

Colorado Wildlife Council

September Call
2022



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Date Issued:

September 2022

Agenda

- 01 **Exploratory Research Updates**
- 02 **Rockies Partnership Updates**
- 03 **Partner Outreach**
- 04 **Paid Media Update**
- 05 **Mural Updates**
- 06 **CWC 101 Video**
- 07 **Website Updates**

Exploratory Research

Updates

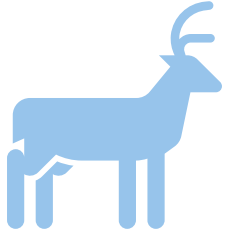
Phase 1: Landscape Update

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 Colorado Parks & Wildlife 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

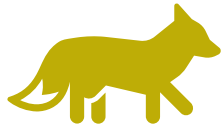
Colorado voters also know more hunters in their close circles which could contribute to their increase in knowledge and support as they appear to have a greater understanding of hunting culture

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

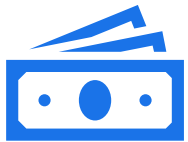
Although the messaging has been successful, it appears that it may have run its course; exposure to the campaign had little impact on attitudes towards hunting

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

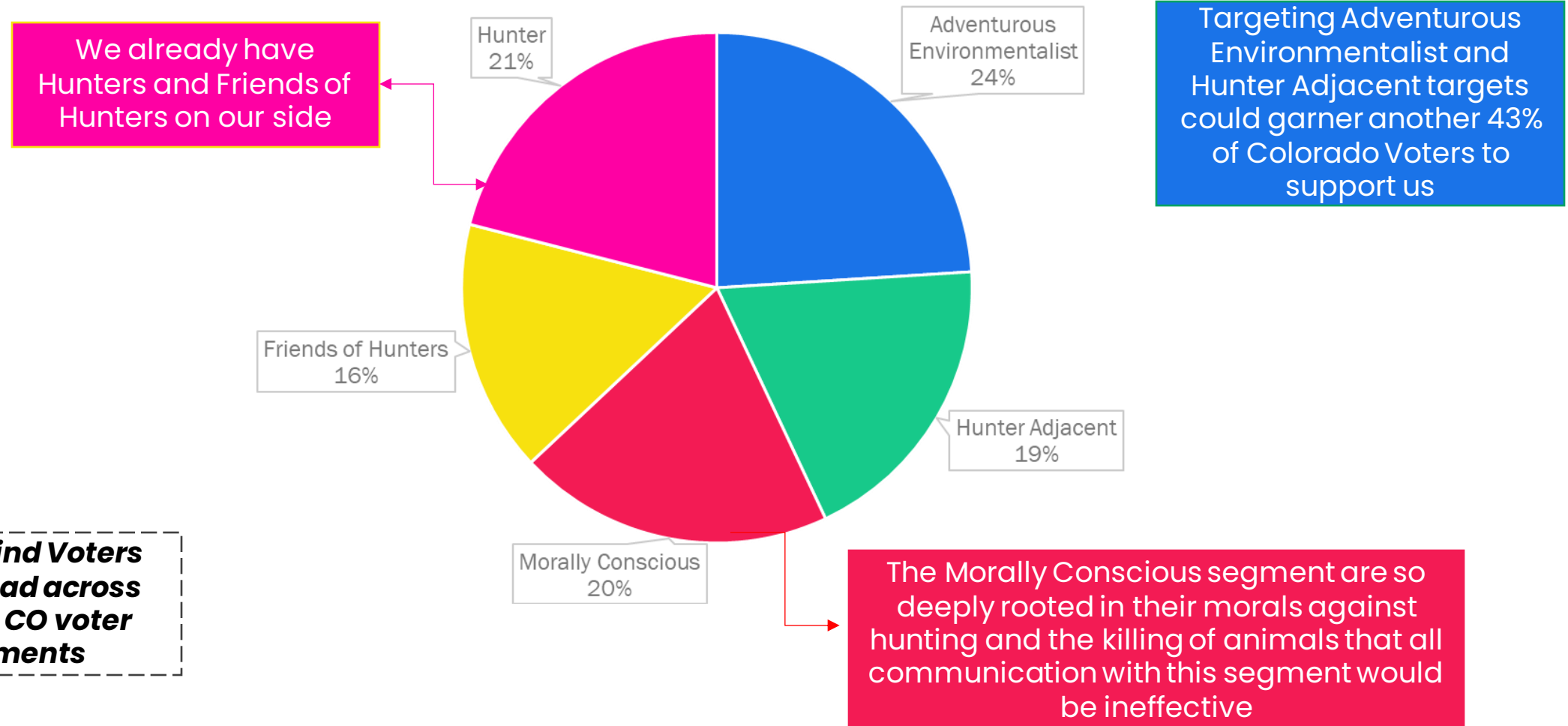
- The fees from hunting allow for the conservation of CO's 66 million acres of land
- Showing how hunting fees directly help wildlife programs support the abundance and diversity of wildlife in CO

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

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

Next Steps

Phase 2: Ethnojournalals

- Recruit these audiences into Phase 2 to add additional contextualization
- Uncover their emotions and values which drive perceptions towards hunting and fishing
- Explore the contours of effective creative content or messaging themes

Additional Research Updates

Exploratory Research: Phase 2

- Finalize recruitment
- Begin the online ethnojournals
- Tentatively concluding on 9/21

Annual Tracking Survey

- Survey is in field
- Findings will be presented during the 10/20 meeting

Rockies Partnership

Updates

Rockies Partnership

- September 25, 2022 – Sunday at 1:10PM vs. Padres – National Hunting & Fishing Day
- A press release about the 9/25 game will be sent to news stations on 9/19 and 9/23
- CWC towels to be handed out – 11k total
- Council members to take turns at kiosk table – schedule on next slide
- Join on the field for intro before 1st pitch: meet at 12:20 pm
- R&R to provide ticket and parking logistics closer to the game

**ROCKIES PARTNERSHIP
KIOSK SCHEDULE**

Kiosk Schedule		
Time Start	Time End	Person
10:45	11:00	Dani (set-up)
11:00	11:40	Don Anderson
11:40	12:20	Brittni Ehrhart-Gemmill
12:20: All council members + Elbert meet for first pitch		
12:20	1:20	Dani (first pitch)
1:20	2:00	Tim Twinem
2:00	2:40	Lani Kitching
2:40	3:20	Dan Gates

Partner Outreach

Partner Outreach MTN KDS

MTN KDS was created to bring people together in Colorado and connect with each other and the outdoors. MTN KDS has ongoing meet ups and trips that are outdoor related such as hiking, camping, skiing, etc.

Their demographic is made up of 18–35-year-olds that are born and raised in Colorado or new to the state.

CWC is going to sponsor the nacho bar and gift card donation at their Halloween Party where up to 500 people will attend.

CWC has the opportunity to create a long-term partnership with MTN KDS and sponsor other events and meet ups.



TikTok

Search accounts

For You

Following

LIVE

Log in to follow creators, like videos, and view comments.

Log in

Popular topics

- Comedy
- Gaming
- Food
- Dance



mtnkds
MTN KDS

Follow

13 Following 39.2K Followers 832.6K Likes

Bringing People Together
Event Alerts Insta Story
RSVP On Our Website
Denver, CO

[Mtnkds.com](https://mtnkds.com)

Videos

Liked



168 posts 11.3K followers 15 following

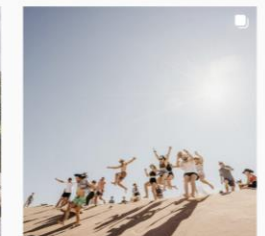
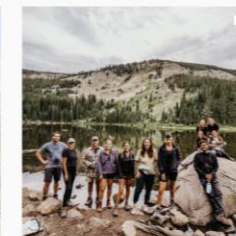
MTN KDS - DENVER

Remember: Have Fun Like A Kid
Meet Ups RSVP at mtnkds.com
mtnkds.com

Followed by [nicolekauffmann](#) and [dpc.events](#)



POSTS REELS TAGGED



Partner Outreach

Farmers Markets

Design and donate CWC branded reusable bags to farmers markets throughout Denver. Farmers markets are a great way to reach new people without needing a CWC representative present.

5 markets are already interested if production of bags is approved.

Average Market Attendance

Highland Square -

Central Park -

South Pearl Street -

City Park -

University Hill -

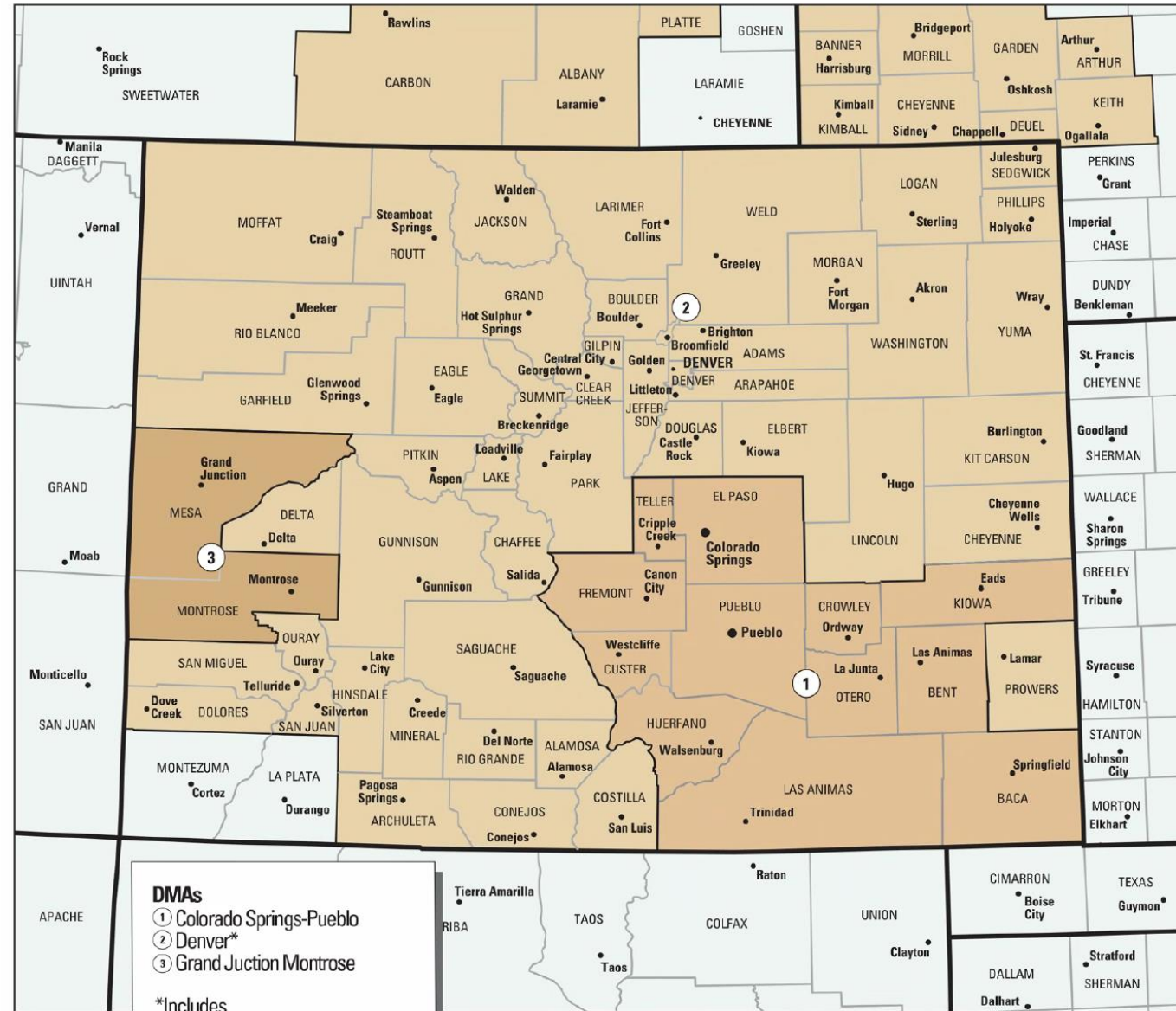
Paid Media

Update

Media Updates

- **Colorado DMA map** (on the following slide)
 - Canon City falls within the Colorado Springs DMA and would not be included in the Denver DMA Television buy
- **Digital performance by geo**
 - Western Slope vs. Front Range
 - No significant difference in performance
 - Performance varies by creative
- **PBS POV** (details on the following slide)
 - PBS' audience does not align with our primary "ITW" target audience

COLORADO TV DMA MAP



Details

PBS

Audience Composition:

15% - Adults 18 to 49

32% - Adults 50 to 64

53% - Adults 65+

Most viewers are older than our Adults 18 to 34 primary target audience.

Note that the programs chosen for the Television buy typically target a broad reach to raise overall awareness and do not usually target outdoor activity interested/minded people who may already be more familiar with the CWC mission.

Both KRMA and KBDI show approximately 5% of the A18-34 audience having watched in the last 7 days, with an index of 35, both of which are very low.*

*Source: Scarborough Market/Release: Denver, CO 2022 Release 1 & 2021 Release 1 Total (Feb 2020 - Mar 2022)

Mural

Updates

Mural Updates Visit Denver

More Denver Art to Explore



Colorado Wildlife Council/AJ
Davis mural

Wildlife Mural

The Colorado Wildlife Council has partnered with local artist AJ Davis to educate Coloradans on the benefits of wildlife management and conservation by creating a unique interactive augmented reality mural.

The mural features two beloved Colorado animals, the elk and cutthroat trout. Colorado is home to three native subspecies of native trout: the Rio Grande, Colorado River and greenback. And, according to the council, the state has the largest elk population in the world, thanks to successful conservation efforts.

The physical mural is located at **1114 Acoma Street**. Or you can view it on your mobile device by scanning the QR code. Once you activate it, you can watch the animals come to life or take a selfie as an elk.



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ADVERTISE WITH US

COLORADO WILDLIFE COUNCIL UNVEILS AUGMENTED REALITY MURAL BY DENVER ARTIST AJ DAVIS



Editorials →

LOSING \$30K IN 30 HOURS - RESPONDING TO COVID-19 AS A CREATIVE ENTREPRENEUR: BY ADAM VICAREL

by [The Denver Egotist](#) / April 7, 2020

IT'S 2019. ARE WE FALLING BACK INTO GENDER CLICHÉS? LET'S KEEP MOVING FORWARD, IN COMEDY AND ADVERTISING

by [The Denver Egotist](#) / February 26, 2019

THE CASE FOR SLOW DESIGN: MAKE ART, NOT PRODUCTS - BY JESSE WEAVER

by [The Denver Egotist](#) / January 11, 2019

Recent Jobs →

FREELANCE COPYWRITER

soona / flex hybrid and remote

CREATIVE PRODUCT MANAGER

CWC 101 Video

Outline

Colorado Wildlife Council – Video



Chapter 1: The History



Chapter 5: The Message



Chapter 2: The Council



Chapter 6: The Media Campaign



Chapter 3: The Colorado Model



Chapter 7: Wild Success



Chapter 4: Funds and Mission



Chapter 8: The Wildlife (Conclusion)

Website

Updates

Website Updates Email Sign Up

Email sign up previously said "Contact Us" and now says "Stay Connected"



[BENEFITS](#)

[WILDLIFE](#)

[TAKE ACTION](#)

[WHO WE ARE](#)

COLORADO WILDLIFE COUNCIL

6060 Broadway Denver, CO 80216

PHONE: (303) 291-7271

COLORADO PARKS AND WILDLIFE

Colorado Parks and Wildlife is charged with balancing the conservation of our wildlife and habitat with the recreational needs of our state. The agency manages all of Colorado's wildlife, 42 state parks, more than 300 state wildlife areas, and a host of recreational programs.



**LIVE LIFE
OUTSIDE**

STAY CONNECTED

Check here to opt into emails.

SEND

Website Updates

New Spotlight



BRITJNI EHRHART-GEMMIL – COLORADO PARKS AND WILDLIFE REPRESENTATIVE

August 31, 2022

COUNCIL SPOTLIGHT

- **How did you first hear about the CWC?**

I first heard about the Colorado Wildlife Council when I started working for Colorado Parks and Wildlife.

- **What is your role on the CWC?**

I'm the Colorado Parks and Wildlife representative

- **Tell us about your background when it comes to conservation.**

I grew up in rural NW Pennsylvania and am proud to be Onödowá'ga (Seneca Nation of Indians). My culture is built upon a prideful history of agriculture and wildlife management that was made for a sustainable way of life for thousands of years. Moreso, I have worked for many years in government/nonprofits and prior to working for Colorado Parks and Wildlife, I worked for a municipal Parks, Recreation and Open Space Department.

- **Why are you so involved with conservation?**

I care very deeply about preserving, caring for and protecting our natural resources so that current and future generations can enjoy our unparalleled Colorado landscapes, wildlife and outdoor recreation. I also want to help work toward creating better avenues to equitable access to our outdoor spaces.

- **What is your favorite wildlife species and why?**

I will always and forever say bats. They are often misunderstood as being "scary," but are so vital to pest management, pollination and seed disbursement.

- **What is your favorite thing about living in Colorado?**

I love all the beauty that Colorado holds, and all of its diversity, from the eastern plains to the western slope down to the southwest. I often say, "Wow, I'll never get sick of that view," and I don't think I'll find myself not saying that.

- **What do you wish Coloradans knew about the council or wildlife?**

I want more Coloradans to know about the importance of hunting and fishing for wildlife management.

- **What types of outdoor recreation do you partake in?**

Hiking, fishing, snowshoeing, biking, and landscape and wildlife photography. Every time I travel, my husband and I seek out outdoor adventures to partake in, like hiking, cave tubing, snorkeling, swimming, kayaking, etc.

- **What is your most memorable story about wildlife or being out in the wild?**

I have a lot, but I'll share a recent one. I was in Golden Gate Canyon State Park recently (alone I may add), taking photos for our CPW social media content and was driving down a road early in the morning. As I was driving, a moose appeared out of the corner of my right eye and I had to slam on my brakes. There, in front of my car, a bull moose stood. It walked very slowly and began eating some leaves. I had never been that close to a moose in my life, and I felt so excited my hands were shaking. It was probably only 20 feet away from my car. I tried to take a photo on my camera but, because my hands were shaking, the photo turned out blurry. Once the moose had its fill of the leaves, it wandered off to the other side of the road.

Website Updates Updated Bio



Eeland Stribling

East Slope Angler Representative

Eeland Stribling is a CSU graduate with a degree in fish, wildlife and conservation biology. He's also an outdoor educator for for many nonprofits around Colorado, and is the Conservation and Education Director of Brown Folks Fishing. His grandfather, Theodore Washington, was a wildlife biologist for the Division of Wildlife and named Eeland after the largest African antelope Eland. When he's not fly-fishing around the world, Eeland's hanging with his dog. In addition to his work outside, he's also a huge Formula 1 fan.

Born and raised in Colorado, he understands the value of biodiversity, diversity and conservation. All are needed to ensure that we keep Colorado beautiful and to make sure everyone can enjoy it. Eeland sees his passion for fishing as a way to inspire people to protect the places we all so desperately love.

Action Items

Action Items

- Confirm 9/25 attendance w/ Dani
- Send Dani the email you want your tickets to be sent to

Upcoming

- Rockies Press Release (Sept.)
- October: 10/20 in-person meeting
- Op-Ed Article (Oct.)

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

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	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