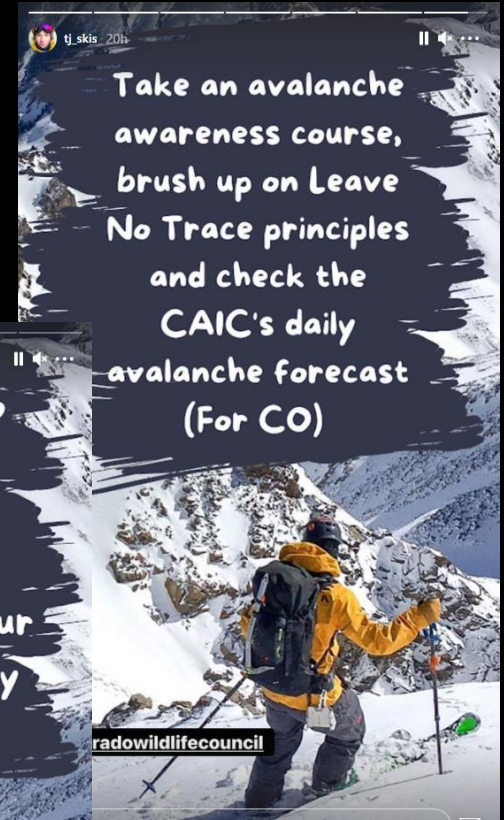
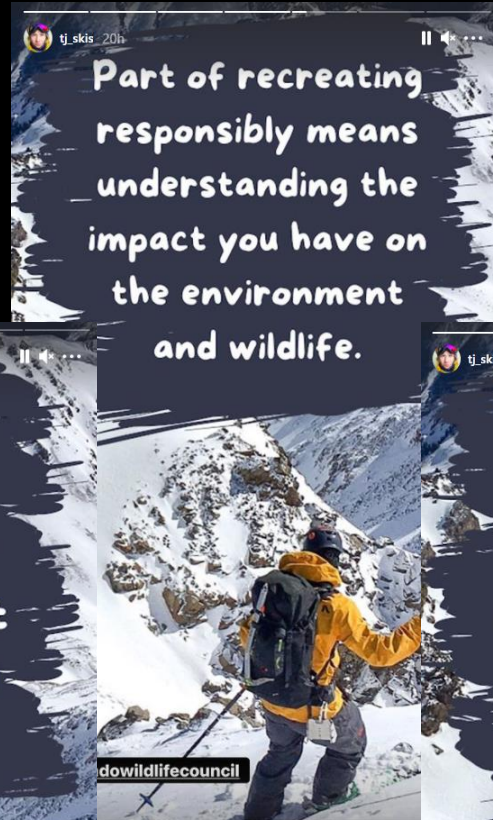
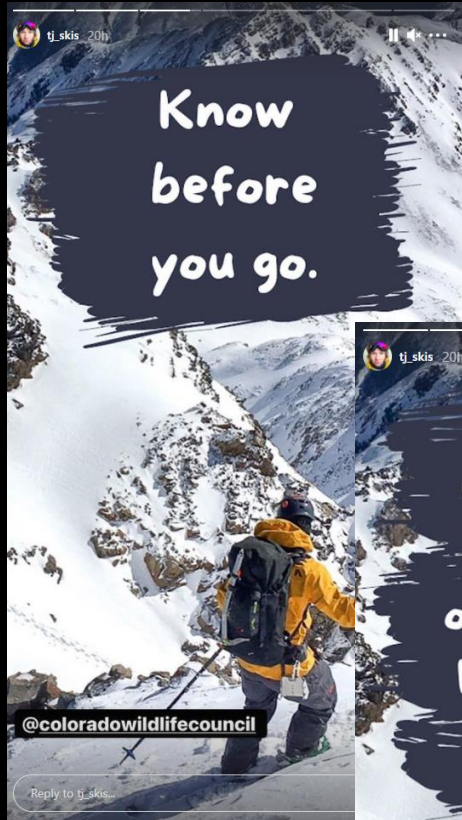


Add a comment...

Post



# Influencer Update





# New Media Opportunity

*Alpine Media – Digital Ski Lifts*

# Ski Lift Update

## Flight:

Feb. 8 – March 31<sup>st</sup>, 2021

## Price:

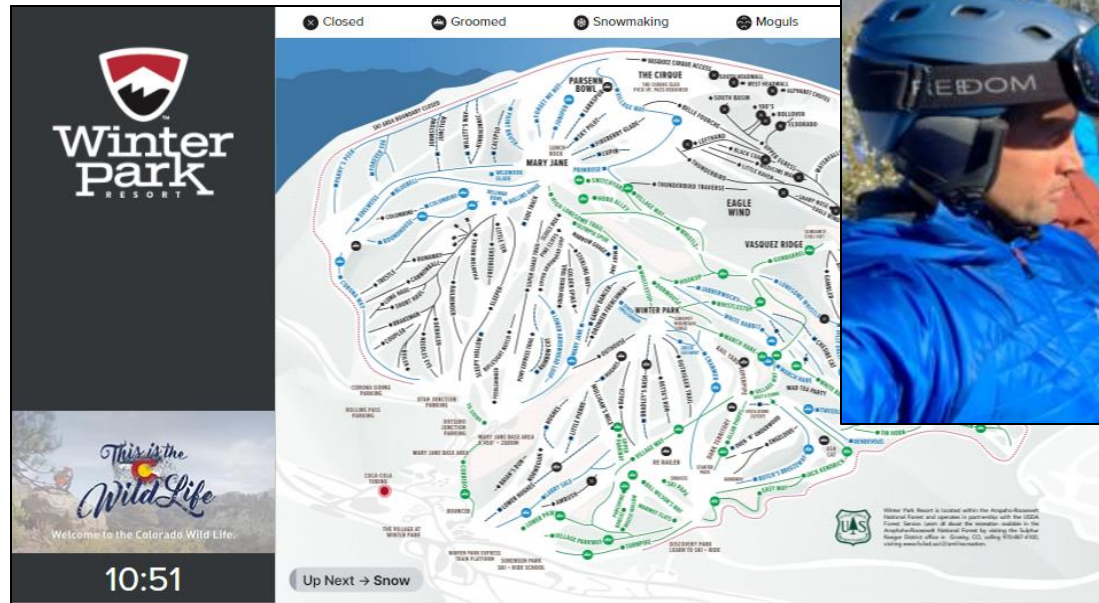
\$12,750

## Predicted Impressions:

850K impressions across 624 digital screens at Winter Park.

## Assets:

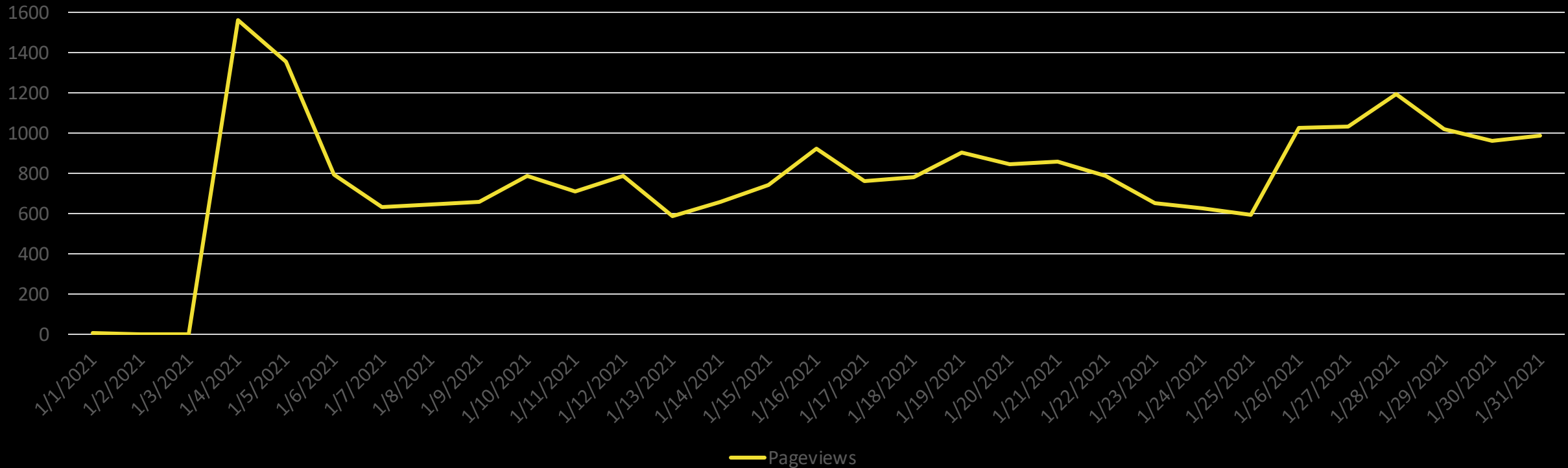
:15s video assets



# Web Analytics

*January Reporting*

# Campaign Visitation 1/1 – 1/31



**Overall Campaign Visitation:**  
23,893 Pageviews

**Top Traffic Drivers:**  
 Centro – 60.2%  
 Facebook (Paid) – 23.2%  
 Google (Paid) – 10.9%

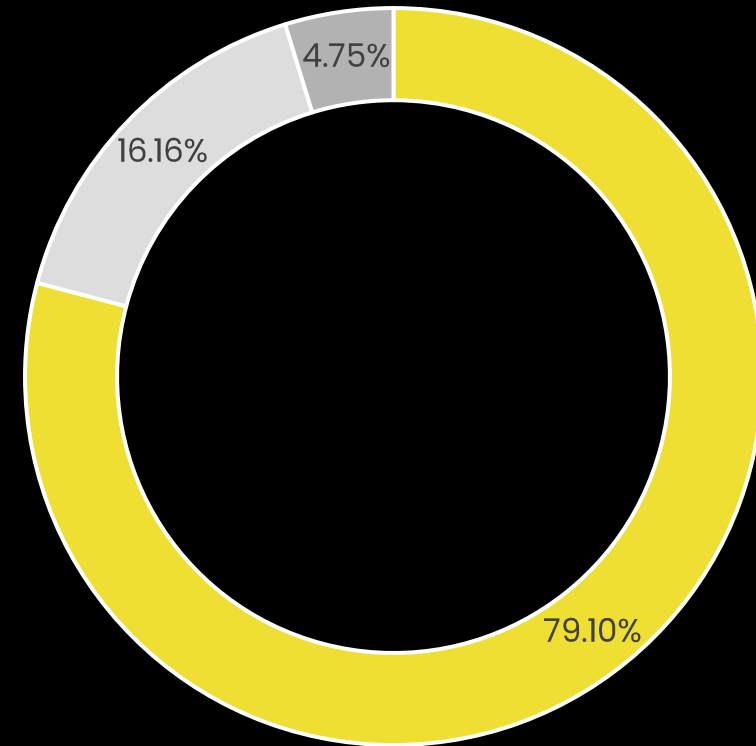
**Most Visited Pages:**  
 Homepage – 92.0% (21,989)  
 Why We Hunt – 3.5% (845)  
 Benefits 1.1% (271)

# Campaign Visitation 1/1 – 1/31

## Users by City (Top 10)

- Denver – 30.7%
- Colorado Springs – 7.9%
- Aurora – 4.8%
- Lakewood – 2.1%
- Fort Collins – 1.8%
- Thornton – 1.7%
- Greeley – 1.4%
- Arvada 1.4%
- Boulder – 1.3%

## Device Category



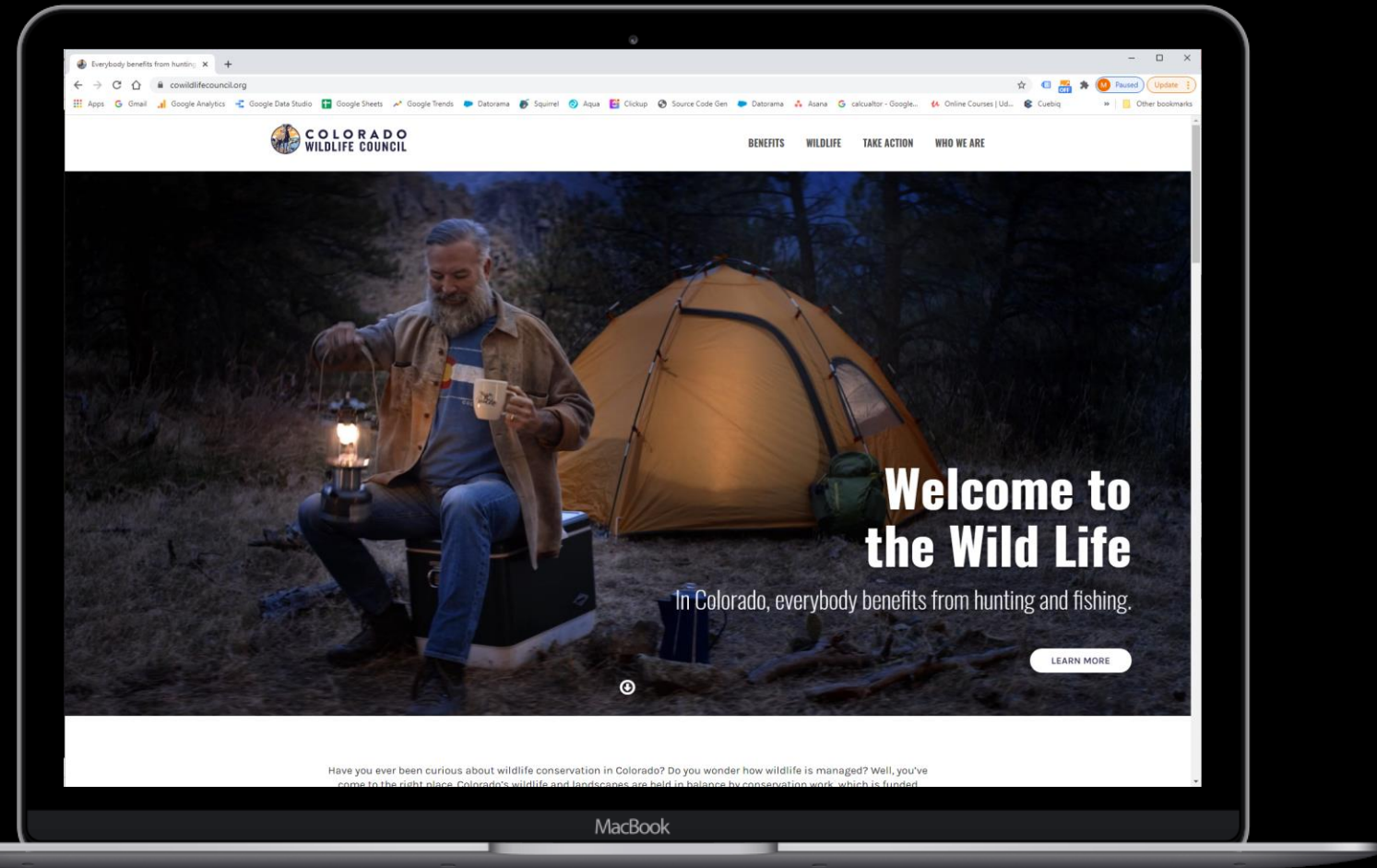
■ Mobile ■ Desktop ■ Tablet

# Campaign Visitation

## 1/1 – 1/31

Website Source	Sessions	Share of Sessions
<b>Paid</b>		
Centro	11,024	60.2%
Paid Social	4,612	25.2%
Paid Search	1,993	10.9%
Trade Desk	18	0.1%
<b>Organic</b>		
Direct	470	2.6%
Organic Search	127	0.7%
Referral	65	0.4%
Organic Social	4	0.0%

Most Visited Pages	Pageviews	Started on Page	Avg. Time on Page (s)
Homepage	21,989	79.0%	44
/why-we-hunt/	845	77.4%	22
/benefits/	271	13.3%	92
/wildlife/	188	29.3%	72
/who-we-are/	187	31.6%	170



# Campaign Visitation

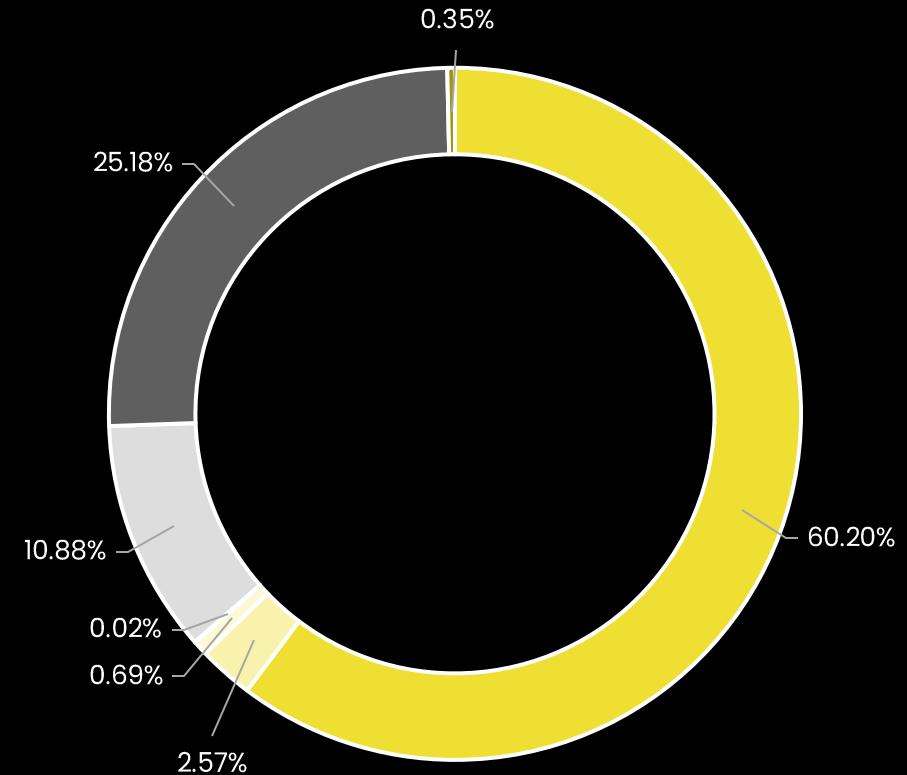
## 1/1 – 1/31

- During this campaign period, most traffic to the CWC website came from Centro (60.2%).
  - Of this traffic, display outperformed other mediums in terms of getting users to click to a next page, with a bounce rate of 63% and on average 1.6 pageviews per session.

Medium	% of Sessions	Bounce Rate	Pageviews per Session	Avg. Session Duration (s)
Page Grabber	28.7%	81.7%	1.20	8
Pre-Roll	26.3%	77.1%	1.35	36
Display	14.6%	63.0%	1.62	8
Social Reveal	9.3%	75.5%	1.27	7
CTV	10.2%	74.0%	1.36	31
Native	5.9%	74.6%	1.29	6
Audio	1.7%	85.8%	1.24	19

- Mediums such as pre-roll, ctv, and audio all had long session durations compared to the others. Given that a web visit is a secondary action and is harder to capture users from these mediums, it makes sense that these users would be more likely to digest the information on the landing page.

## Traffic Channel



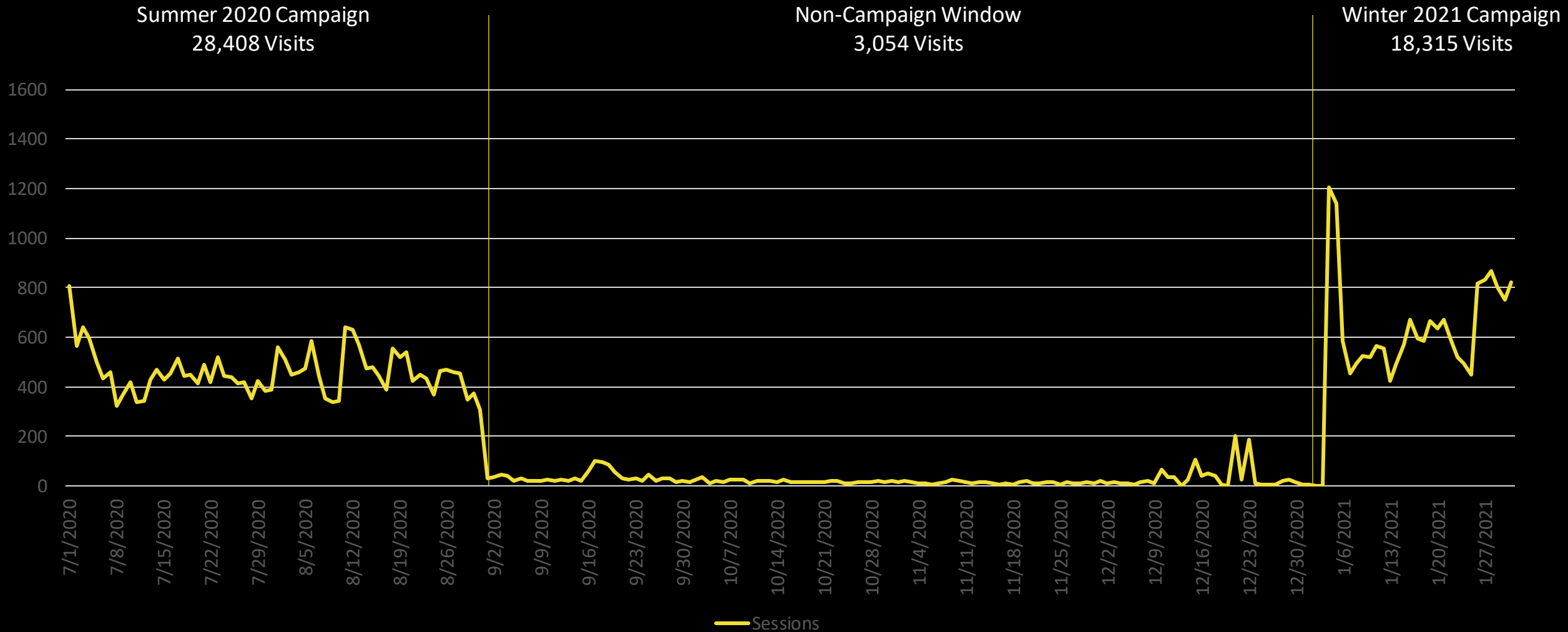
# Comparing Campaign Visitation

<b>Campaign Period</b>	<b>Bounce Rate</b>
<b>Spring 2019</b> (2/18 - 3/22)	94.14%
<b>Fall 2019</b> (8/12 - 10/31)	91.83%
<b>Spring 2020</b> (2/10 - 3/31)	90.71%
<b>Summer 2020</b> (7/1 - 8/31)	88.30%
<b>Winter 2021</b> (1/1 - 1/31)	78.54%

- Bounce rates across campaign periods over the past three years has been gradually improving.
  - This period, we experienced a significant improvement, with bounce rates dropping nearly 10 percentage points compared to the Summer 2020 campaign.
  - Users on desktop devices generally have better overall engagement. However, there was no significant difference in the share of desktop users this campaign period compared to last.
  - There were also no significant differences in users age groups or genders compared to Summer 2020.



# Campaign Visitation 1/1 – 1/31



# Council Member Spotlight

*Q&A Format*

# Q&A

## Format

- How did you first hear about the CWC?
- What is your role on the CWC?
- Tell us about your background when it comes to conservation?
- Why are you so involved with conservation?
- What is your favorite wildlife species and why?
- What is your favorite thing about living in Colorado?
- What do you wish Coloradoans knew about the council or wildlife?
- What types of outdoor recreation do you partake in? (list ones beyond just hunting & fishing if applicable)
- What is your most memorable story about wildlife or being out in the wild?

# Action Items & Next Steps

# Action Items & Next Steps

## **MARCH 2021**

- Thur, 3/25 – Council Meeting/Call

## **APRIL 2021**

- Thur, 4/15 & Fri, 4/16 – Virtual Planning Retreat

Thank  
You



Thank  
Thank  
Thank  
Thank

Prepared by:  
R&R Partners

Company Representative:  
Jacqueline Meason  
Account Director

[www.rrpartners.com](http://www.rrpartners.com)

# Appendix

# FY20/21 Timeline

## Colorado Wildlife Council FY5: 2020-2021

	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21
	Jul-20			Aug-20			Sep-20			Oct-20			Nov-20			Dec-20			Jan-21			Feb-21			Mar-21			Apr-21			May-21			Jun-21																		
<b>R&amp;R Scope of Work</b>																																																				
Research: Quant Survey																																																				
Research: Exploratory																																																				
Research: Competitive Analysis Report																																																				
Creative Concepting & Production																																																				
Media Planning & Buying																																																				
Media Flight (*exact dates TBD)																																																				
Media Analysis																																																				
Website Redesign																																																				
Website Maintenance																																																				
Social Media Community Management																																																				
Brand & Project Management																																																				
<b>Council Meeting &amp; Call Dates</b>																																																				
Council Meetings & Retreat																																																				
Council Conference Calls																																																				
<b>Hunting &amp; Fishing Seasons</b>																																																				
Big Game Season (Most Populist)																																																				
Small Game Season (Most Populist)																																																				
Fishing Season (Most Populist)																																																				

\*Timeline is subject to change based on client needs/goals.



# FY20/21 Budget

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
<b>SUBTOTAL:</b>		<b>1,662</b>	<b>\$191,130</b>	<b>\$87,295</b>	<b>\$278,425</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$23,202.08</b>
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
<b>SUBTOTAL:</b>		<b>1514</b>	<b>\$174,110</b>	<b>\$302,500</b>	<b>\$476,610</b>
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
<b>SUBTOTAL:</b>		<b>282</b>	<b>\$32,430</b>	<b>\$17,500</b>	<b>\$49,930</b>
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
<b>SUBTOTAL:</b>		<b>609</b>	<b>\$70,035</b>	<b>\$1,200,000</b>	<b>\$1,270,035</b>
<b>GRAND TOTAL**:</b>		<b>4,067</b>	<b>\$467,705</b>	<b>\$1,607,295</b>	<b>\$2,075,000</b>

## FY 19/20 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
<b>SUBTOTAL:</b>	<b>1,366</b>	<b>\$157,090</b>	<b>\$84,300</b>	<b>\$241,390</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$20,115.83</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
<b>SUBTOTAL:</b>	<b>1248</b>	<b>\$143,520</b>	<b>\$360,000</b>	<b>\$503,520</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
<b>SUBTOTAL:</b>	<b>214</b>	<b>\$24,610</b>	<b>\$18,000</b>	<b>\$42,610</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
<b>SUBTOTAL:</b>	<b>499</b>	<b>\$57,385</b>	<b>\$1,230,095</b>	<b>\$1,287,480</b>
<b>GRAND TOTAL**:</b>	<b>3,327</b>	<b>\$382,605</b>	<b>\$1,692,395</b>	<b>\$2,075,000</b>

## FY 18/19 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	550	\$63,250	\$0	\$63,250
2 Creative Development	92	\$10,580	\$0	\$10,580
3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5 Website Maintenance	60	\$6,900	\$300	\$7,200
6 Community Partnership Building	24	\$2,760	\$0	\$2,760
7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8 Strategic Consultation	0	\$0	\$48,000	\$48,000
9 Travel Expenses	0	\$0	\$9,005	\$9,005
<b>SUBTOTAL:</b>	<b>1,043</b>	<b>\$119,945</b>	<b>\$57,305</b>	<b>\$177,250</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,770.83</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11 Website Development	120	\$13,800	\$5,015	\$18,815
<b>SUBTOTAL:</b>	<b>770</b>	<b>\$88,550</b>	<b>\$155,015</b>	<b>\$243,565</b>
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
<b>SUBTOTAL:</b>	<b>634</b>	<b>\$72,910</b>	<b>\$268,670</b>	<b>\$341,580</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
<b>SUBTOTAL:</b>	<b>327</b>	<b>\$37,605</b>	<b>\$150,000</b>	<b>\$187,605</b>
<b>GRAND TOTAL**:</b>	<b>2,774</b>	<b>\$319,010</b>	<b>\$630,990</b>	<b>\$950,000</b>

## FY 17/18 Budget

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
<b>SUBTOTAL:</b>		<b>1,647</b>	<b>\$189,405</b>	<b>\$4,280</b>	<b>\$193,685</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$16,140.42</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
13	Website Design & Development	410	\$47,150	\$250	\$47,400
<b>SUBTOTAL:</b>		<b>990</b>	<b>\$113,850</b>	<b>\$32,750</b>	<b>\$146,600</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
<b>SUBTOTAL:</b>		<b>265</b>	<b>\$30,475</b>	<b>\$6,820</b>	<b>\$37,295</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
16	Working Media Placements	0	\$0	\$620,000	\$620,000
<b>SUBTOTAL:</b>		<b>0</b>	<b>\$0</b>	<b>\$620,000</b>	<b>\$620,000</b>
<b>GRAND TOTAL**:</b>		<b>2,902</b>	<b>\$333,730</b>	<b>\$663,850</b>	<b>\$997,580</b>

## FY 16/17 Budget

Description	HOURS*	FEES	EXPENSES	TOTAL	
1	Brand & Project Management	285	\$32,775	\$0	\$32,775
2	Creative Development & Production	315	\$36,225	\$0	\$36,225
3	Media Planning & Buying	275	\$31,625	\$0	\$31,625
4	Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5	Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
<b>SUBTOTAL:</b>		<b>1,235</b>	<b>\$142,025</b>	<b>\$280</b>	<b>\$142,305</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$11,859</b>	
Description	HOURS	FEES	EXPENSES	TOTAL	
6	Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
7	Website Design & Development	65	\$7,475	\$0	\$7,475
8	Photography	20	\$2,300	\$15,000	\$17,300
<b>SUBTOTAL:</b>		<b>165</b>	<b>\$18,975</b>	<b>\$115,000</b>	<b>\$133,975</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
9	Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
10	Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
<b>SUBTOTAL:</b>		<b>185</b>	<b>\$21,275</b>	<b>\$32,445</b>	<b>\$53,720</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
11	Working Media Placements	0	\$0	\$520,000	\$520,000
<b>SUBTOTAL:</b>		<b>0</b>	<b>\$0</b>	<b>\$520,000</b>	<b>\$520,000</b>
<b>GRAND TOTAL**:</b>		<b>1,585</b>	<b>\$182,275</b>	<b>\$667,725</b>	<b>\$850,000</b>

## Approval Sub-Committees

- Website Redesign (July–Sept): Review/approve strategy, template, layout, imagery & copy
  - Tony Gurzick
  - Andy Neinas
  - John Justman
- Creative Assets (during production windows- late summer/early fall 2020): Review/approve -all scripts before production, casting selects, & post-production assets (ex: video file links)
  - Bob Shettel
  - Dan Gates
- Influencers (during media campaigns July–August 2020 & January–April 2021): Review/approve new influencers (individuals) & posts
  - Robin Brown
  - Gary Melcher
  - Jen/Ginny - to approve verbiage, messaging, etc.
- Social Media – Community Management (year-round): Review/approve posts & responses.
  - Tony Bohrer
  - Erin Crider
  - Jen/Ginny - to approve verbiage, messaging, etc.
- RFP Process – timeline TBD: Review/evaluate/approve RFP for new 5-year advertising contract
  - Bob Shettel
  - Andy Neinas

# Media Flights

- **Opportunity Funds:** Mar. 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – Mar. 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – Mar. 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** Mar. 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

# Quant Studies

- **Wave 6:** 9/2/20-9/13/20
- **Wave 5:** 1/20/20 – 1/31/20
- **Wave 4:** 1/31/19 – 2/7/19
- **Wave 3:** 1/8/18 – 1/19/18
- **Wave 2:** 5/30/17 – 6/8/17
- **Wave 1:** 10/24/16 -11/4/16