

Colorado Wildlife Council

October Meeting
2022



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Date Issued:

Oct. 2022

Agenda

- 01 **Annual Tracker**
- 02 **Exploratory Research Highlights**
- 03 **Q3 Web Analytics Recap**
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- 07 **Partner Outreach Updates**
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- 10 **Newsletter**
- 11 **Action Items**

Annual Tracker

Highlights

Methodology

Benenson Strategy Group conducted a 10-minute SMS survey among 1,112 Registered Voters in Colorado, including an oversample of 400 18- to 35-year-olds, from September 6th to September 15th, 2022.

- BSG weighted the data to ensure accurate demographic and geographic distributions according to the Colorado voter file.



BSG's proprietary SMS methodology delivers accurate and statistically representative results based on rigorous data collection.

BSG's SMS research is conducted on a peer-to-peer texting platform using probability-based sampling from a national list of adults in the U.S. It is not panel-based. Field agents individually hand-send text messages to all individuals in our sample, inviting them to participate in an online survey. This method is TCPA compliant.

The contact and response rates for BSG's SMS research methodology exceed what is possible for other research methodologies.

- The margin of error for the total sample (n=1,112 RVs) is $\pm 2.94\%$ at the 95% confidence level.
 - The margin of error for RVs ages 18 to 34 (n=400) is $\pm 4.90\%$ at the 95% confidence level.
 - When comparing waves and subgroups, statistically significant differences are indicated with green arrows (↑) or red arrows (↓). If no indication is made the data is not statistically different.
- **Tracking note:** The CWC annual tracker was revised in 2020, after five waves of research were conducted; this report compares only the waves that have fielded since.



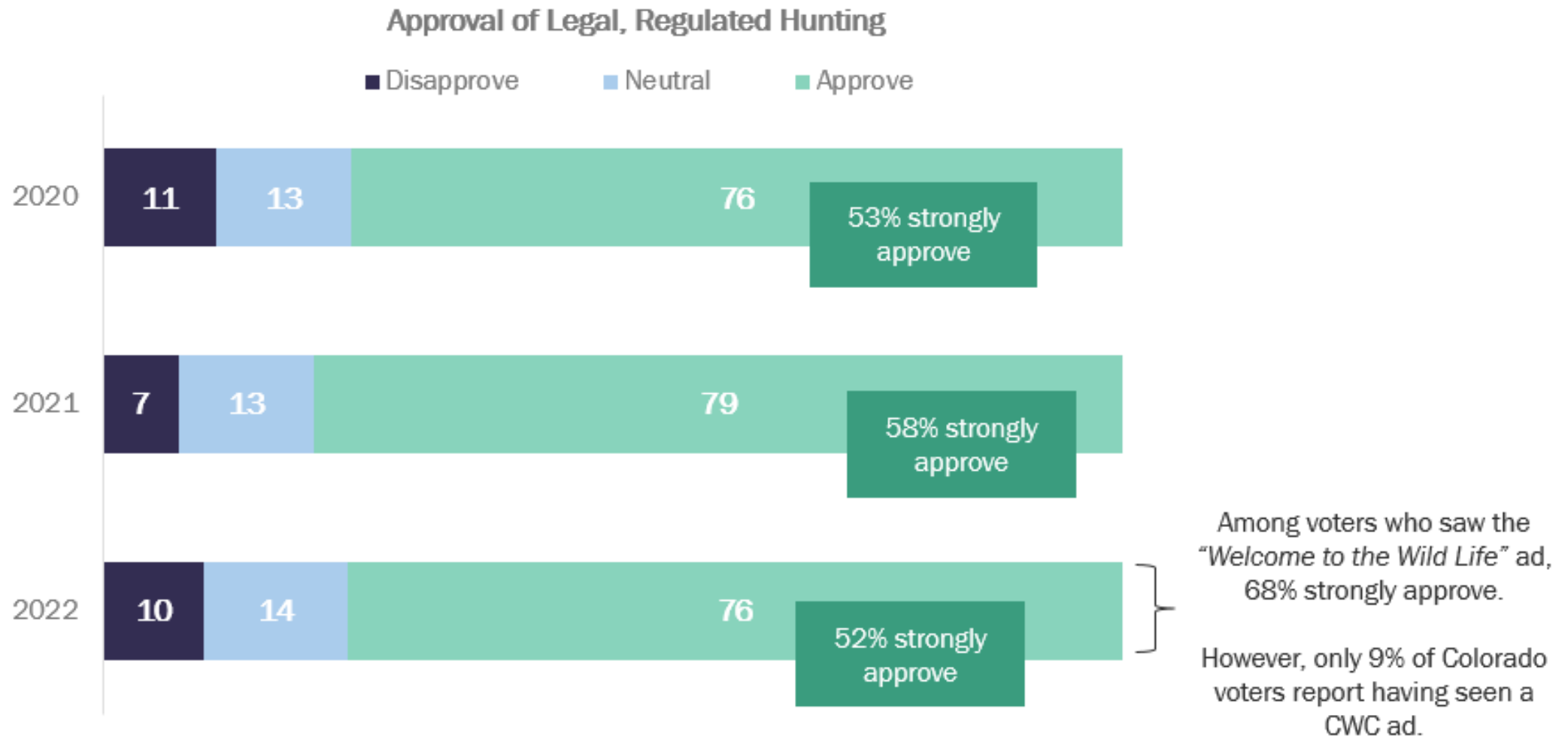


Approval for hunting continues to be strong specifically there is across the board approval that hunting is ok if done legally

- ✓ From 2020-2021 we made progress in support and education around hunting regulation in Colorado particularly informing CO Voters that license fees helps everyone enjoy CO Wildlife
- ✓ Although we are seeing some drops in approval it is not a cause for alarm as we still maintain high levels of approval

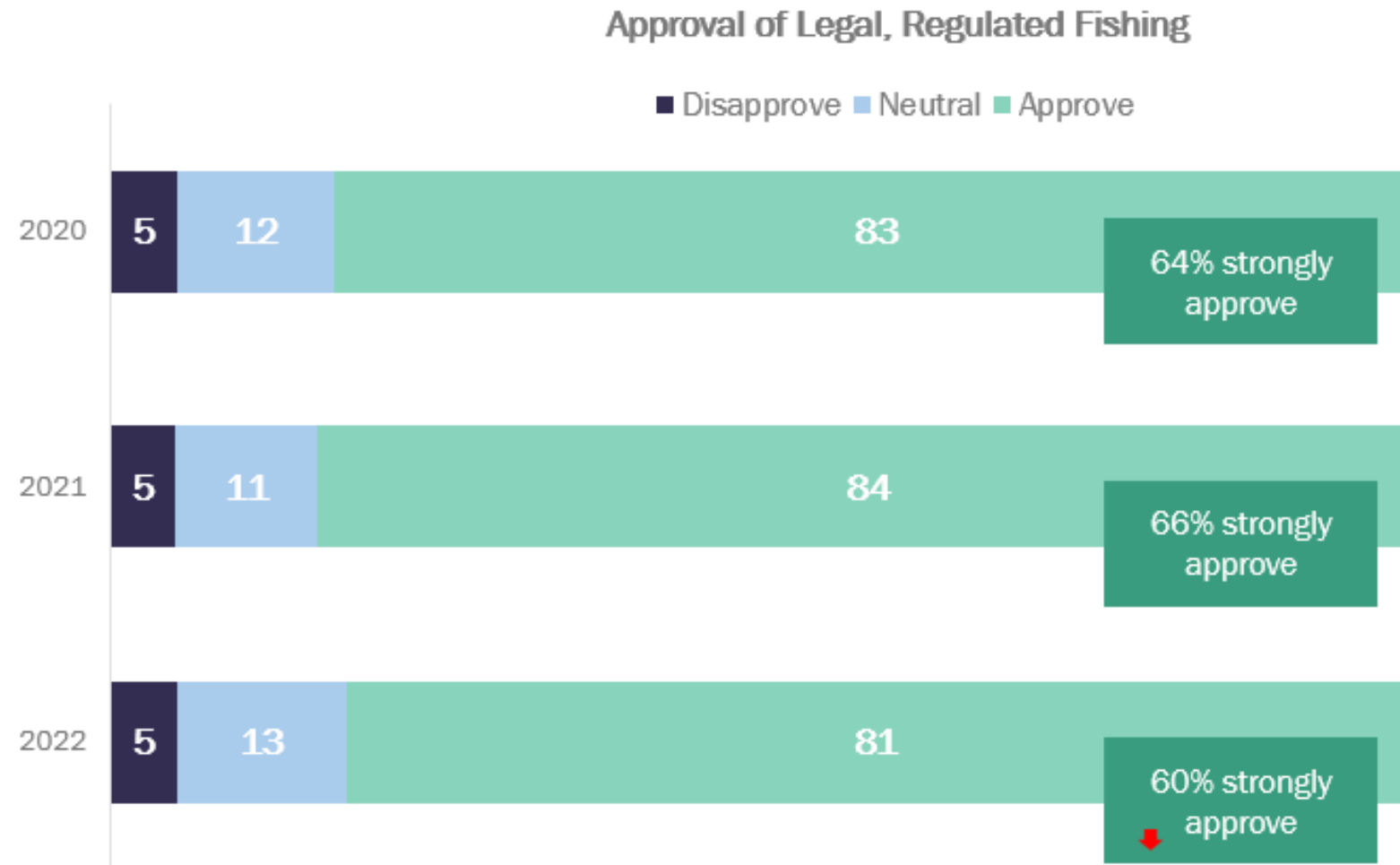
Despite a return to 2020 levels of support for regulated hunting in Colorado, approval remains strong

Among Colorado Voters



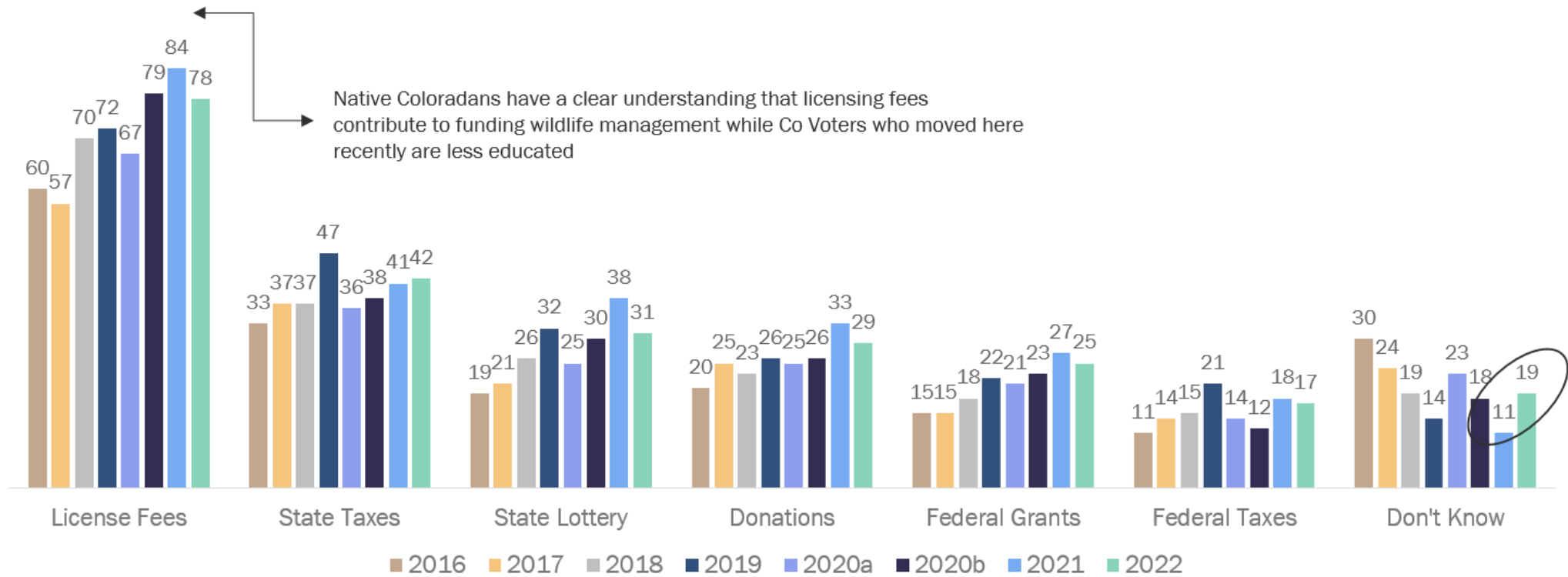
Fishing continues to not be an overall concern for Colorado Voters with overall approval staying strong YOY; however, we are losing some ground in top box approval

Among Colorado Voters



Positive trend continues re: public knowledge about how wildlife management is funded in Colorado; still, beware of bump this wave in 'don't know' – don't stop education piece of communications

Among Colorado Voters





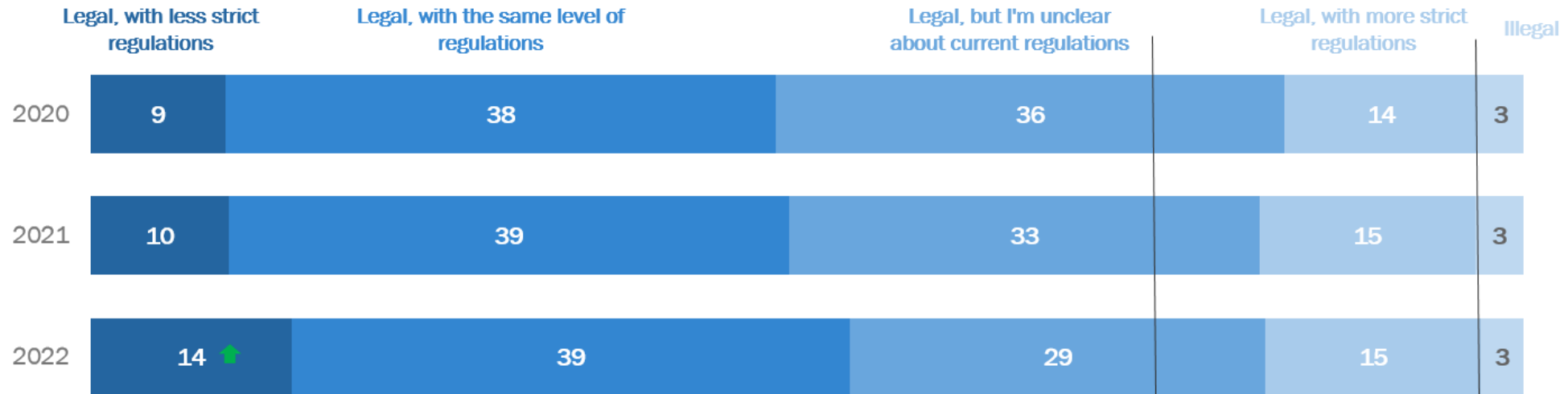
While this messaging was proven to be successful, it appears to have plateaued

- ✓ Although the downward shifts we are experiencing in education and approval of hunting are not too alarming it serves as caution signs
- ✓ We risk losing more ground; for the needle to continue to move, we need to double-down on what we know is effective

We see positive shifts in perceptions on legality; even a significant majority of voters unclear about current regulations strongly approve of regulated, legal hunting

Among Colorado Voters

Perceptions of Hunting Regulations



72% of voters who say hunting should be legal, but they are unclear about regulations **strongly approve** of regulated, legal hunting

64% of voters who say hunting should be legal, but with more regulations **strongly approve** of regulated, legal hunting

Significantly **higher** / **lower** at 95% level vs. 2021

The small shift we are seeing in support for fishing regulation appears to be driven by voters being split on wanting more vs less restrictions on fishing

Among Colorado Voters

Perception of Fishing Regulations





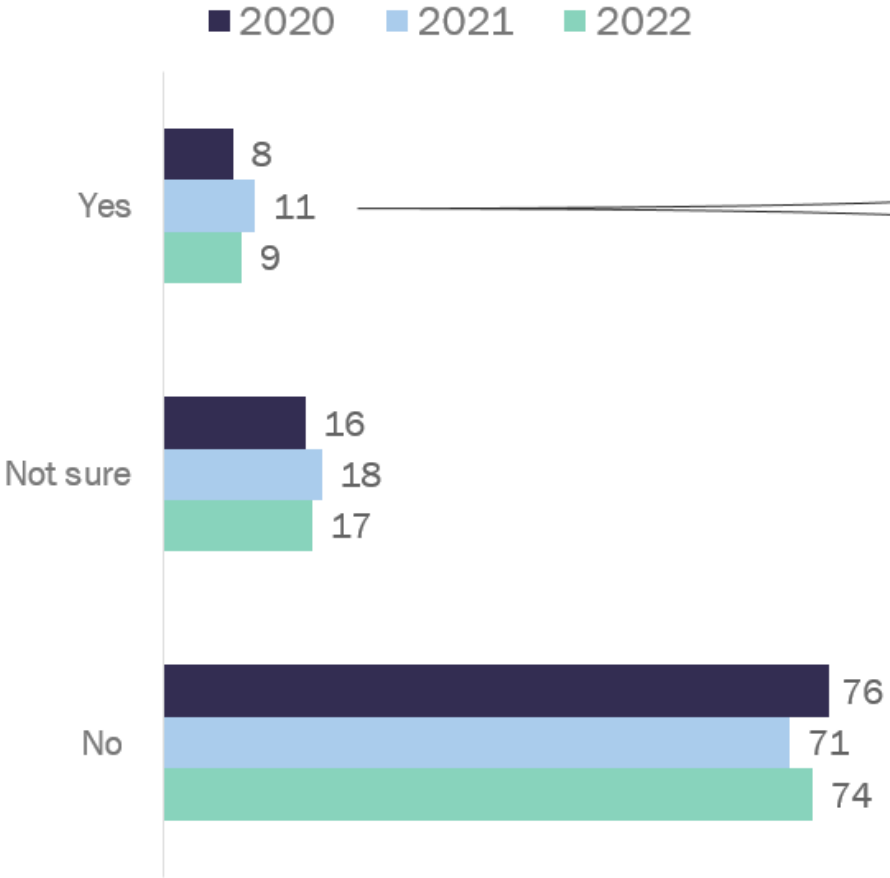
Lack of knowledge regarding regulations and funding continues to still be our biggest barrier

- ✓ “Welcome to the Wild Life” is communicating our message but there remains a gap in knowing the rules and regulations of hunting
- ✓ We can create some more momentum through educating new targets and a revamped message
- ✓ Without having knowledge of regulations, voters feel indifferent towards hunting; these individuals are important as they can easily be swayed either way

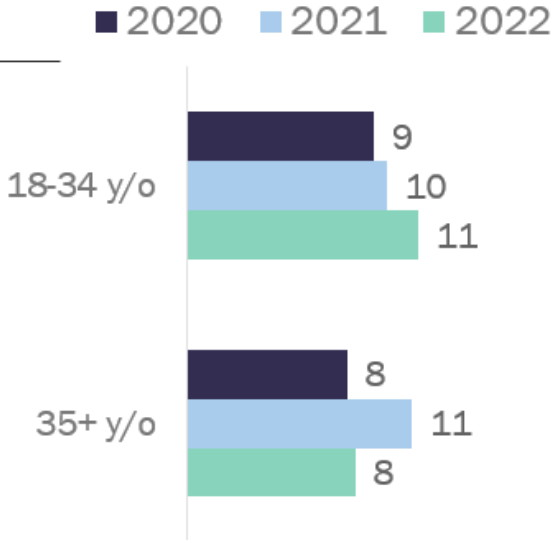
Ad recall remains consistent with prior years; slight increase with 18-34, though within the margin

Among Colorado Voters

Recall of CWC Advertisements

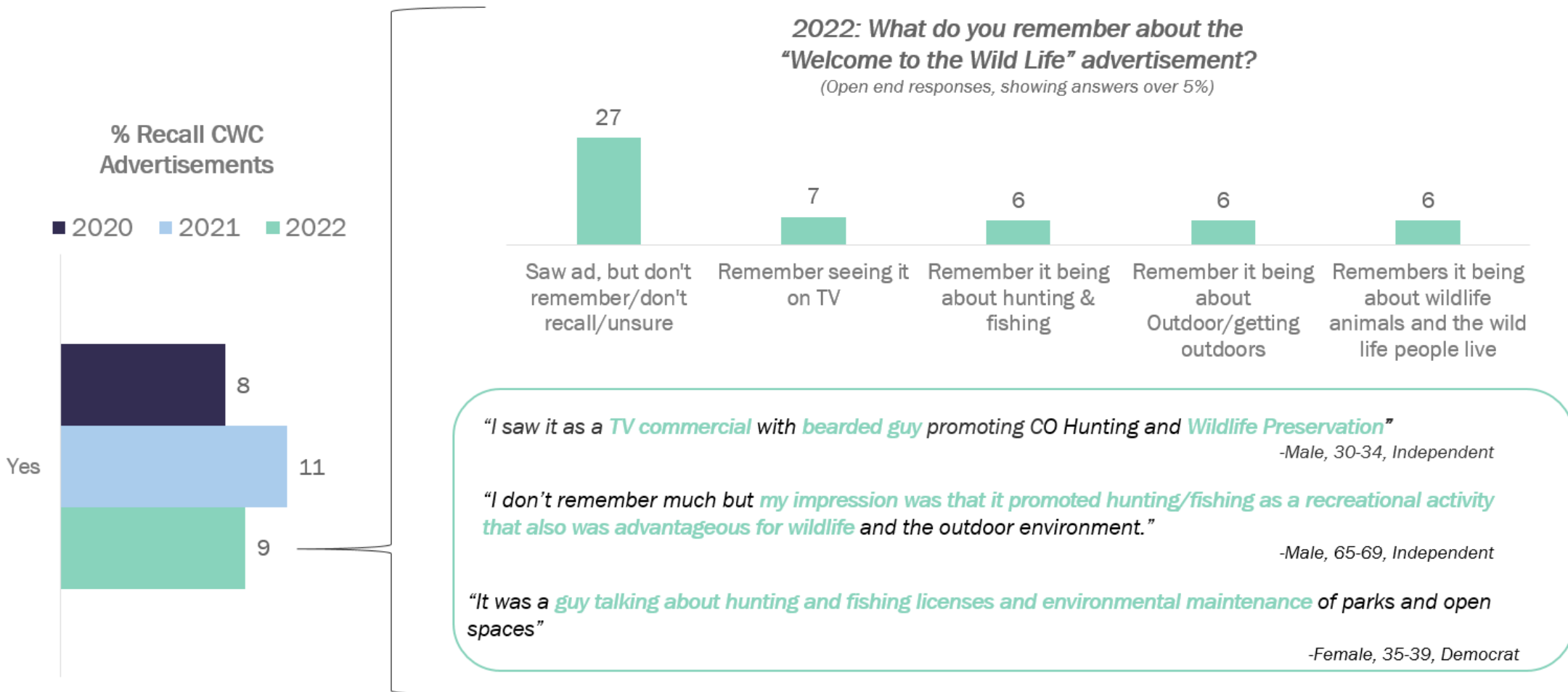


% Recall CWC Advertisements, by age



What people remember from the ad, seems to suggest the current campaign could be at risk of becoming background noise; nothing singularly memorable among viewers, though they get the message

Among Colorado Voters



Exploratory Research

Highlights

Research Plan

1

Phase 1: Quantitative Landscape Update

Phase one's quantitative re-assessment developed a detailed understanding of how attitudes have changed, why they have changed, and who they have changed with. We looked particularly closely at "In the wind" voters to evaluate whether they're still the optimal audience to communicate with, and we explored additional audience segments that the CWC should focus on in the future.

2

Phase 2: Qualitative Ethnojournals with Adventure Environmentalists and Hunter Adjacents

In phase two we collected detailed in-depth responses from qualitative ethnojournals which allowed us to explore underlying emotional and values-based perceptions that Coloradans hold when it comes to hunting and fishing in the state. This approach allowed us to begin to craft the contours of the CWC's overarching messaging framework by allowing Coloradans to tell us – in their own words – what resonates with them on these issues most.

3

Phase 3: Online Focus Groups for Concept Testing (via Remesh)

For phase three we will leverage Remesh to conduct online chat-based focus groups – powered by AI – to test creative content, uncover which messages and creative concepts work best (and why), and what concepts could or should be refined. It will allow us to understand the language Coloradans use when they talk about hunting and fishing in the state, and specifically which language builds consensus.

4

Phase 4: Quantitative Creative Concept Testing

In phase four, after gauging reactions to messaging and creative content in phase three, we will then conduct a quantitative concept test to finalize the CWC's messaging framework. BSG's creative concept-testing approach uses monadic experimentation to quickly and effectively test up to three separate high-finish concepts in a methodologically rigorous way. This research will help identify the optimal creative content to deploy and provide guidance on which content resonates among which audiences.

Exploratory Research: Phase 1 Summary

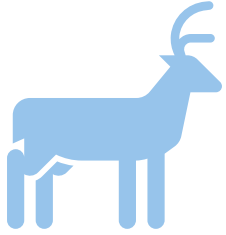
Phase 1: Landscape Update

Methodology

A 20-minute multi-mode survey was conducted among 1,319 registered Colorado Voters and 429 “In the Wind” Voters from July 18th to August 1st, 2022.

- ‘In The Wind’ voters
 - Registered CO Voter
 - Ages 18-35
 - Neither strongly support nor oppose hunting / fishing
 - Tend to be less politically engaged and have household income <\$75k

Overall, we observe improvements since 2019: attitudinally things are moving in the right direction.



Over the last few years, there is increasing support and neutrality for hunting among Colorado Voters

- **As of 2022, the “In the Wind” voters are much more likely to either support or stay neutral on a potential ballot than in the 2019 research**

This is primarily driven by an overall increase in knowledge about hunting among both CO and ITW Voters who, in 2022, know more about....



Funding

More voters **know** that the Colorado Wildlife Council is **funded primarily by hunting and fishing licenses** which is a main reason they can fully enjoy Colorado’s Wildlife



No Increased Regulations

There is also an increase in voters' **knowledge of hunting regulations; more than half of ITW voters** say Colorado has just the **right amount of restrictions, and most reject the idea of additional restrictions**



Family & Friends hunting

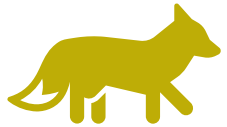
Colorado voters also know more hunters in their close circles which could contribute to their increase in knowledge and support as they appear to have a greater understanding of hunting culture

While we've seen progress, the landscape update revealed that there is still more work to be done.

Our campaign targeting efforts thus far have been effective, as recall for "Welcome to the Colorado Wildlife" is higher than previous campaigns, specifically among ITW voters

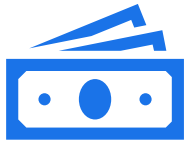
Although the messaging has been successful, it appears that it may have run its course; exposure to the campaign had little impact on attitudes towards hunting

Looking forward to new messaging it will still be important to highlight...



Animal Welfare

- Highlight how hunting contributes to population control
- Hunting for a "trophy" is illegal



Economy

- Hunting contributes significant money to the Colorado economy
- Alleviates taxpayers



Environment

- The fees from hunting allow for the conservation of CO's 66 million acres of land
- Showing how hunting fees directly help wildlife programs support the abundance and diversity of wildlife in CO

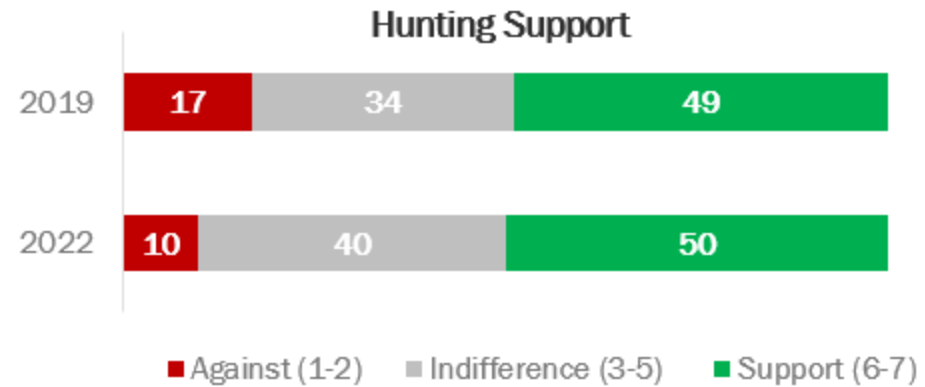
But...

With the introduction of new potential targets, there is more opportunity to better communicate these topics with the end goal of getting more Colorado Voters to understand and appreciate the benefits that hunting brings to the state

There is still room to further illustrate the benefits of hunting and increase overall appreciation for how hunting contributes to Colorado's wildlife

- The shift we see in support for hunting is not quite translating over to the ballot among Colorado Voters
- Our work among ITWs though has been impactful in moving them more into neutral and support territory

- Across the board, Coloradans can see the positive role of hunting in their state
- But there is still a gap when it comes to understanding **personal** impact of restrictions. And beyond relevancy, voters still have **moral** issues with hunting



Those who are more likely to support fewer restrictions on hunting:

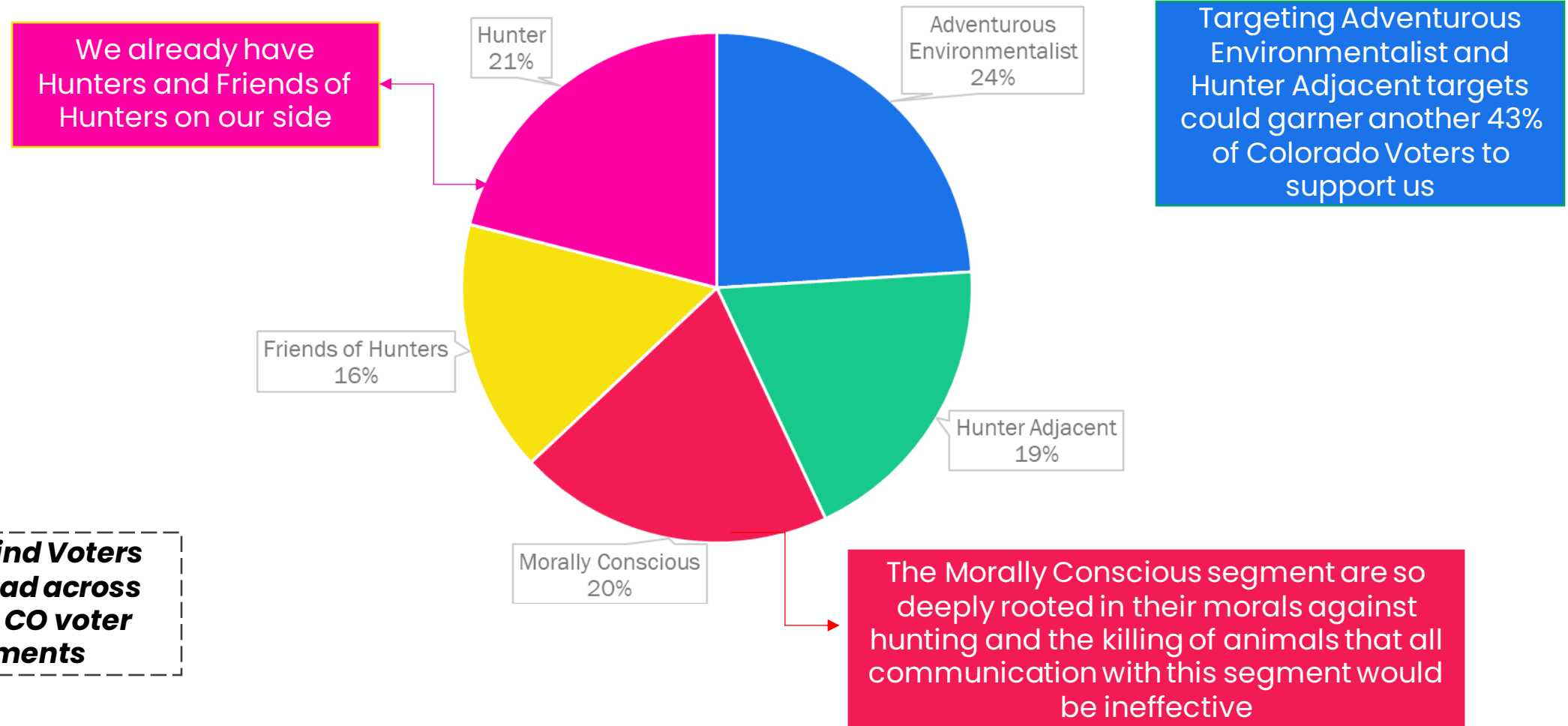
Understand how it impacts them personally

+

Are aware of how hunting can be done humanely and that is necessary for population control

A segmentation was conducted among Colorado voters to determine whether 'In the Wind' should continue to be our targets, and we found a total of 5 distinct voter segments.

Based on the hunting attitudes and sizes of each of the segments, we propose that future targeting efforts focus on "Adventurous Environmentalist" and "Hunter Adjacent" segments.



Key differences among ITWs and our chosen segments include gender makeup, education, and views on guns and hunting for sport.

	ITWs	Adventurous Environmentalists (17% ITW)	Hunter Adjacent (12% ITW)
Gender	Mix of Males and Females	More Female	More Male
Political Ideology	Majority independents	Lean democratic and liberal	Majority independents
Income	Lowest income bracket	Higher income bracket	Lower income bracket
Education	Majority non-college educated	Highly college educated	Mix of college educated and non-college educated
Hobbies	Shopping and browsing online, social media, podcasts, travel	Camping, hiking, fishing, winter sports, cycling, time with friends	Rock climbing, golfing, fishing, running
Hunting Support	Indifferent	Indifferent, with some not supporting	Indifferent, but leaning support
View on Guns/ Hunting for Sport	More neutral towards gun culture and hunting for sport than other two segments	Moral issues with hunting for sport and guns	Guns don't make them uncomfortable, less likely to think hunting for sport is wrong
Personal Impact	Most say hunting would not personally impact, but some recognition it could	Banning hunting would not personally impact	Some personal impact if hunting were banned
Time Living in CO	25% of ITWs have lived in CO <5 years	20% of Adventurous Environmentalists have lived in CO <5 years	12% of Hunter Adjacent have live in Co <5 years

Exploratory Research: Phase 2 Summary

High Level Summary of New Target Segments

- ✓ While **Adventurous Environmentalists** and **Hunter Adjacents** differ in their views on hunting, they have similar views about Colorado as a whole; both segments have a great appreciation for the outdoors and recognize that it is a strength for their home state
- ✓ Both target segments acknowledge that Colorado is facing hardships when it comes to increasing costs of living, a growing homeless population, drought, and overall global warming issues
- ✓ Both target audiences deeply value: honesty, compassion and kindness, respect, and loyalty – keep in mind for adjustments to tone

- ✓ **Hunter Adjacents** feel more of a personal connection to hunting, and are opposed to a ban on hunting; they value integrity, hard work, and responsibility
- ✓ **Adventurous Environmentalists** lack the personal connection to hunting, and struggle with the morality of it though they do accept others who hunt; they tend to be more intellectual, and value family and care for others

- ✓ For both segments, more education is needed on the benefits of hunting licensing fees, and more specifically how hunting and licensing fees contribute to the maintenance of the Colorado ecosystem
- ✓ **Adventurous Environmentalists** could develop a greater appreciation for hunting once they know how it supports the parts of Colorado that they deeply value

- ✓ New creative has the potential to appeal to both targets, as they hold similar values
- ✓ When it comes to messaging and tone, both segments want more education than the existing spots provide, and feel the tone is too comedic at times
- ✓ What resonates: highlighting community
- ✓ We need to focus most on what **Adventurous Environmentalists** want, as they are the tougher segment to convince
- ✓ Introducing a new or second messenger could appeal to **Adventurous Environmentalists**, who would trust someone who less obviously appears to be a “hunter”

Who are Adventurous Environmentalists?



Value community and family

Love Colorado's commitment to community and free spirit

Content with their lives: steady job, loving family, and financially stable



Active lifestyle is important

Participate in outdoor activities: hiking and camping

Participate in recreational sports: tennis and hockey



Appreciation for the outdoors and care for animals

Know how important Colorado's environment is

Recognize that water supply issues and climate change are leading issues



Adventurous; like to travel and experience new cultures

Open to hunting as long as key criteria are met (i.e., no trophy hunting)

Consider hunting to be Colorado citizens' right



Always exercise their right to vote

Their voices could be heard if needed

Often do not partake in politics aside from voting, except on issues that matter most to them

Who are Hunter Adjacent?



Hard workers who value honesty and integrity

Jobs and career trajectory are important to them; driven to support their family



Enjoy spending time with friends

Enjoy helping their extended family and attending sporting events



Appreciate the outdoors; partake in hiking and fishing

Also enjoy surfing the internet, playing video games, and watching favorite TV shows



Accepting of hunting; associate hunting with people they love

Spend less time enjoying the outdoors



Neutral in politics

Take action on matters they care about through avenues like attending town halls

Across the Board, Target Segments Agree Trophy Hunting *Should* be Illegal

Adventurous Environmentalists	Hunter Adjacents
Believe that trophy hunting should be illegal, and <i>don't know that it already is</i>	Already know that trophy hunting is illegal in Colorado

- ✓ Adventurous Environmentalists simply need to be educated to remove a key barrier to their stronger support for legal hunting

Similarities and Differences: Adventurous Environmentalists vs. Hunter Adjacent

Adventurous Environmentalists

- ✓ Active in the outdoors
- ✓ Partake in camping and winter sports
- ✓ Enjoy traveling

- ✓ Uncomfortable with hunting culture
- ✓ Make assumptions of hunters
- ✓ Struggle to understand the importance of hunting to Colorado
- ✓ No personal connection to hunting
- ✓ Would not actively choose to hunt

- ✓ **Need messaging that actively counteracts their assumptions about hunters and hunting for “trophy”**

Hunter Adjacent

- ✓ Value honesty and integrity
- ✓ Appreciate the outdoors
- ✓ Care for friends and family

- ✓ Recognize how valuable Colorado’s ecosystem is to everyone’s enjoyment
- ✓ Acknowledge that Colorado is struggling with water supply shortages and a high cost of living

- ✓ Have a lack of knowledge of hunting regulations
- ✓ Are okay that others hunt
- ✓ Do not approve of hunting for “trophy”

- ✓ Enjoy their time watching tv and surfing the internet

- ✓ Have family and friends who hunt
- ✓ Indifferent towards hunting or lean closer to support
- ✓ Many are open to hunting themselves
- ✓ Understand the basics of how hunting contributes to the overall environment and Colorado economy
- ✓ Acknowledge that a ban on hunting could impact them personally

- ✓ **Are more open to language in current messaging, but tone could be improved**

Similarities and Differences: New Target Segments vs. Gen Pop Colorado Voters

Adventurous Environmentalists and Hunter Adjacents

- ✓ Care for friends and family
- ✓ Recognize how valuable Colorado's ecosystem is to everyone's enjoyment
- ✓ Acknowledge that Colorado is struggling with water supply shortages and a high cost of living
- ✓ Have a lack of knowledge of hunting regulations
- ✓ Are okay that others hunt
- ✓ Do not approve of hunting for "trophy"

Gen Pop Colorado Voters (Non-Targets)

- ✓ Value honesty and integrity
- ✓ Necessity-driven
- ✓ Appreciate the outdoors
- ✓ Lack knowledge of hunting and fishing fees' contribution to Colorado's ecosystem
- ✓ Less politically involved
- ✓ Concerned about Colorado's infrastructure
- ✓ Split on their feelings toward hunting
- ✓ Acknowledge that hunting and fishing are an important part of Colorado...
- ✓ ... But do not see it as affecting them personally

Testing Ad Spots in Journals: Key Takeaways

1

The current message has done its job... but voters want more

2

AEs and HAs want to know more about the impact of hunting and fishing fees on Colorado's ecosystem

3

Once educated, both segments see how a ban on hunting could impact them personally (especially applies to AEs)

4

It might be time to adjust our tone and messenger to specifically tailor to AE's needs

5

Messenger aligns too much with a "hunter" image; opportunity to introduce a trustworthy source that AEs can feel are speaking without bias

6

While the tone can still have comedic undertones, segments are wanting something still slightly more educated and trustworthy

7

Both segments can hear the same message; HAs align with messages that will move AEs

How We Reach Our Targets



✓ Both **Adventurous Environmentalists** and **Hunter Adjacents** mainly use social platforms to connect with family and friends, specifically to stay up to date with those who they do not see often



✓ Facebook is mainly used by both segments, with some using Instagram and YouTube, but again solely using these types of platform for enjoyment and community (not as a news source)

When they are seeking news or advice, they turn to...

First, **they often search online** for their news, leading them to sources like CNN, ABC, and NBC, as well as local sources like KUSA Next and 9News

Secondly, if they're in need of wanting more information, they will listen to podcasts: **specifically, AEs enjoy The Daily or NPR**

Lastly, they often turn to family and friends for further advice when they know they might be experts; **HAs tend to rely on family advice more than AEs**

All are searching for a **holistic, unbiased news source**; they are **willing to seek various forms of information** to get the big picture

While messaging and tone is important, reaching our targets where they consume their information is equally important – a good message can only take us so far without effective reach

Looking toward the Next Phase...

Aspects of the creative we need to consider in phase three of the research



Do we keep the messenger and change the tone?

Or do we need a new messenger and to keep the same tone?

Or do we change up both the messenger and the tone?

Exploratory Research: Next Steps

Next Steps for Phases 3 and 4

Creative Development for Online Focus Groups / Qualitative Concept Testing (via Remesh)

- New creative will experiment with message, tone and messenger
- Approximate timing for creative delivery to BSG: **November 21**
- Approximate timing for BSG delivery of final Phase 3 report: **December 20**

Quantitative Concept Testing

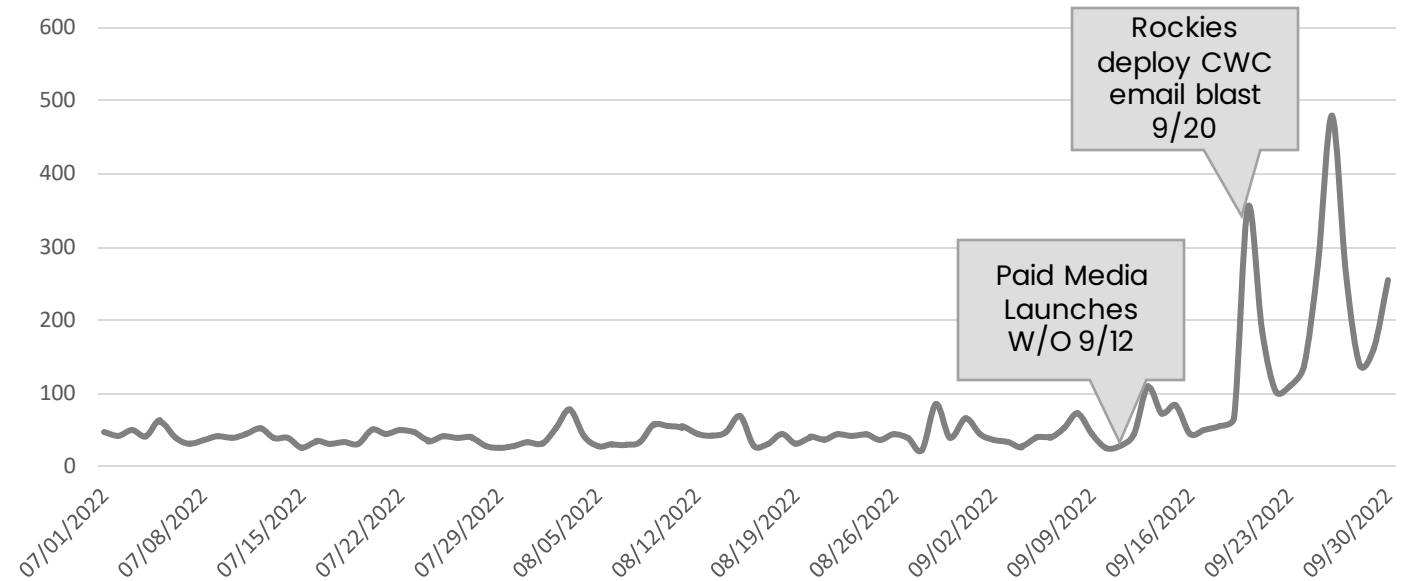
- Phase 4 will kick off Jan 30, 2023
- Learnings from Phase 3 will inform further creative development

Q3 Web Analytics

Recap

Site Visitation – Q3 2022 (Compared to Q2 2022)

Daily Site Visitation – Q3 2022



Website Stats

- Sessions: 6,013 (-88.29%)
- Users: 5,166 (-88.89%)
- Pageviews: 8,052 (-86.82%)
- Bounce Rate: 81.11% (-4.28%)
- Pages/Session: 1.34 (12.57%)
- Average Session Duration: 40 Seconds (271.53%)

Most Visited Pages

- Homepage: 48.79%
- Wildlife/Pronghorn: 11.03%
- Who-We-Are: 8.36%

Top Traffic Drivers

- Direct (44.72%)
- Trade Desk (21.24%)
- Organic Search (14.24%)

Top Traffic Channels
– Q3 2022

Top 5 Traffic Sources					
Source	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Direct	2,689	44.72%	82.56%	1.31	36
Trade Desk	1,277	21.24%	88.80%	1.12	3
Organic Search	856	14.24%	55.61%	1.92	114
Organic Social	559	9.30%	95.89%	1.06	3
Referral	229	3.81%	66.38%	1.76	99
Total	6,013	81.11%	81.11%	1.34	40

- With paid media in the dark for the majority of Q3, direct traffic surpassed The Trade Desk as the top session driving source with 44.72% of Q3 sessions.
- Users from organic search showed the strongest engagement once on the site, while users from organic social (Facebook) engaged with the site at the lowest rates.



Top 10
Geos – Q3
2022

City	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Denver	831	13.82%	81.11%	1.31	26
Englewood	187	3.11%	83.42%	1.45	75
Aurora	174	2.89%	54.60%	1.89	170
Colorado Springs	124	2.06%	80.65%	1.30	12
Fort Collins	69	1.15%	82.61%	1.32	43
Thornton	61	1.01%	81.97%	1.28	35
Boulder	48	0.80%	75.00%	1.88	40
Highlands Ranch	43	0.72%	55.81%	1.70	85
Lakewood	41	0.68%	82.93%	1.27	5
Longmont	36	0.60%	83.33%	1.17	4
Total	6,013	-	81.11%	1.34	40

- Users from Denver accounted for the largest percent of traffic during Q3, although engagement rates from Denver users were below the Q3 site averages.
- Users from Aurora had the strongest engagement rates during Q3 with the lowest bounce rate, highest pages/session and longest average session duration.
- Recommendation: Provide IP addresses for CWC employees to ensure they are not included.
 - IP filters for R&R users went into effect 10/5.



Top 5
Landing
Pages –
Q3 2022

Landing Page	Sessions	% of Sessions	Bounce Rate	Pages / Session	Avg. Session Duration (s)
Homepage	3,406	56.64%	82.59%	1.29	29
Wildlife/Pronghorn	727	12.09%	80.61%	1.32	34
Who We Are	312	5.19%	75.64%	1.64	105
Wildlife/Black-Footed-Ferret	264	4.39%	78.41%	1.36	82
Take-Action	234	3.89%	84.62%	1.19	16
Total	6,013	-	81.11%	1.34	40

- The homepage was the most used landing page during Q3 with 56.64% of all sessions being directed here. The Wildlife/Pronghorn page was the only other page to account for more than 10% of entrances.
- Users typically spent the most time on the Who We Are page and the Wildlife pages while spending the least amount of time on the Take Action and Homepage landing pages.

Paid Media

Updates

Paid Media Updates

- **Broncos Sports Package**
- **Influencer content is under review**
- **Winter Park ski lift ads go live on 12/1**

NFL Broncos Sports Package



**COLORADO
WILDLIFE COUNCIL**

Demographic: A18-34					
Program	Date	Time	Length	Impressions	Total # Of Spots
NFL Broncos vs Chargers Post Game News	10/17	9-10pm	:30	25.2	1
NFL Broncos vs Jaguars	10/30	7:30am-10am	:30 or :15/:15 bookend	69.6	1
NFL Broncos vs Jaguars Post Game News	10/30	10:30am-12pm	:30	33.1	1
Prime ROS BONUS	11/28-12/25 Mon-Sun	7pm-10pm	:30	54.0	20 total (5x a week)

Total Spots: 18

Total Impressions: 235,900 / Total Gross Investment: \$18,000

Total Value: \$43,600



Rockies Partnership

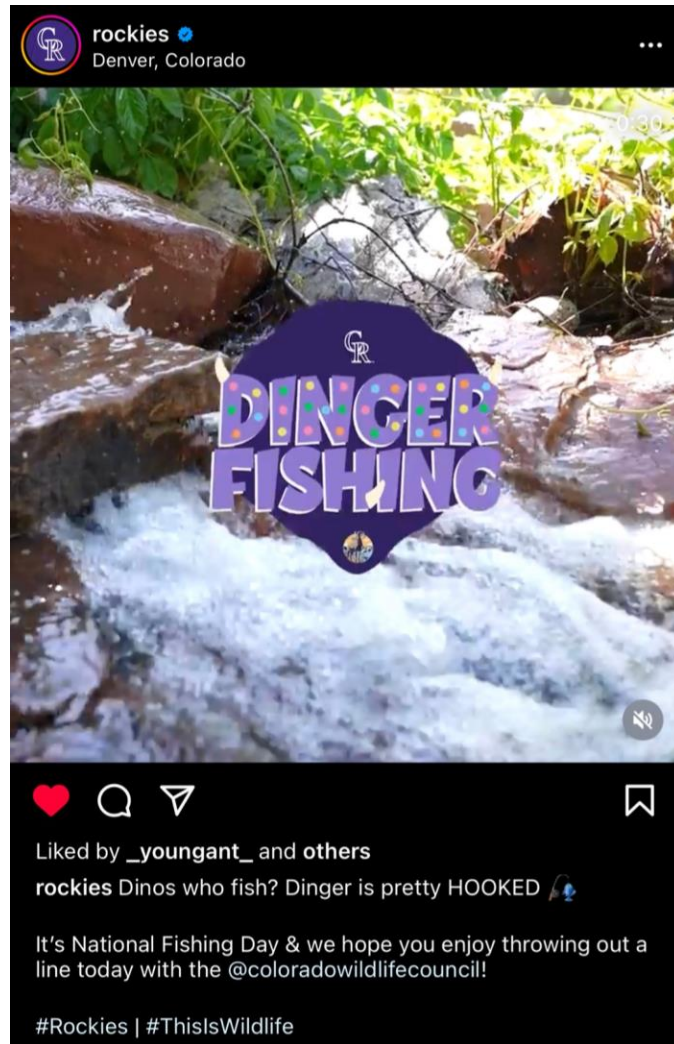
Recap

Rockies Partnership Recap

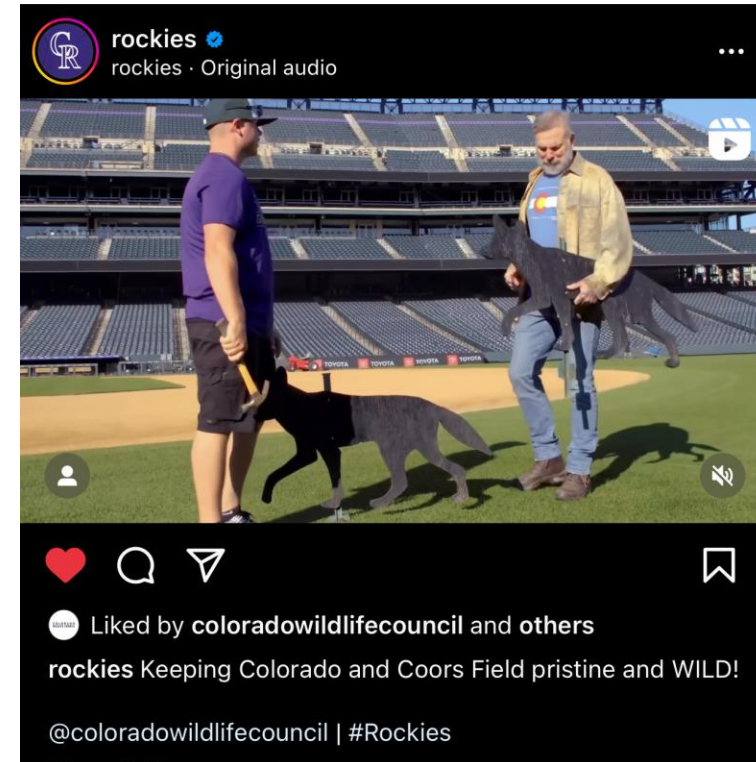
- Designation as Proud Partner of The Rockies
- Logo Rights in Market
- Outfield Wall Signage
- Pre Game Feature
- L Bar Signage
- Platte River Playground Naming Rights
- In stadium Promotional Day
- Main Concourse Kiosks
- Rockies Controlled Digital Assets



Rockies Partnership- Social Posts



[Watch Now!](#)



[Watch Now!](#)

**Rockies Partnership- E Mail
Sent to Rockies.com database
with over 260,000 subscribers**

Get Your Wildlife Towel and Let's Go Wild!

*Join the Colorado Wildlife Council
at the Sunday, 9/25 Rockies game
to get your complimentary towel.
The Wildlife Council is a proud
partner of the Rockies and wildlife
conservation across the state.*



Did you know funding from the sales of hunting and fishing license fees protects and manages our abundant and diverse wildlife populations of over 960 species? The funding helps keep Colorado beautiful and wild through efforts that help with endangered species programs and habitat conservation. Together, hunting and fishing bring over \$3.25 billion to the state's economy each year and supports more than 25,000 jobs across the state. Now that's a home field advantage. See you at the game!

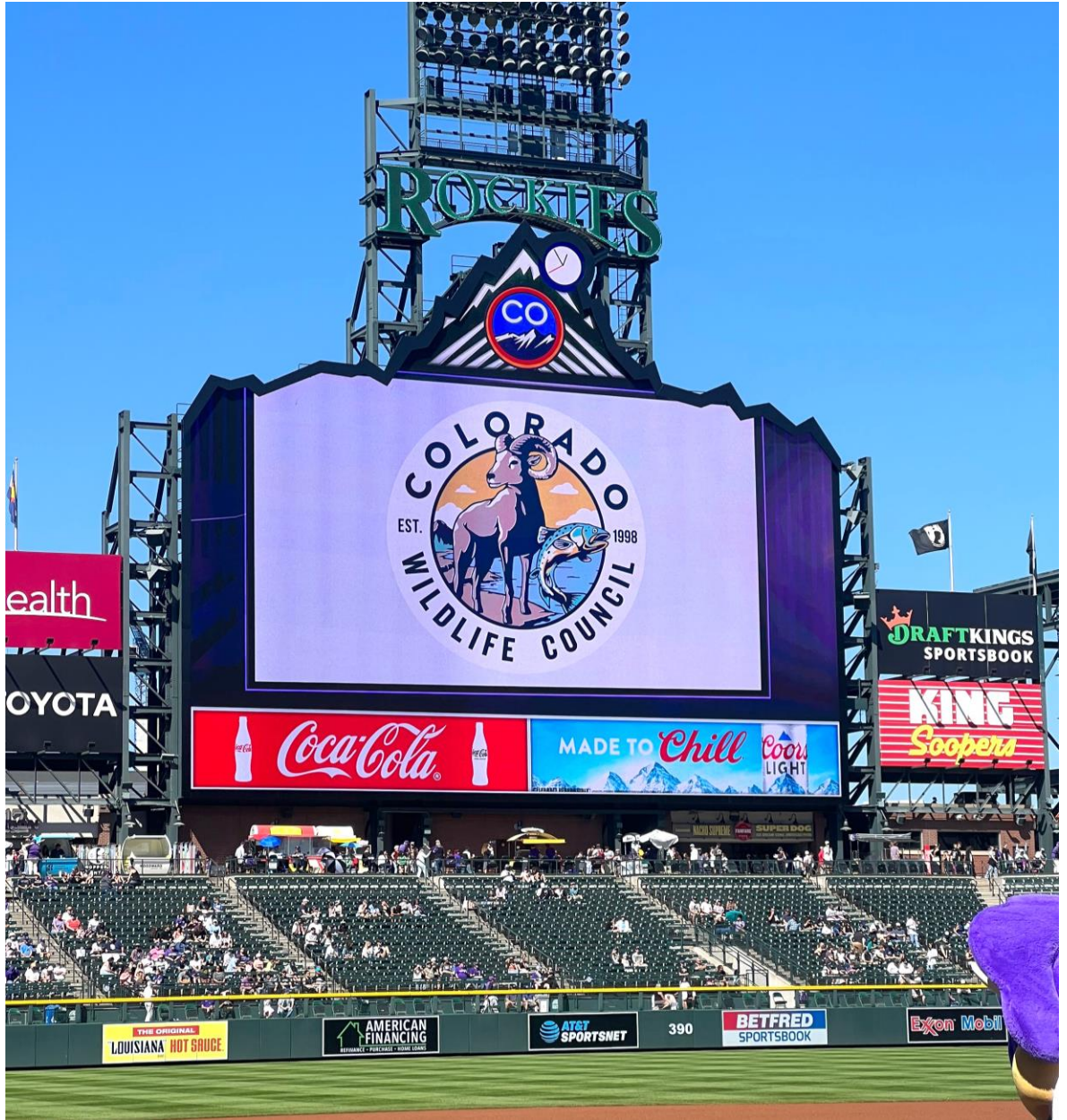


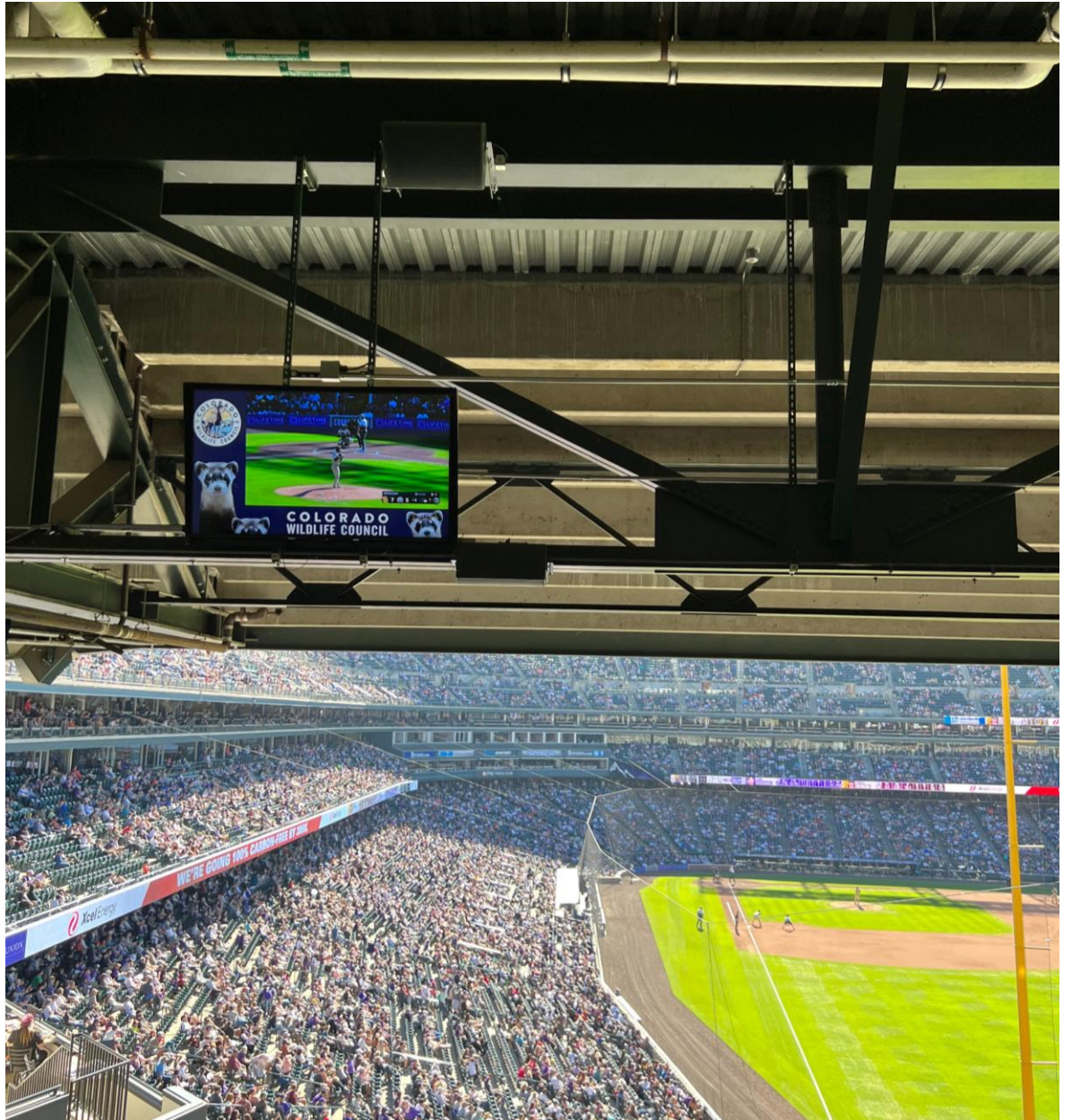
Rockies Partnership

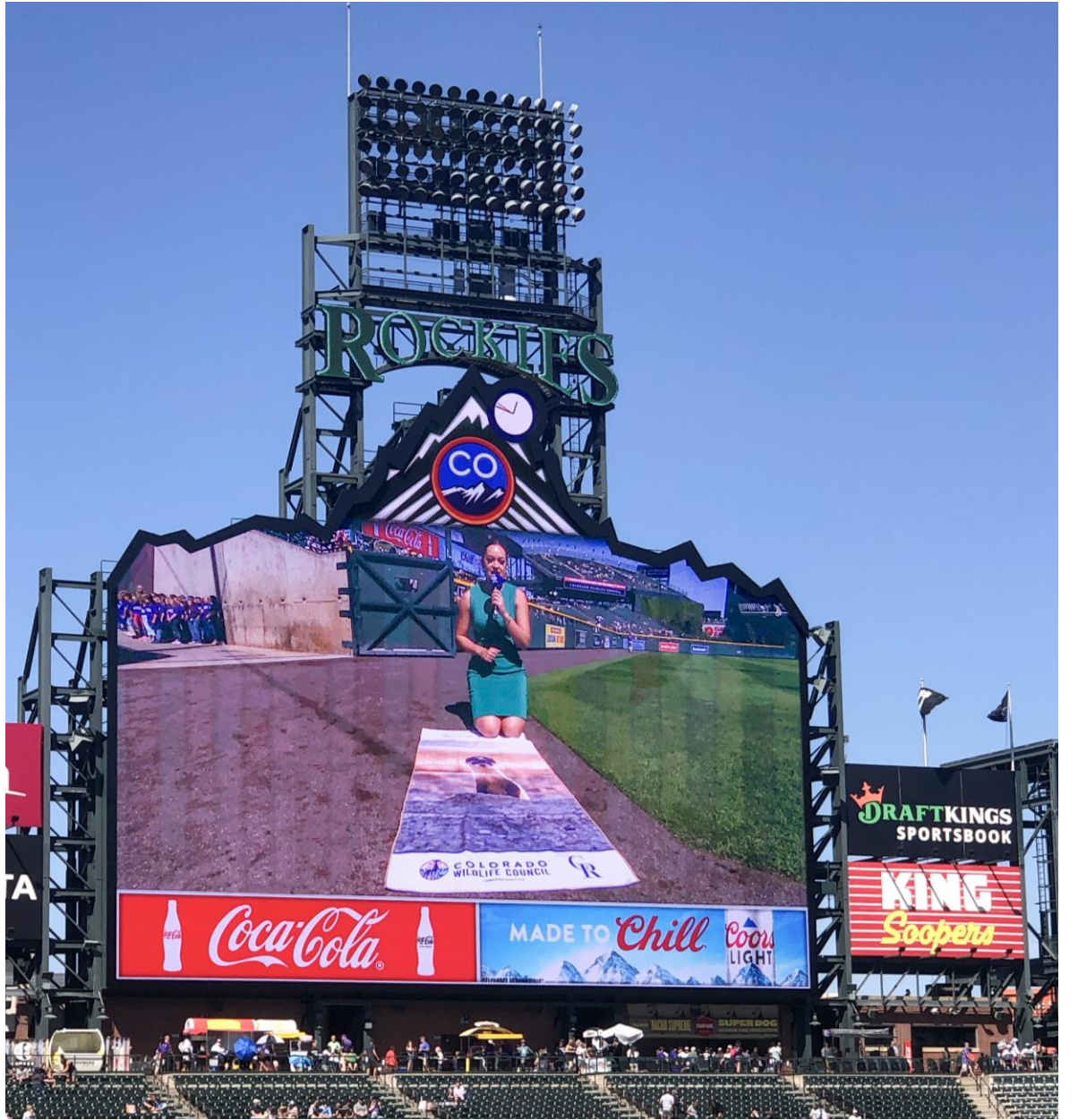
Game Day
Highlights

- **9/25 game attendance: 40,503**
- **11,000 branded towels distributed**
- **All kiosk giveaway items distributed within 2 hours (over 500 items distributed)**
- **Items distributed at kiosk: CWC branded water bottles, hand sanitizer, coloring pages, bandanas, brochures, postcard, and koozies, plus over 450 CPW koozies.**
- **Elbert was a fan favorite!**









**Earned Media
Earned Impressions Tracker**

Colorado Wildlife Council & Colorado Rockies Partnership



TOTAL PLACEMENTS		7			
TOTAL IMPRESSIONS		1,893,837			
News Date	News Headline	Outlet Name	Outlet Type	Outlet City	Audience Reach
9/23/2022	Radio clip from KOA-AM (Radio) at 2022-09-23 19:00:04.000	KOA-AM	Radio station	Denver	59,300
9/22/2022	9Things to do in Colorado this first weekend of fall	KUSA-TV Online	Online, consumer	Denver	772,016
9/22/2022	Radio clip from KOA-AM (Radio) at 2022-09-22 15:10:04.000	KOA-AM	Radio station	Denver	116,700
9/22/2022	7 News Now at 6 AM	KMGH-TV	Television station	Denver	7,921
9/21/2022	Radio clip from KOA-AM (Radio) at 2022-09-21 20:20:10.000	KOA-AM	Radio station	Denver	641,600
9/20/2022	Radio clip from KOA-AM (Radio) at 2022-09-20 19:20:04.000	KOA-AM	Radio station	Denver	59,300
9/17/2022	Radio clip from KOA-AM (Radio) at 2022-09-17 13:10:08.000	KOA-AM	Radio station	Denver	237,000

Earned Media
Channel 7 News – Live Segment 9/22



[Watch Now!](#)



9 THINGS TO DO

9 Things to do in Colorado this weekend: Sept. 23-25

— Colorado Rockies vs. San Diego Padres

DENVER — This is the final weekend to see the [Colorado Rockies](#) play at Coors Field this 2022 season. The Rockies host the San Diego Padres Friday, Sept. 23 through Sunday, Sept. 25. Sunday's 1:10 p.m. game is the last home game of the year — plus, there's a Colorado Wildlife Council beach towel giveaway. The Rockies, who failed to qualify for the postseason, play four road games next week before ending the season on Thursday, Sept. 30 in Los Angeles.

Earned Media

Updates

PR Updates

- **Continuing with mural list outreach**
- **Op-Ed outreach has begun**
- **Upcoming: Small Business Saturday**

Partner Outreach

Updates

MTN KDS Partnership



Big shoutout to Voodoo Ranger for helping us put on the live music and Colorado Wildlife Council for helping with the Nacho Bar!

(8) Everyone in attendance will receive a raffle ticket upon entry. We will be giving away numerous prizes:

- 5 x \$100 REI Gift Cards (Provided by Colorado Wildlife Council)

Website

Updates

Mural

The Colorado Wildlife Council partnered with local artist, AJ Davis, to bring an interactive, augmented reality to life in the Golden Triangle of Downtown Denver. It's vibrant art brings to life two of Colorado's most iconic success stories, the elk and the cutthroat trout. Using a smart phone on the mural triggers an exciting and educational experience that will capture a viewer's attention while they learn about the benefits of hunting, fishing, and wildlife conservation.



AR Activation

Use your phone to activate the augmented reality experience. Scan the QR code located on the right side of the mural. Watch as the cutthroat trout swim and jump out of water. Witness the majestic elk move its head around as it does in its natural habitat. Or instead, go wild and take a selfie as an elk. Be sure to tap on the orange dots to learn facts about the animals. Find the mural at 1114 Acoma Street in Denver.

Mural

Updates

Mural Update

The screenshot shows a web browser window with a Google search for "Colorado Wildlife Mural Denver". The search results are displayed on the left, and a Google Maps listing for the mural is on the right.

Search Results:

- <https://www.thedenvergotist.com/news/2021/07/07>
Colorado Wildlife Council Unveils Augmented Reality Mural ...
Jul 7, 2021 — The mural is located at 1114 Acoma Street in Denver. The mural features two animals, the elk and cutthroat trout. Colorado is home to three ...
You visited this page on 9/7/22.
- <https://zaubee.com/US/Denver>
This Is The Wildlife Mural - 1114 Acoma St, Denver ... - Zaubee
This Is The Wildlife Mural is a Tourist attraction located in 1114 Acoma St, Denver, Colorado, US . Phone number, Photo, Opening hour, Payment method and ...
- <https://www.mapquest.com/Colorado/Denver>
Colorado Wildlife Council Art Mural - MapQuest
Get directions, reviews and information for Colorado Wildlife Council Art Mural in Denver, CO. ... Wildlife Council Art Mural. 1114 Acoma St DenverCO80204.
- <https://cpw.state.co.us/aboutus/Pages/WildlifeCou...>
Wildlife Council - Colorado Parks & Wildlife
The Colorado Wildlife Council's goal is to educate the general public about the benefits of wildlife, ... Denver, CO 80216 wildlife.council@state.co.us.
Missing: Mural | Must include: Mural
You've visited this page 2 times. Last visit: 10/20/20
- <https://cowildlifecouncil.org/take-action>
Make an impact - Colorado Wildlife Council
It's vibrant art brings to life two of Colorado's most iconic success stories, the elk and the cutthroat trout. Using a smart phone on the mural triggers an ...

Google Maps Listing:

- Colorado Wildlife Mural**
- Website | Directions | Save
- 5.0 ★★★★★ 1 Google review
- Tourist attraction in Denver, Colorado
- Address:** 1114 Acoma St, Denver, CO 80204
- Hours:** Open 24 hours
- Updated by this business 1 week ago
- Suggest an edit · Own this business?
- Add missing information
Add place's phone number
- Questions & answers
Be the first to ask a question
- Send to your phone
- Reviews
- Write a review | Add a photo

Mural Update

☰ mural 🔍 ✕

★ Rating ⌵ ⌚ Hours ⌵ ⚙️ All filters

🔍 Search this area

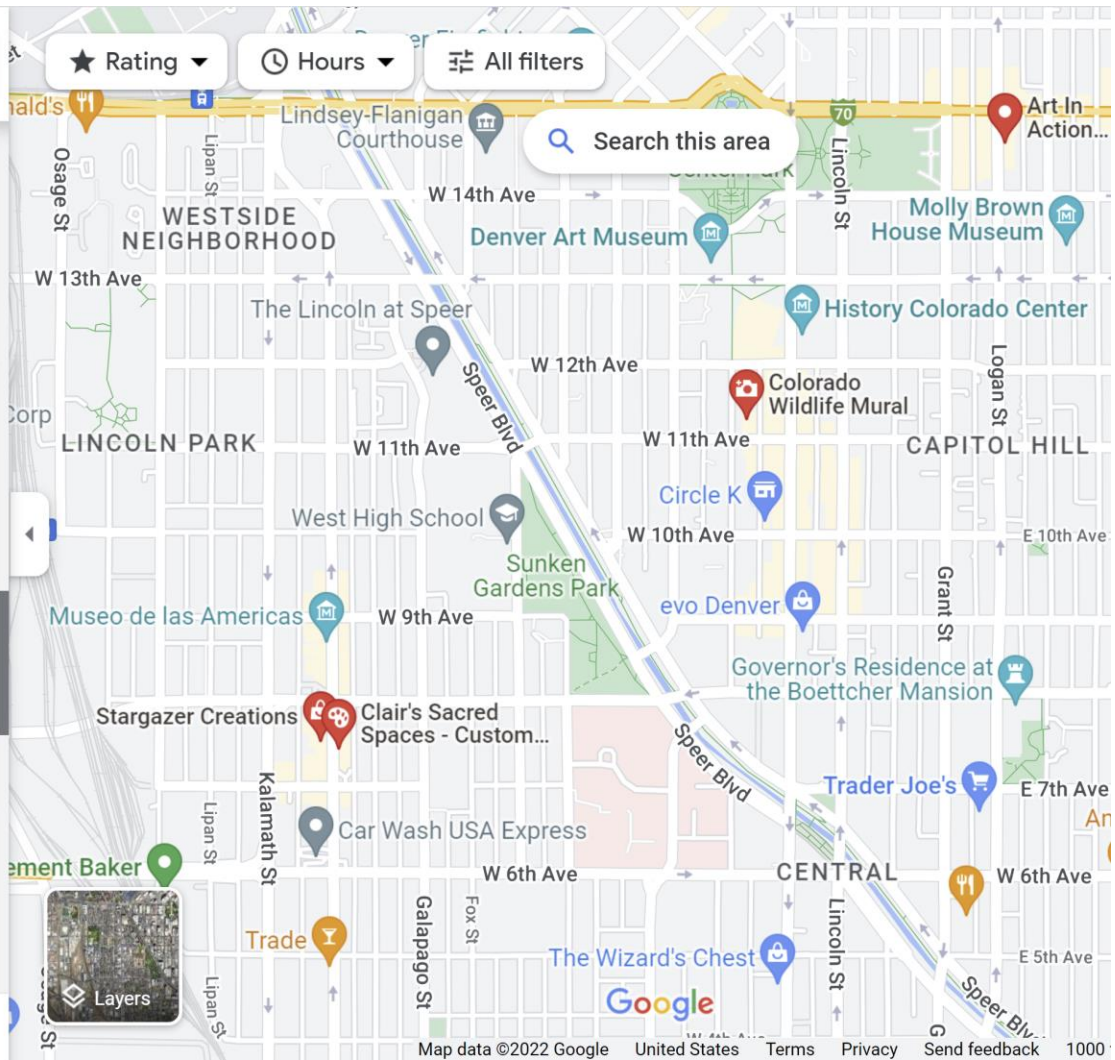
Colorado Wildlife Mural
5.0 ★★★★★ (1)
Tourist attraction · 1114 Acoma St
Open 24 hours

Sand Creek Greenway Partnership Mural
5.0 ★★★★★ (1)
Art gallery · Denver, CO, Sand Creek Regional Greenway

Golden mural scene
No reviews
Tourist attraction · 1224 Washington Ave

G.Go Decorative Murals, Venetian Plaster and Faux Finish Denver
5.0 ★★★★★ (6)

Update results when map moves



The map displays the Westside Neighborhood, Lincoln Park, and Capitol Hill areas of Denver. Key landmarks include the Denver Art Museum, History Colorado Center, and the Governor's Residence at the Boettcher Mansion. Murals are marked with red location pins, with one specifically labeled 'Colorado Wildlife Mural'. The map also shows major streets like Speer Blvd and various local businesses and parks.

Map data ©2022 Google United States Terms Privacy Send feedback 1000

Q4 Newsletter



Catching Up with the Council: Don Anderson

Don Anderson is committed to leaving the outdoors a better place than he found it. When he's not hiking the backcountry, casting a fly line, or listening to the bull elk bugle, he can be found serving on the Colorado Wildlife Council (CWC). As our council's agricultural representative, Don has 45 years of experience and involvement in Colorado's agriculture and beef production. He is one of nine individuals who each represent different interests of Colorado. Each member brings extensive knowledge, experience and passion to the table. Learn more about Don and his contribution to the council and his involvement with conservation here:

DON ANDERSON



Everything You Need to Know About Elk

Did you know elk can run up to 40 mph and jump up to eight vertical feet? Colorado is home to the world's largest elk population, but it hasn't always been this way. About a century ago, elk herds in Colorado were almost endangered due to unregulated hunting. Thanks to successful research and monitoring of populations, the state's elk population has come roaring back. Today, elk play a significant role in Colorado's landscape and economy.

Learn more about elk and how funding from hunting and fishing benefit Colorado.

ELK

BENEFITS



Colorado Wildlife Council's Big Day at Coors Field

On Sunday, Sept. 25, we celebrated National Hunting and Fishing Day at Coors Field. We had the honor of throwing out the first pitch at the Rockies vs. Padres game. During the game, fellow council members hosted a kiosk on the concourse where they were available to educate attendees on the role that hunting and fishing play in wildlife conservation. Overall, the day was truly considered a home run. We are thrilled to partner with the Rockies all season long. On your next visit to Coors Field, check out the Platte River Picnic Area and our many elk statues with scannable QR codes linking to an immersive, wild augmented reality experience.

PRESS RELEASE



Colorado Wildlife Council Mural

Step into the wild life, virtually. If you haven't seen it yet, head on down to our augmented reality (AR) mural in Denver. Located at 1114 Acoma Street in Denver, you can find a beautiful mural painted by Denver local artist, AJ Davis. The mural features two popular species in Colorado, the elk and cutthroat trout. Scan the QR code located on the mural to watch it come to life. They look so real: you'll wish you brought your fishing pole.

MURAL

Action Items

Action Items

- CWC 101 Video
- Influencer Content Approval

Upcoming

- Small Business Saturday
- November Meeting: 11/10 (Zoom)

Thank
You



Thank
Thank
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Prepared by:
R&R Partners

Company Representative:
Jacqueline Meason
Corporate Director - Brand

www.rrpartners.com

Appendix

FY 22/23 Timeline

Colorado Wildlife Council FY: 2022-2023 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													

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
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FY21/22

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/ Community Outreach	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

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