



COLORADO WILDLIFE COUNCIL

Influencer Subcommittee Meeting Minutes
December 1, 2023 ~ 10:00 - 10:30 a.m.

Members Present: Ehrhart-Gemmill & Weyand

Members Absent: Orvis

Also in Attendance: CPW: Ginny Sednek (Secretary)

Takeaway Points

The Influencer Subcommittee reviewed the newest round of influencer posts.

Ideas:

- Would like influencers to use the new tagline, 'supporting science in the wild'.
 - Could make more personal by saying, 'I/We support science in the wild'
- Bison aren't considered wildlife managed by CPW, therefore they are not supported by hunting and fishing license fees
- For Leave No Trace - influencers could add respecting wildlife by giving them plenty of space when taking photographs/video
- For CWC specifically, add 'education about wildlife conservation' rather 'CWC works on wildlife conservation'

Action: Update Influencer guide to reflect the new campaign, Supporting Science In The Wild.