



COLORADO WILDLIFE COUNCIL

Creative Sub-committee Conference Call Notes
May 24, 2023 ~ 11:30 a.m. - 12:30 p.m.

Members Present: Ehrhart-Gemmill, Gates, & Twinem

Members Absent:

Also in Attendance: CPW: Ginny Sednek (Secretary/Acting Treasurer) & Kristin Cannon (Acting Assistant Director); *R&R Partners*: Dani Schneider (Program Manager), Miriam Swofford (Corporate Director), Pat Buller (Creative), and Libby Lewis (Project Manager), Gerri Angelo (Producer)

Concept Review and Discussion

R&R provided two options for production companies for the creative campaign to film mid-June: Cosmic Pictures and Futuristic Films. Reviewed the deliverables, directors, overall budget, and pros of each. R&R has working experience with Cosmic. Both companies have a background with documentary style and would work well.

Committee Discussion:

What was the company selection based on? R&R sought out companies that have experience with documentary style. R&R has worked with content created by CPW in the past to use as B-roll and will also look into additional stock images.

Would like to see detailed breakdown of the production budget (\$400,000) of selected company.

Action: Provide detailed production budget to subcommittee - R&R Partners

Would like more information where stock images come from (quality control)? For footage, will use 80/20% production/stock. Cosmic has a lot of prior assets and can recolor for seasons. Does CWC own the past footage (assets) from Cosmic? The assets are footage that Cosmic already has available to use (e.g. footage from CPW) rather than reacquiring footage for a new company. For choosing still photographers, will select the production company first and then can tweak who we work with as photographers.

Not sure we want to use past footage that Cosmic has since we want a refreshed look/feel. Don't want to fill an edit with past film since we want it to be relevant. R&R will look into new stock images. Since CWC is reaching new audiences could be beneficial to work with a new company. Futuristic has shot past brands that are in alignment and connect with the adventurist environmentalist audience.

Subcommittee will provide their preference by COB so R&R can move forward with creative direction.