

Colorado Wildlife Council

January Virtual Meeting
2021



Colorado
Wild
Council

Date Issued:

January 2021

Agenda

- 01 **Media Update**
- 02 **Content Request**
- 03 **Website: Email Plan**
- 04 **Competitive Report Highlights**
- 05 **Action Items**

Media Update

January Highlights

Broadcast Update

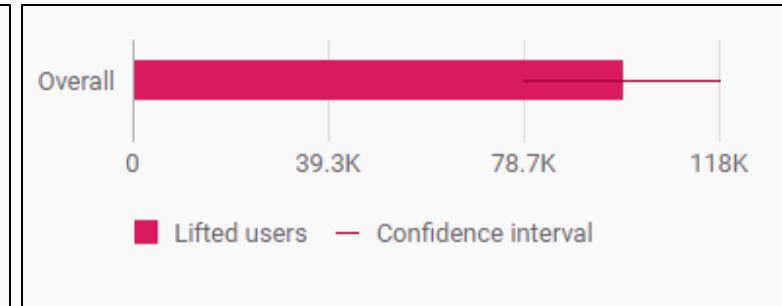
Current Broadcast Schedule:

- NFL Playoffs
- NHL Avalanche games
- NBA games
- This Is Us
- Bachelor
- Masked Dancer

Ski Lift Update



YouTube Brand Lift Study



Didn't see your ads	Saw your ads	Lifted users	Cost per lifted user
279K [266K, 291K]	377K [362K, 393K]	98,194 [78,342, 118,045]	\$0.13 [\$0.10, \$0.16]

Baseline PRR	Exposed PRR	Headroom lift	Absolute lift	Relative lift
18.1% [17.3%, 18.9%]	24.5% [23.5%, 25.5%]	7.8% [6.3%, 9.3%]	6.4% [5.1%, 7.7%]	35.2% [27.3%, 43.7%]

YouTube Update

Influencer Update



maddiebrenneman • Following



Paid partnership with coloradowildlifecouncil



maddiebrenneman Despite the weather, it always feels good to get outside and be in a river or hiking up a mountain. We are so lucky to live in Colorado with its endless opportunities to explore the outdoors. Did you know that Colorado Parks and Wildlife works with private landowners, local governments and conservation organizations to protect important fish and wildlife habitat and protect outdoor spaces? Everyone who enjoys the outdoors in Colorado benefits from this, not just hunters and anglers. Fish and wildlife flourish in our amazing state, but that does not happen without a ton of work and resources to protect both Colorado's



Liked by rhermannphotog and

1,432 others

7 DAYS AGO

Add a comment...

Post

Influencer Update

maddiebrenneman




#ThisIsTheWildLife
#ColoradoWildlife
@coloradowildlifecouncil

Did you know...?




maddiebrenneman

@coloradowildlifecouncil



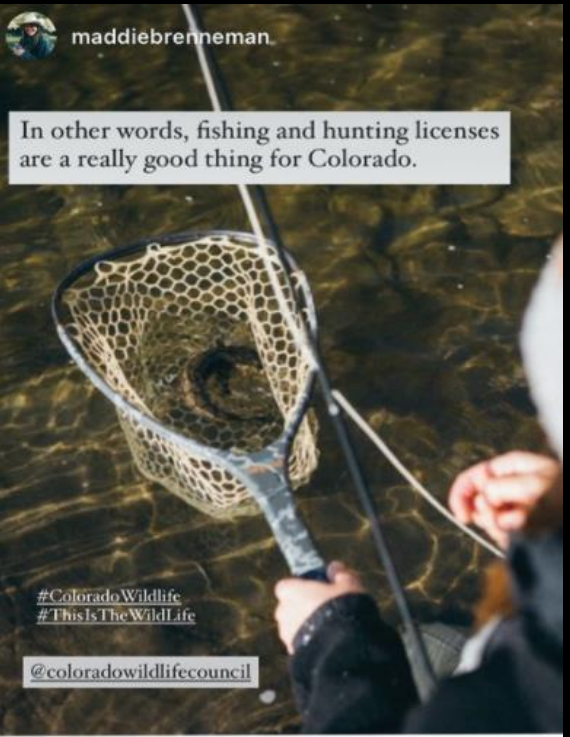
The purchase of hunting and fishing licenses benefits not only hunters and anglers, but rather, all people who enjoy exploring the outdoors in Colorado. Why?



#ThisIsTheWildLife
#ColoradoWildlife

maddiebrenneman

In other words, fishing and hunting licenses are a really good thing for Colorado.



#ColoradoWildlife
#ThisIsTheWildLife
@coloradowildlifecouncil

Colorado Parks and Wildlife use the funds generated from hunting and fishing licenses to help conserve Colorado's outdoor heritage. Whether you hunt, fish, mountain bike, hike etc., many of these natural playgrounds you enjoy are supported by hunters and anglers.

Influencer Update



rherrmannphotog • Following

Paid partnership with coloradowildlifecouncil



rherrmannphotog #ad The winter season in Colorado comes with much excitement in my eyes. Changing weather patterns help to get animals on their feet, out and about working to find food and comfort in the cold weather. I'm always amazed at the diverse encounters with wildlife that Colorado has to offer. With millions of acres of public land to explore, it is important to understand that these natural resources find assistance from the purchase of hunting and fishing licenses throughout the year. The funds from these licenses paid for by sportspeople help to support additional conservation efforts to manage healthy wildlife populations and protect their natural habitats for



349 likes

JANUARY 5

Add a comment...

Post

Influencer Update

Advocates 1w

DID YOU KNOW?

WHEN YOU PURCHASE HUNTING/FISHING LICENSES YOU HELP SUPPORT ALL OF THE WILDLIFE & HABITAT WE LOVE AND ENJOY.

@herrmannphotog

Advocates 1w

HUNTING AND FISHING CONTRIBUTE OVER 3 BILLION DOLLARS TO COLORADO'S ECONOMY

@herrmannphotog

Advocates 1w

MONEY MADE FROM FISHING AND HUNTING PURCHASES HELPS RESTORE OUR WATERWAYS AND THE AQUATIC LIFE WITHIN.

@herrmannphotog

Advocates 1w

HELPING TO CONSERVE AND PROTECT COLORADO'S 960 WILDLIFE SPECIES

INCLUDING THE LARGEST ELK HERD IN NORTH AMERICA

@herrmannphotog

Advocates 1w

THEY EVEN HELP TO KEEP OUR TRAIL SYSTEMS OPEN AND BEAUTIFUL FOR ALL TYPES OF OUTDOOR ENTHUSIASTS TO ENJOY.

@herrmannphotog

Content Request

Council Member Spotlight

Council Member Spotlight

- **Feature as article on the new website.**
- **Council member provides bullets; R&R drafts article.**
- **Feature one member per month in 2021.**

Website

Email Account

Email

- **The new website can capture emails for those who opt in.**
- **Council member desire w/ email program?**
- **Possible place to notify of upcoming Outreach Team event/location attendance.**

Competitive Report

Highlights

Michigan

MICHIGAN'S WATERS

FUNDED BY HUNTING AND FISHING DOLLARS

MICHIGAN CONSERVATION STORIES



[VIEW ALL STORIES](#)

ABOUT US

The Michigan Wildlife Council is entrusted with educating the public about the importance of wildlife conservation and its role in preserving Michigan's great outdoor heritage for future generations.

<https://hereformioutdoors.org/>

Hunters And Anglers Make A Difference

Most Michigan residents know the Department of Natural Resources is responsible for things like fish and wildlife management, hunting and fishing regulations, and habitat protection, but many don't know where the funding for these efforts comes from. You may assume that your tax dollars fund the DNR's conservation work, but in reality, only a small portion of the DNR's funding comes from General Fund (tax) dollars. The protection, preservation and management of Michigan's natural resources have been primarily funded by the people who hunt and fish through their purchase of equipment and licenses.

If you're a hunter or angler, have bought a [license](#) or hunting/fishing equipment, thank you for investing in Michigan's wildlife! If you know a hunter or angler, pass on this message and thank them for everything they have done for conservation in Michigan. Their efforts have resulted in millions of acres of habitat saved and near-miraculous population increases in several species of game and sport fish. You can enjoy more hunting, fishing, boating and wildlife-related recreational opportunities than ever before thanks to hunters and anglers!

Cycle of Success



Maine



KEEPER OF THE MAINE OUTDOORS

Problem: Lack of Maine Dept. of Inland Fisheries and Wildlife awareness with the general public (non-hunters/fishers) in Southern Maine. (Not knowing what wardens and biologist do for them). **Solution:** Using a comedic approach, we develop shareable content built around our character "Todd". Todd is a know-it-all but he is also a knows-it-wrong kinda guy. We bring the IFW warden's and biologists in to help Todd get the facts straight when it comes to being a "Keeper of the Maine outdoors". This helps to position IFW as the expert in every scenario as well as educate the public about what they do. We ran this campaign on social media and held events around being a Keeper of the Maine Outdoors that featured our Biologist and Warden that they could meet and ask questions with. We also had MDIFW employees geared up with badges that they could hand out to people for "surprise and delight" who were dressed in proper gear, taking care of the Maine flora and fauna, anything that made them stand out as a "Keeper of the Maine Outdoors."

<https://keeperofthemaineoutdoors.org/>

ALL IN FOR THE MAINE OUTDOORS.



Maine Department of Inland Fisheries and Wildlife (MDIFW) protects and manages Maine's fish and wildlife populations and their habitats, while also keeping people connected to the outdoors through recreation, sport, and science.

We are biologists, game wardens, and educators all in on a common mission: responsible, safe enjoyment of the Maine outdoors. We believe a healthy ecosystem makes life better for all the fish, wildlife, and people who call Maine home, as well as for the visitors who call it *Vacationland*.

While MDIFW is a state agency, our work is funded by sportsmen and outdoorspeople. Our revenue comes through the sale of hunting and fishing licenses/permits, boat, snowmobile, and ATV registrations, as well as state sales taxes on hunting and fishing gear. The more people who actively enjoy Maine's natural resources, the more ability we have to enhance, preserve, and protect them for the future.

Basically, we're all in this together. Biologists. Game wardens. Educators. And you – the hunters, fishermen, and everyday adventurers who support our work.

For recreation, for hunting, for fishing, for science, or just for fun: we're all in for the Maine outdoors.

Action Items & Next Steps

Action Items & Next Steps

FEBRUARY 2021

- Thur, 2/18 – Council Meeting
- Draft 1st council member spotlight article

Thank
You



Thank
Thank
Thank
Thank

Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Account Director

Date Issued:
January 2021

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																		
R&R Scope of Work																																																				
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																																																				
Council Meeting & Call Dates																																																				
Council Meetings & Retreat																																																				
Council Conference Calls																																																				
Hunting & Fishing Seasons																																																				
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
SUBTOTAL:		1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)					\$23,202.08
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
SUBTOTAL:		1514	\$174,110	\$302,500	\$476,610
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
SUBTOTAL:		282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:		609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:		4,067	\$467,705	\$1,607,295	\$2,075,000

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