

Colorado Wildlife Council

July Call
2022



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Date Issued:

July 2022

Agenda

- 01 **FY 22/23 Timeline Review**
- 02 **Q2 Web Analytics Report**
- 03 **Rockies Partnership Updates**
- 04 **Council Spotlights**
- 05 **Action Items**

FY 22/23 Timeline

Review Key Dates

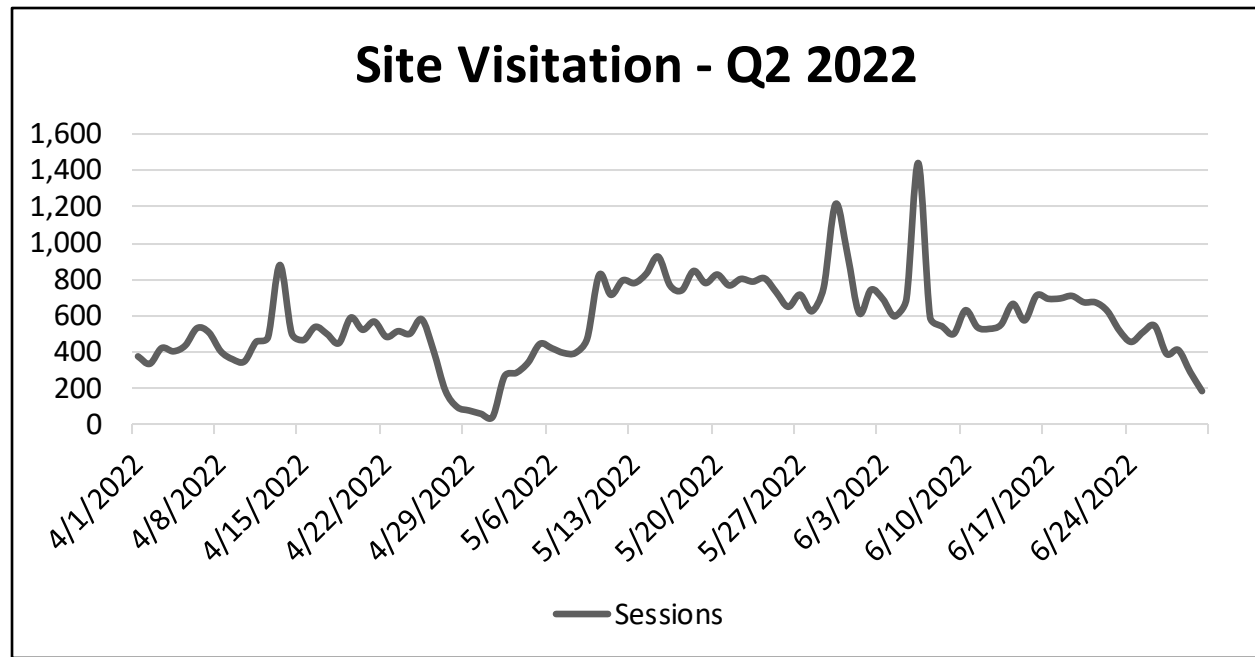
FY 22/23 Timeline

	July	August	Sept.	October	November	December	January	February	March	April	May	June	July
R&R Scope of Work													
Research: Quant Survey													
Research: Exploratory													
Research: Qual Focus Groups													
Research: Competitive Analysis Report													
Creative Concepting													
Creative Pre-Production													
Creative Production													
Creative Asset Development													
Paid Media (always on approach)													
Website Maintenance													
Social Media Community Management													
Public Relations / Earned Media													
Brand & Project Management													
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.													
** New campaign would launch late August/early Sept. 2023													

Q2 Website

Analytics Report

Site Visitation – Q2 2022 (Compared to Q1 2022)



Website Stats

- Sessions: 51,342 (+85.26%)
- Users: 46,496 (+94.05%)
- Pageviews: 61,080 (+78.63%)
- Bounce Rate: 84.74% (+1.14%)
- Pages/Session: 1.19 (-3.58%)
- Average Session Duration: 11 Seconds (-36.47%)

Most Visited Pages

- Homepage: 62.87% of pageviews
- Areas Everyone Can Enjoy With A License: 23.88%
- Why We Hunt: 5.03%

Top Traffic Drivers

- Trade Desk: 39.69% of Sessions
- Direct: 38.97%
- Paid Social: 13.06%

Top 10
Geos – Q2
2022

City	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Denver	15,224	29.65%	86.67%	1.17	11
Colorado Springs	3,187	6.21%	86.51%	1.17	10
Aurora	2,779	5.41%	89.46%	1.13	9
Lakewood	1,244	2.42%	86.41%	1.18	7
Thornton	1,038	2.02%	90.17%	1.12	10
Fort Collins	1,026	2.00%	88.79%	1.15	9
Englewood	889	1.73%	86.84%	1.17	9
Greeley	798	1.55%	87.34%	1.15	6
Grand Junction	774	1.51%	85.53%	1.18	13
Westminster	732	1.43%	88.52%	1.15	14
Total	51,342	-	84.74%	1.19	11

- Denver remained the top city by session volume during Q2 with 29.65% of web visits.
- Colorado Springs, which had historically been the city with the strongest engagement rates, saw their metrics decline for the second straight quarter. Bounce rates increased 4.83% points, pages/session fell .07 pages and average session duration was 5s shorter.
- Users from Grand Junction generally had the highest engagement rates, though they were not significantly higher than those from other cities.



Who We Are Page Navigation – Q2 2022

- The Who We Are page had 1,453 pageviews during Q2 2022, 950 of which were from sessions that landed directly on this page.
- 217 of the pageviews came from users who were previously on the homepage, while 200 were from users already on this page (primarily reloads/refreshes). The remaining 86 pageviews came from users on 11 different pages.

Previous Page	Pageviews
{Landing Page}	950
/	217
/who-we-are/	200
/take-action/	32
/benefits/	24
/wildlife/	19
Other	11

Rockies

Partnership Updates

Rockies

Update

Partnership Details

- September 25, 2022 – Sunday at 1:10PM vs. Padres – National Hunting & Fishing Day
- CWC towels to be handed out
- All council members to attend (if available)
- Join on the field for intro before 1st pitch
- R&R to provide ticket and parking logistics closer to the game

Council Spotlights

Discussion

Council Member Spotlight



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 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?**
Everything from camping by a creek to driving down a good country road or a mountain trail and enjoying God's great work. Colorado has the best opportunities for outdoor recreation.
- 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.



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.



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 leaps 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.



ARTICLES [View All](#)



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Council Spotlight

Former Member, 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

Former Member, Bob Shettel – West Slope Angling Representative

March 2, 2021

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

Council Spotlight

Former Member, Andy Neinas – Chair – Media and Marketing Representative

February 7, 2021

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

Outreach

WHY I JOIN TEAM?

December 21, 2021

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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

Action Items

Actions

- Submit spotlights

Upcoming

- August: 8/18 in-person meeting
- FY 22/23 Paid Media Reco
- Social Media Audit Findings
- Research progress update

Thank
You



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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Corporate Director - Brand

www.rrpartners.com

Appendix

FY 22/23 Timeline

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Research: Quant Survey													
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Research: Qual Focus Groups													
Research: Competitive Analysis Report													
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Creative Production													
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** New campaign would launch late August/early Sept. 2023													

FY 22/23 Budget (\$2,075,000)

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
SUBTOTAL:		972	\$126,360	\$15,000	\$141,360
<i>Basic Compensation Rate (Monthly Fee)</i>					\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$330,000	\$472,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
SUBTOTAL:		1,454	\$189,020	\$330,400	\$519,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:		354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,052,550	\$1,118,850
SUBTOTAL:		510	\$66,300	\$1,052,550	\$1,118,850
GRAND TOTAL**:		3,290	\$427,700	\$1,647,300	\$2,075,000

FY21/22 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
0 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

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

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
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83
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
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520
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
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480
GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000

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
SUBTOTAL:	1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)				\$14,770.83
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
SUBTOTAL:	770	\$88,550	\$155,015	\$243,565
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
SUBTOTAL:	634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:	327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:	2,774	\$319,010	\$630,990	\$950,000

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
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
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	
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
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	
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
Description	HOURS	FEES	EXPENSES	TOTAL	
16 Working Media Placements	0	\$0	\$620,000	\$620,000	
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

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	
SUBTOTAL:		1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)					\$11,859
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	
SUBTOTAL:		165	\$18,975	\$115,000	\$133,975
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	
SUBTOTAL:		185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL	
11 Working Media Placements	0	\$0	\$520,000	\$520,000	
SUBTOTAL:		0	\$0	\$520,000	\$520,000
GRAND TOTAL**:		1,585	\$182,275	\$667,725	\$850,000

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 2/23 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	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	Shyanne Orvis	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	Dan Gates Tim Twinem	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)
Quarterly Newsletter	Robin Brown Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

* Brittni Ehrhart-Gemmill will oversee/participate on all subcommittees