

Colorado Wildlife Council

January Meeting
2022



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Date Issued:

January 2022

Agenda

- 01 **Competitive Report**
- 02 **Q1 2022 Newsletter**
- 03 **Council Spotlights & Who We Are**
- 04 **Rockies Partnership**
- 05 **Earned Media Update**
- 06 **Action Items**

Competitive Report

State Highlights

Michigan

Michigan Wildlife Council introduced a new campaign in 2021 focusing on how hunting and fishing benefit Michigan.

The ads, which have a playful, lighthearted tone, feature a woman showing up unexpectedly to educate Michiganders about the tangible benefits hunting and fishing license fees have on wildlife conservation, the economy, and even family time.

**Hunting benefits
Michigan!**

MICHIGAN
WILDLIFE
COUNCIL

[HereForMiOutdoors.org](https://www.HereForMiOutdoors.org)

**Fishing is great
for Michigan.**


MICHIGAN
WILDLIFE
COUNCIL

[HereForMiOutdoors.org](https://www.HereForMiOutdoors.org)






Michigan Wildlife Council Update
APRIL 2021



DUCK STAMP MAKES MI COLLECTORS, HUNTERS BIRDS OF A FEATHER

Michigan duck stamp buyers range from conservation-minded waterfowl hunters to collectors of stamps in general. This year's stamp will be available for purchase this spring, with proceeds benefiting conservation initiatives statewide.

[READ MORE](#)




HAPPY 100TH ANNIVERSARY, DNR!

In celebration of its centennial, the DNR has curated a list of 100 special ways to explore and enjoy our state in 2021. Here's to a century of working to keep Michigan's natural and cultural resources available for generations to come!

[CHECK IT OUT](#)


Michigan Wildlife Council Update
NOVEMBER 2021



DETROIT LION FRANK RAGNOW TALKS TURKEY WITH CONSERVATION EXPERT

All-Pro center Frank Ragnow may excel at calling out blocking assignments at the line of scrimmage, but when it comes to making wild turkey calls, he still needs some work. Ragnow joined the DNR's Joe Robison to talk about wildlife management efforts that have helped wild turkeys thrive in Michigan.

[WATCH NOW](#)



BROTHERS THANKFUL FOR THE COMEBACK OF THE WILD TURKEY IN MICHIGAN

Michigan Wildlife Council Update
DECEMBER 2021



Conservation Kitchen: Venison Chili With Chef Max Hardy

As peak deer hunting season pieces itself in the rearview mirror, what is one to do with the venison that now stocks the shelves of freezer at home?

Watch AJ Williams, managing editor of the Michigan Chronicle, and celebrity chef Max Hardy talk wildlife conservation and cook up a delicious venison chili.

[WATCH VIDEO](#)



Bringing the Arctic Grayling Home

The Arctic grayling was historically found in every cold-water stream throughout the Lower Peninsula and in one Upper Peninsula stream. Large populations of grayling flourished in the Marquette and Au Sable River, cementing such reputation that one community adopted the fish as its mascot (Grayling, of course, the seat of Crawford County). Over a few decades in the late 1800s, habitat destruction, unregulated timber harvesting and predatory angling from non-native fish led to the demise of one of Michigan's iconic stream residents, resulting in grayling becoming extirpated from Michigan by 1938.

The Michigan Arctic Grayling Initiative is prepared to receive your recommendations for potential watersheds in which to reintroduce the species. Ideally, interested parties should seek partners to learn or

**Similar to previous years, a 2021
bipartisan proclamation designated
July as Michigan Wildlife
Conservation Month.**

JULY 2021



JULY IS A MONTH FOR CONSERVATION CELEBRATION

July is officially Wildlife Conservation Month. It's a time to promote awareness of the nationally heralded efforts the state is making to protect Michigan's wildlife and natural resources and the important role hunting and fishing play in conservation.

[LEARN MORE](#)

Pennsylvania

Pennsylvania Game Commission
"Wildlife on Wi-Fi"

In Pennsylvania, what started as a temporary public wildlife education effort during the pandemic has now become a permanent program operated by the Pennsylvania Game Commission.

Called "Wildlife on Wi-Fi," the program consists of information categories, such as wildlife sciences, that focus on wildlife management; the Discover Backyard Wildlife category that offers way to explore wildlife in your backyard; and a Pennsylvania Birds resource.

Wildlife on WiFi

Our vision is to connect Pennsylvania residents to their state's wildlife from anywhere. To achieve this, the Pennsylvania Game Commission's award-winning **Wildlife on WiFi** program provides innovative online learning opportunities, virtual lessons and educational resources about wildlife and its conservation.



Remote Learning Resources

Explore more than 50 online and DIY wildlife lessons, activities, story time readings, videos and livestream animal webcams. Game Commission educators are also available for free virtual lessons! **Wildlife on WiFi** resources support Pennsylvania State Academic Standards for Environment and Ecology.



Explore Backyard Wildlife



Celebrate PA Birds



Discover Wildlife Science



Celebrate PA Mammals



Virtual Teachers' Lounge



Careers in Wildlife



Endangered & Threatened



Schedule a Virtual Lesson

From the Field

Ever wonder what it is like to work with wildlife? **From the Field** allows you to explore the exciting work of scientists, game wardens, and other wildlife professionals. Check out other [From the Field videos](#). Let us know what topics you'd like to see featured by emailing wildlifeonwifi@pa.gov.



From the Field, Wildlife on WiFi
Saw-whet Owl Research



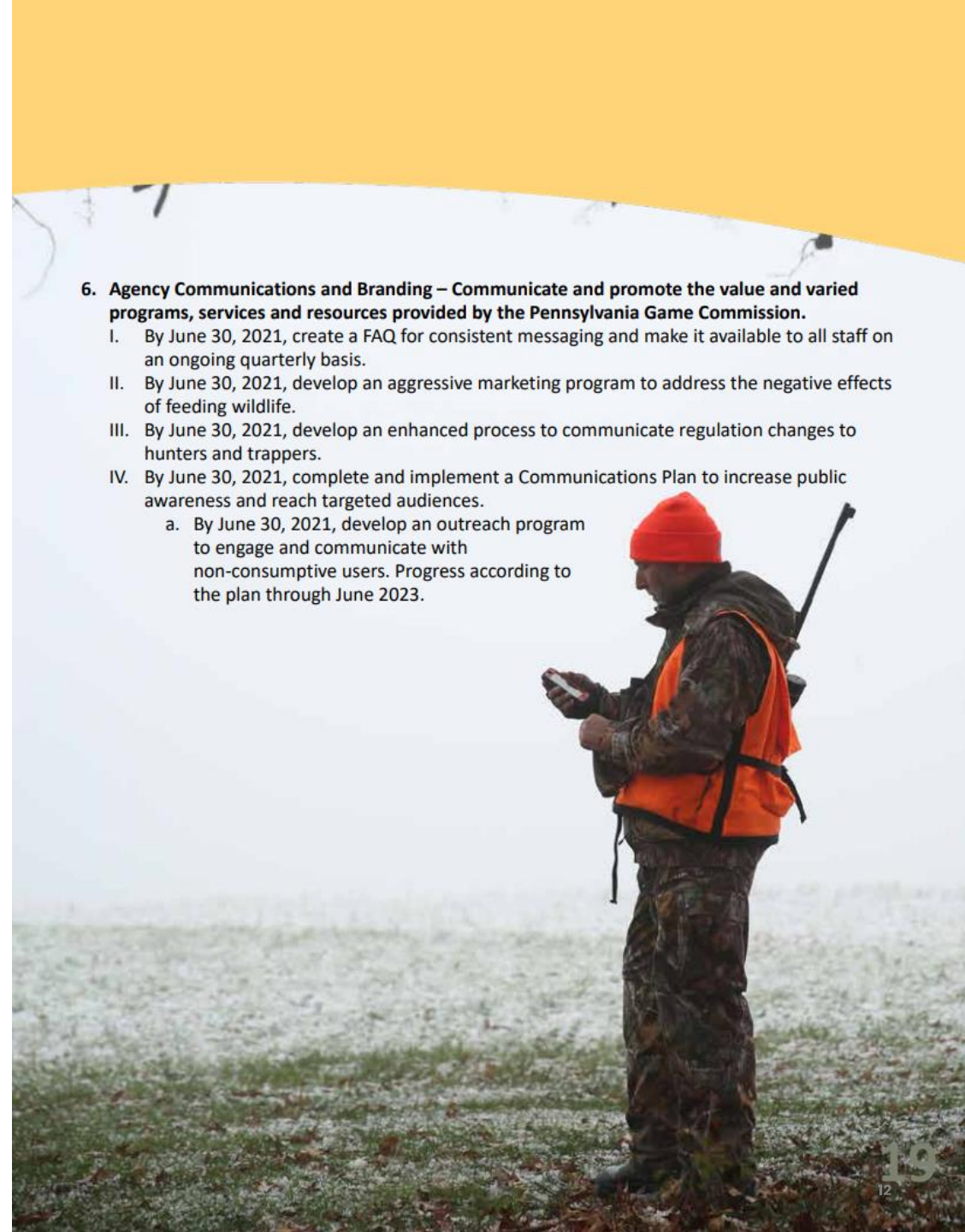
From the Field, Wildlife on WiFi
Duck Banding

Check Upcoming Events
for the next event
From the Field

**Pennsylvania Game
Commission**
“Wildlife on Wi-Fi”

This program likely will be the public-facing focal point moving forward, as the Game Commission notes in its FY20-23 strategic plan the need to increase public awareness of the value delivered by the Commission.

6. **Agency Communications and Branding – Communicate and promote the value and varied programs, services and resources provided by the Pennsylvania Game Commission.**
 - I. By June 30, 2021, create a FAQ for consistent messaging and make it available to all staff on an ongoing quarterly basis.
 - II. By June 30, 2021, develop an aggressive marketing program to address the negative effects of feeding wildlife.
 - III. By June 30, 2021, develop an enhanced process to communicate regulation changes to hunters and trappers.
 - IV. By June 30, 2021, complete and implement a Communications Plan to increase public awareness and reach targeted audiences.
 - a. By June 30, 2021, develop an outreach program to engage and communicate with non-consumptive users. Progress according to the plan through June 2023.



Strategic Plans



► Provide timely and tailored information using a variety of effective outreach tools to communicate more meaningfully with the public.

► Provide user-friendly access to information and enhance communications with fresh and innovative strategies.



Strategic Plan

Oregon Department Of Fish And Wildlife

Our mission: To protect and enhance Oregon's fish and wildlife and their habitats for use and enjoyment by present and future generations.

Strategic Plan: Goal 4



Improve our operational efficiency and ability to communicate performance.
 ODFW is committed to operating more efficiently. This means more than being frugal with tax and license dollars. It also means focusing dollars and employee efforts where they will matter the most. This will be a collaborative effort using the combined skills and talents of a workforce empowered to focus on priorities. This effort will require new ways of structuring, organizing and coordinating our work.

- Improve ways to define, prioritize, coordinate and communicate what we do.
- Ensure the Department has a diverse workforce with the skills and culture needed to tackle current and future needs.
- Develop information systems to better maintain and analyze the data needed for fish and wildlife science and management.
- Invest in those assets and infrastructure that best support our mission.



4. Communication

Measurably increase public knowledge and support the MDIFW's work.

Strategic Objectives

- Develop and implement a marketing and communications strategy that is based on data and responsive to, and benchmarked by, public surveys
- Develop, implement, and assess message strategies that result in measurably increasing the public's awareness of the Department's breadth of work and depth of expertise, the value of wildlife management and conservation, and their trust in and support for MDIFW
- Develop, implement, and assess message strategies that support the Department's goal of ensuring safety in the outdoors
- Develop, implement and assess strategies that provide all employees with the information and training they need to actively support the department's communication strategies
- Develop, implement, and assess communication strategies to provide the public with essential information about nuisance animals and measurably reduce calls and time spent by staff
- Develop and implement materials and message strategies that highlight for landowners the socioeconomic and environmental benefits of outdoor recreation and for the public the importance of safe and courteous practices
- Retain or grow the Department's national reputation and Maine's standing as the state with the third highest rate of outdoor activity



25-Year Strategic Plan Overview

A Path to an Improved Era for Fish, Wildlife and People

Engage communities through recreation & stewardship

Near-term Actions

1. Connect with youth and young adults - the next generation.
 - Staff engagement in meaningful natural resource education in schools (K-12).
 - Provide for emerging professional work experiences through internships and young adult employment programs.
2. Complete a plan to better recruit, retain, and reactivate anglers, hunters, and nature appreciators, emphasizing increased participation from diverse audiences. Vastly expand, promote, and offer incentives for all backyard wildlife habitat programs.
3. Create and promote education opportunities in WDFW wildlife areas, in urban centers, and on school grounds.
4. Make decision-making processes more transparent and easy to participate in.
5. Better understand and deliver on hunting and fishing customer service, including needs for predictability, as we continue to focus on maintaining healthy fish and wildlife populations.
6. Develop a plan (R3) to better serve anglers, hunters and outdoor enthusiasts.
7. Invest in and implement social science to understand how to effectively serve our public and tailor or services and outreach appropriately.
8. Drive community science that creates stronger awareness and stewardship of fish and wildlife while advancing agency goals.
9. 1Expand WDFW's volunteer program, in concert with our partners, to advance a broader range of Department goals.
10. Improve how we engage with advisory committees to more effectively implement our mission
 - Establish regional advisory groups to represent regional interests
 - Solicit expertise to identify how to eliminate unintentional bias and more effectively engage underserved communities.



SERVING PEOPLE

We will work to enhance, maintain, and develop partnerships by engaging, informing and listening to those that enjoy Wyoming's fish and wildlife

GOAL

Improve communications, outreach and education to foster appreciation, engagement and understanding of fish and wildlife conservation

Strategies

- Facilitate advancements in communicating with the public, partners and stakeholders using email and social media as well as other new techniques in the future.
- Use education to improve public understanding of the role we all play in conservation and management of all fish and wildlife and their habitats.
- Embrace processes to improve citizen participation, build relationships and partnerships.
- Enhance the department's ability to quantify and utilize public input when making management decisions.

GOAL

Encourage and promote diverse fish and wildlife-based experiences for all users

Strategies

- Secure and enhance access to Wyoming's fish and wildlife resources.
- Support and facilitate activities and opportunities for hunting, angling, and trapping.
- Promote quality and diverse fish and wildlife-based experiences other than hunting, fishing and trapping.

GOAL

Ensure the long-term effectiveness of the agency by inspiring and empowering a highly motivated workforce and securing sustainable funding.

Strategies

- Continually improve communications within the agency.
- Provide opportunities for professional and leadership development, continuing education, mentoring and formal job sharing/cross training to ensure workforce effectiveness and succession planning.
- Maintain fiscal stewardship, efficiency, and accountability and ensure budgets support priority programs.
- Develop innovative ideas and engage stakeholders in a broad conversation about new fish and wildlife funding.
- Evaluate and facilitate balanced workloads across the agency, which provide both adequate coverage for public service priorities and workloads that allow employees to reach maximum performance.

Legislative Updates

State/Federal Legislative Updates

Three state and federal legislative updates for 2021:

Oregon

- HB 3187, an attempt by Rep. Witt to create the Oregon Wildlife Council was ultimately unsuccessful.
- The Council's remit would have been to develop a comprehensive media campaign educating Oregonians on the roles hunting and fishing play in wildlife conservation.

Michigan

- HB 5078, an attempt by a handful of lawmakers to add four additional members to the Michigan Wildlife Council was ultimately unsuccessful.
- The measure sought to add two members from nonprofits promoting non-consumptive wildlife use, one from a tribal government and one with a master's degree in a wildlife-related field.

Federal

- Just before Christmas 2021, the Biden administration announced it would be creating the Hunting and Wildlife Conservation Council, a federal advisory committee.
- The committee will provide recommendations to the U.S. departments of the Interior and Agriculture regarding wildlife and habitat conservation and preserving the nation's hunting heritage.

Biden-Harris Administration Establishes Committee to Support Wildlife Conservation and Recreation Opportunities

Advisory committee advances the America the Beautiful initiative; will advise efforts to conserve wildlife and habitats and support recreational hunting and shooting sports

81st OREGON LEGISLATIVE ASSEMBLY--2021 Regular Session

House Bill 3187

Sponsored by Representative WITT

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure as introduced.

Establishes Oregon Wildlife Council.
Establishes Oregon Wildlife Council Subaccount within Fish and Wildlife Account.

A BILL FOR AN ACT

1 Relating to wildlife management; creating new provisions; and amending ORS 496.303.

2 **Be It Enacted by the People of the State of Oregon:**

3 **SECTION 1. (1) The Oregon Wildlife Council is established within the State Department**
4 **of Fish and Wildlife.**

5 **(2) The council consists of nine members that include the State Fish and Wildlife Direc-**
6 **tor, or a designated representative of the director, and eight appointed members. The Gov-**
7 **ernor shall appoint eight members as follows:**
8

HOUSE BILL NO. 5078

June 22, 2021, Introduced by Reps. Aiyash, Sowerby, Hood, Tyrone Carter, Brabec, Clemente, Ellison, Stone, Brixie, Rabhi, Pohutsky, Puri, Hope, O'Neal, Cavanagh, Weiss and Kuppa and referred to the Committee on Natural Resources and Outdoor Recreation.

A bill to amend 1994 PA 451, entitled
"Natural resources and environmental protection act,"
by amending section 43532b (MCL 324.43532b), as added by 2013 PA
246.

Q1 2022 Newsletter

Review



The WILDTIMES



Catching Up with the Council: Tony Bohrer

Ever wondered who's on the council? Colorado Wildlife Council is comprised of community advocates passionate about conservation. And few are as passionate as Tony Bohrer. For the past few years, Tony has served as the municipalities representative for council and currently serves as the county representative. Boasting 20 years of previous work experience in the outfitting world, find out more about Tony here:

TONY BOHRER



In the Field

Take a behind-the-scenes tour with the people keeping Colorado wild, and discover the progress being made to conserve wildlife around the state. Listen to the experts as they explain how data gathered on wildlife is used to regulate hunting licenses based on the area's available natural resources and species population size. From tracking animals, monitoring their movements, to working with landowners, and to educating the public about Colorado's wildlife, here's what's going on in the field.

WATCH IN THE WILD



Meet the Moose

Meet Colorado's largest animal, the moose. The moose can weigh up to 1,200 lbs. and is identifiable by their gigantic stature and large signature tracks. Perhaps their most distinct feature is the bull moose's antlers, which can span up to six feet in diameter. The species can often be spotted in or around water. So, the next time you're in high country, keep your eyes peeled for these majestic beasts – just be sure to give them plenty of space.

Explore more and learn about the moose and how funding from hunting and fishing fees helps manage Colorado's 960 different species.

MOOSE

CONSERVATION BENEFITS

Council Spotlights & Who We Are

Discussion

Council Member Spotlight



BENEFITS WILDLIFE TAKE ACTION WHO WE ARE



GARY MELCHER – VICE CHAIR – AGRICULTURE REPRESENTATIVE

August 10, 2021

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
I learned through a Colorado Parks and Wildlife liaison and the Colorado Farm Bureau about eight years ago.
- What is your role on the CWC?**
I am vice chair and agriculture representative.
- Tell us about your background when it comes to conservation.**
I'm involved as a hunter, fisherman and farmer. I love seeing wildlife every day on my farm, enjoy being hands on, using new farming methods that promote wildlife, and taking the best care of the land at the same time.
- Why are you so involved with conservation?**
Whether it's the land or the wildlife, it's a valued treasure, and we have to do our best to pass both on to future generations. I love to watch wildlife on my crops.
- What is your favorite wildlife species and why?**
That's tough. I enjoy everything in its own environment for different reasons. For example, the amazing, colorful art of trout and pheasants; mule and white deer looking astonishing in a sunset; elk standing majestically on top of a mountain; and the locked wings of duck and geese. Everything has an amazing story when you look close enough.
- What is your favorite thing about living in Colorado?**
The drive from east to west and north to south because you can see a vast amount of different wildlife and scenic views. I enjoy the diversity across our beautiful state.
- What do you wish Coloradans knew about the council or wildlife?**
As the agricultural representative on the council, I've noticed men and women who till and run livestock take great pride and ownership in both natural animals and the land used for a living. We do not take wildlife or animals for granted and feel an obligation to take care of both. Taking care of our land is a privilege and a responsibility.
- What types of outdoor recreation do you partake in?**
Colorado has the best opportunities for outdoor recreation. Everything from camping by a creek to driving down a good country road or a mountain trail and enjoying God's great work.
- What is your most memorable story about wildlife or being out in the wild?**
My most memorable story is helping a friend's 13-year-old daughter stalk a mule deer. We belly crawled over an hour and a half for about 3/4 of a mile, cutting through a corn field to get close enough for a shot on her doe. I'm not sure how we managed to get there in time, but her determination and hard work paid off. We made it there right before the doe ran away and she had a successful shot. It was a pleasure to officially tell her, "Now you are a hunter." She, nor I, will ever forget that hunt.



BENEFITS WILDLIFE TAKE ACTION WHO WE ARE



TONY BOHRER – MUNICIPALITIES REPRESENTATIVE

August 4, 2021

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
As I was serving on the city council of Craig, Colo., our mayor served on the Colorado Wildlife Council.
- What is your role on the CWC?**
For the past few years I have served as the municipalities representative. I currently serve as the county representative.
- Tell us about your background when it comes to conservation.**
I have worked in the outfitting world for over 20 years. Most of those years are working in the Ranching for Wildlife (RFW) program. In the RFW program, it's not just about hunting, it's also about creating more habitat for our wildlife.
- Why are you so involved with conservation?**
Conservation is what guarantees our future, not only for the outdoors, but also for our wildlife. I want to make sure my kids and grandkids get to enjoy what we have enjoyed for all these years.
- What is your favorite wildlife species and why?**
At different times of the year, I enjoy a different species. In August, I love antelope on the rolling hills. In September, I love elk while they are bugling and carrying on. Come November, I love mule deer as they begin to rut. And January through March, I love mountain lions as their tracks begin to show up on every fresh snow fall.
- What is your favorite thing about living in Colorado?**
I love rural Colorado! I love the way of life in rural Colorado, the morals, and the hometown feeling.
- What do you wish Coloradans knew about the council or wildlife?**
How important conservation is to this group.
- What types of outdoor recreation do you partake in?**
Hunting, fishing, hiking and snow machining.
- What is your most memorable story about wildlife or being out in the wild?**
Probably the last hunt my grandad and I went on together. We didn't harvest an animal, but we had a great time talking and sharing stories. We saw tons of elk, but we were in no hurry to harvest one and end the hunt.



BENEFITS WILDLIFE TAKE ACTION WHO WE ARE



ANDY NEINAS – CHAIR – MEDIA AND MARKETING REPRESENTATIVE

February 7, 2021

COUNCIL SPOTLIGHT

- How did you first hear about the CWC?**
I was contacted by a manager with Colorado Parks and Wildlife who thought I might be a good fit for the Colorado Wildlife Council (CWC). I was aware of the CWC in advance of that due to the Hug a Hunter campaign and, therefore, I was intrigued when I was contacted.
- What is your role on the CWC?**
I'm the media and marketing representative and I've also had the pleasure of serving as chairman for the past few years.
- Tell us about your background when it comes to conservation?**
I suppose I've always had a more traditional rural mindset because of where I live and how I make my living. As a commercial river outfitter, I've spent a lot of time in remote and hard-to-access locations throughout Colorado. During that time, I've personally seen the impact of increased demand, competitive uses and, quite frankly, misuse, all of which impact wildlife, habitat and recreation.
- Why are you so involved with conservation?**
Simple – because everyone should be involved with conservation!
- What is your favorite wildlife species and why?**
I suppose there's no specific species, but the incredible diversity of wildlife is what inspires me. Colorado is unique. We're unlike other places, and the abundance of wildlife adds color to any of our many landscapes.
- What is your favorite thing about living in Colorado?**
Thankfully, all I know is living in Colorado.
- What do you wish Coloradans knew about the council or wildlife?**
Everyone in Colorado should understand the benefits of wildlife, habitat and recreation, and understand that the hunting and angling communities have been the historic stewards of the resource. The conservation work generated through hunting and angling license sales has paved the way for what many consider to be the very essence of Colorado. Regardless of how you engage with the outdoors, real stewardship begins when you assume the same level of responsibility, both personally and financially.
- What types of outdoor recreation do you partake in? (List ones beyond just hunting and fishing if applicable.)**
I suppose I'm lucky in that I get to raft or kayak quite literally whenever I want to. I also have the pleasure of teaching commercial guides, hopefully equipping them with information that can be passed on to our guests whether they're residents or visitors to Colorado. In the fall, I try to sharpen my rather mediocre angling skills, and in the wintertime, I pursue my dream of being a ski bum!
- What is your most memorable story about wildlife or being out in the wild?**
I have a lot of stories, but the one that leapt to mind was when I was paddling the upper reaches of a little creek coming off of Mount Harvard, when I came around the corner to watch two Rocky Mountain bighorn sheep in full rut. I clung to the side of the creek and was able to be part of the scene unfolding in front of me, which I can recall as clearly as if it was yesterday.



← WHY I JOINED THE OUTREACH TEAM?



EDIN CRIDER – EAST SLOPE ANGLING REPRESENTATIVE →



ARTICLES [View All](#)



Council Spotlight

Gary Melcher – Vice Chair – Agriculture Representative

August 10, 2021

How did you first hear about the CWC? I...

Council Spotlight

Tony Bohrer – Municipalities Representative

August 4, 2021

How did you first hear about the CWC? AS...

Council Spotlight

Bob Shettel – West Slope Angling Representative

March 2, 2021

How did you first hear about the CWC? I...

Council Spotlight

Erin Crider – East Slope Angling Representative

February 10, 2021

How did you first hear about the CWC? Facebook...

Council Spotlight

Andy Neinas – Chair – Media and Marketing Representative

February 7, 2021

How did you first hear about the CWC? I...

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?



Dan Gates

Chair - East Slope Hunter Representative

A Colorado resident since 1976, Dan is an avid lifetime sportsman. He lives in Canon City, Colorado, where he owns and operates a wildlife control business to help so...

[View more >](#)



Tony Bohrer

Vice Chair - Counties Representative

Tony has a strong connection to Colorado and its wildlife, serving as a professional hunting outfitter and spending time with his family exploring the outdoors. He s...

[View more >](#)



Bob Shettel

West Slope Angling Representative

Bob is from Carbondale and is a retired teacher. He loves to be outdoors hunting, fishing, backpacking, skiing and snowshoeing. He hunts big game and prefers fi...

[View more >](#)



Robin Brown

West Slope Hunter Representative

Robin landed in Grand Junction in 2010 after spending eight years serving in the U.S. Army as an attack helicopter pilot. She and her husband, Jason, and their two chi...

[View more >](#)



Andy Neinas

Media and Marketing Representative

As the owner of Echo Canyon River Expeditions, Andy has spent over 30 years collecting river experiences throughout Colorado and the U.S., visiting many of...

[View more >](#)



Gary Melcher

Agriculture Representative

Gary grew up working on his family farm in South Eastern Colorado and currently lives in Holly. He is passionate about the intersection of farming and wildlife, serving a...

[View more >](#)

Action Items

- All new team members to provide responses for list of spotlight questions & submit one horizontal photo enjoying the outdoors!
- CWC Members Exiting Roles – can we leave your spotlight live or no? Note “prior council member”
- Need to update Who We Are website page – bios & pics for new members

Rockies Partnership

Revised Proposal

Details to be shared in meeting on 1/20

Earned Media

Earned Media Update

Pitch Activity

- Coffee shop partnership “Wildlife Brew” – percentage of sales tied back to wildlife initiatives
- New campaign asset launch – industry pubs

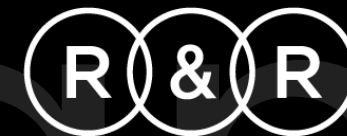
Action Items

Action Items

FEBRUARY (virtual meeting on 2/17)

- PR updates
- Paid media campaign updates
- Subcommittee actions

Thank
You



Thank
Thank
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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Group Account Director

www.rrpartners.com

FY 21/22 Budget

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280
RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

Media Flights

- **Always On 21/22:** Sept. 13 – June 30, 2022 (\$1,245,540)
- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 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 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

Quant Studies

- **Wave 7:** 8/30/21 – 9/10/21
- **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

Subcommittee Roles

Review Category:	FY 21/22 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Gary Melcher	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Robin Brown	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Andy Neinas Erin Crider	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Bob Shettel Dan Gates	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Qtrly. Newsletter	Tony Bohrer, Robin Brown, Gary Melcher	.25 hours per quarter	Review copy and images for quarterly email newsletter