



COLORADO WILDLIFE COUNCIL

Conference Call Minutes
March 12, 2020 ~ 10:00 a.m. - 11:00 a.m.
Colorado Parks & Wildlife
6060 Broadway, Denver, CO 80216

Members Present: Brown, Gates, Justman, Melcher, & Neinas

Members Absent: Bohrer, Emery, Gurzick, & Shettel

Also in Attendance: *CPW:* Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Lodwig (Outreach), Lauren Dobson (Assistant Director); *R&R Partners:* Jacqueline Meason (Account Director), Katie Payne (Media), Mandy Walsh (Research), Kyle Lewis (Strategy)

Introductions - Neinas

Welcomed Andrew Lodwig to CWC, the Outreach Team Lead. He is a recent graduate of Colorado State University, interested in public outreach regarding agriculture and natural resources.

Council Reports - Neinas

Nothing to report at this time due to some events/caucus' being cancelled due to COVID-19.

Planning Retreat Update - Anderson

The retreat will be in Buena Vista. Please send any agenda items to Sednek by Friday 3/20/20. The CWC will be informed of any changes to the retreat in regards to COVID-19.

R&R Partners Presentation

Media Update

Many live sports games are being cancelled due to COVID-19; advertisers are cutting back and making adjustments. R&R will keep an eye on cancellations and adjust as needed.

Quantitative Survey Update

Both hunting and angling support had a slight dip in support from last year's survey, W4, but when you review the subgroups, there is an increase in support for those who recall the ads. ITW is more neutral towards hunting, but are open to it. This is good news as we move forward with our messaging. Again, there was confusion about the ballot initiative questions. W5 survey showed people who recalled ads were more likely to support a ballot initiative, but according to their other answers, they generally support hunting/fishing. R&R recommends conducting research to understand the confusion with these questions, especially since they have been misunderstood in past surveys. Comparing W4 to W5 we observe that we have the right message targeted to the right audience; 1 in 10 recall the ad (This is the Wildlife) and understand what the message is communicating. Our messaging targets ITW, but still resonates with Gen Pop. R&R emphasized the importance of how continuous exposure builds awareness and lends credibility, which could help build CWC brand rapport.

Council Discussion

Has the wolf conversation played a role with the ballot question? This could have played a part. Why did we survey only 95 ITW (target audience) and 843 gen pop? Should we survey more ITW? Yes, ITW is our target audience, but people who are responding to the creative are not necessarily ITW. Additionally, ITW is a highly targeted group and they are a difficult audience to survey. Important to recruit both ITW and Gen Pop for the survey. If ITW was a third of the survey, would this change results? Probably. R&R will work with our partners to get ITW to participate and look into more one-on-one engagement with ITW.

Creative - Instagram Reskin and OOH Digital Board

Instagram was reskinned and released on 3/5. Changed one of the billboards to include a hunter.

Influencers

Have two new influencers: Maddie Breneman (local influencer, flyfisher) and Rob Herrmann (flyfisher/bowhunter, connects outdoor rec and hunting). Continue with Shyanne Orvis and Hunter Lawrence. Seeking an additional influencer, Kaitlin Boyer (flyfisher guide). Struggle to find more diversity. Brown recommended looking into Eeland Stribling (@blacksteveirwin).

Partners Conference

The CWC panel on 4/28/20 will include Neinas and Robin; they will work with R&R to prepare.

Motion: To adjourn conference call - Brown
2nd - Justman
Unanimously passes by Council vote.

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
April - Planning Retreat Buena Vista, CO	Thurs/Fri 4/2-4/3	-
May - Call	-	Thursday 5/14
June - Pueblo	Thursday 6/18	-
July - Call	-	Thursday 7/9
August - Denver	Thursday 8/13	-
September - Call	-	Thursday 9/10
October - Denver	Thursday 10/8	-
November - Call	-	Thursday 11/12
December - Denver	Thursday 12/10	-