

**Wildlife Management Education Fund (WMEF)
and
Wildlife Management Public Education Advisory Council (WMPEAC)**

**FY 2008-2009
Operational Plan & Budget**

As Approved by CDOW Director, Thomas Remington

**Pursuant to Colorado Revised Statutes
33-4-120 and 33-1-112**

Review & Council Accomplishments in 2007/2008

The 2007/2008 program was financed by carry-over funds accumulated from previous years' authorized fund-raising programs and fiscal year income of \$850,000 generated via the \$.75 license surcharge approved by the legislature in early 2006.

The program promoted the following messages, in fulfilling the Council's legislatively-mandated mission to educate the public about the values of wildlife, wildlife management, and hunting and fishing:

"The Colorado Division of Wildlife manages both non-game and game species with the support of sportsmen's license dollars and the CDOW reintroduces native and threatened species for benefit of all Coloradoans"

The Colorado Division of Wildlife does not use state tax dollars and is primarily supported by sportsmen's licenses.

The Colorado Division of Wildlife is: "KEEPING COLORADO WILD"

In order for the Council to create and launch their comprehensive media-based program it first accomplished several important objectives:

- A. Secured spending authority of \$900,000
- B. Continued to navigate within the state contract bid process to retain a qualified media consultant/agency partner.
- C. Negotiated the continuation of the 5-year communications/marketing contract with Extra Strength Marketing Communications that is renewable annually. The second year's contract with Extra Strength was \$850,000.
- D. Cooperatively worked with the Agency & the CDOW Director to design and approve the 2007/2008 educational program and basic operations plan.

The final operations plan approved by the CDOW Director used broadcast media (television and radio) as well as outdoor media (billboards) to make the public aware of the vital role the CDOW plays in growing and managing a healthy wildlife resource for both hunters and fishers and non-hunters and non-fishers. The media program initiated in the Fall of 2007 can be summarized as follows:

Media program summary

TELEVISION: 17 weeks, 75 million message impressions* Cost: \$587,465

Television message levels for the Division of Wildlife campaign averaged about 100 TRPs** (Target Rating Points) weekly in each of the three markets. We have a 17-week schedule running in Denver, Colorado Springs/Pueblo and Grand Junction. We also have coverage in Durango on the satellite CBA station out of Albuquerque. We have approximately 3 spots running weekly on KREZ, showing only in the Durango and southwestern Colorado area. The schedule includes statewide cable and Durango cable running to support the campaign. We also have a schedule running on statewide PBS. For a typical consumer product campaign, television weight levels would run from 200-275 TRPs weekly. For a political candidate or issue-related campaign, weight levels can run at approximately 400-500 TRPs weekly. Our purchased television weight levels are significantly lower than most consumer products or political campaigns, but appropriate

for a long-term public awareness campaign.

Radio: 40 weeks, 1.5 million message impressions Cost: \$37,565

Public radio underwriting is running statewide on all National Public Radio affiliates. The schedule runs for 40 weeks with 3 weekly underwriting spots on each station. These underwriting spots are running during weekday prime hours.

*An "Impression" is the average persons multiplied by the number of spots. The sum of audiences that a medium or combination of media reaches is represented in thousands. Gross Impressions do not account for duplicated viewing (frequency).

**A TRP represents 1% of our target audience and does not account for duplicated viewing.

Outdoor Billboard Displays:

Dec. 2007/ Jan. 2008, 15.3 million message impressions Cost: \$40,000

We purchased three highly visible billboards to run during these months in the Denver metro area. These boards are "A" locations including the 6th Avenue viaduct, Lincoln Street, Colorado Boulevard and Evans, I-70, & Speer Boulevard. We also negotiated two bonus boards to run during both months of the campaign. The outdoor campaign ran on the largest panels available in Denver, 14' x 48' bulletins.

Extra Strength collaborated with Media Visions to plan, negotiate, and place media purchases intended to:

- A. Select markets that met the program's education objectives and target audiences
- B. Negotiate as much "added-value" to the purchases as possible. Media Visions' efforts resulted in an estimated added value extension of paid dollars by 42% or \$275,000 in no charge air-time. This includes negotiated savings on all media as well as free airtime. Nearly \$275,000 of the added-value secured for the campaign was bonus airtime including: :15 and :30 spots, billboard sponsorships, website banners and bonus outdoor bulletins.

Another component of the operation plan measured the effects of the media campaign.

Extra Strength contracted with Zen Mango (ZM) to conduct the research. Zen Mango conducted the research using 828 Colorado residents throughout Denver, Colorado Springs, Pueblo, Durango, Grand Junction, and the balance of Colorado.

The research provided the 2007 benchmark for the following:

- A. Advertising awareness (level of awareness, main message and media awareness)
 - B. Interest in wildlife in Colorado
 - C. Role of wildlife management in Colorado
 - D. Colorado wildlife perceptions
 - E. Funding perceptions for wildlife management
 - F. Lifestyle and behavioral skews of different user groups
- (This information was tabulated by key demographics and different usage groups.)

Results were presented to the Council team in January, 2008.

Additional Council accomplishments for 2007/2008 included:

- A. Cooperatively worked with CDOW/JBC and legislature to propose and secure \$1.1 million spending authority for the 2008/2009 fiscal year program.
- B. Streamlined and clarified financial reporting (income and expenses) related to the Council's programs.
- C. Re-negotiated/renewed the contract with Extra Strength.
- D. Worked with the CDOW's marketing department on programs, events and efforts that aligned with the Council's mission. These included reviving a Kiosk tourist program at seven Colorado Welcome Centers.
- E. Presented Council mission and progress to key groups including the CWC, Cattleman's Association, Colorado Counties, SAG, etc.
- E. Developed an open dialogue with the new Director of the CDOW in an effort to ensure that the WMEF Media Program stayed aligned with its statutory mission, while helping to meet CDOW objectives, as possible.
- F. Contracted additional research to help determine and define the limits of potential messages considering the publics' understanding, sensitivity to, and acceptance of hunting and fishing. The results of this research will be used to help create and direct future messages and media selection to avoid alienating the general public.

2008/2009 Operations Plan

Mission

The overall WMEF and WMPEAC Mission for 2008/2009 continues to be:

To educate the general public about the benefits of wildlife, professional wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing, by designing, implementing and managing a comprehensive media-based public education program.

Section I: Media, communication and education objectives

The benefits of wildlife, wildlife management, hunting and fishing will be communicated in a program with a media-based education approach:

Communication Objectives

- A. Increase the 2008-2009 campaign reach, through the additional funding for mass media and Outreach programs to improve awareness of the Council's Mission.
 - a. Increased TV
 - b. Addition of Web advertising
 - c. Addition of the Advocate Speaker Program (see Attachment A)
- B. Develop an annual, cost efficient, statewide media-based education plan that reaches the general public, emphasizing the non-hunter or non-angler, using primarily high impact media vehicles including television and radio. Other media vehicles may be utilized as well depending upon the recommendation of the advertising agency, Extra Strength, and the media buying agency, MediaVisions.
- C. Produce materials and strategies as necessary to keep legislators, lobbyists, wildlife organizations, outdoor enthusiasts and license buyers informed about WMPEAC activities and programs.
- D. Understand, via research, the general public's awareness concerning the role of hunting and fishing in generating the primary revenue for the CDOW. Additionally, gain knowledge as to the public's understanding of wildlife management and of the other important values that hunting and fishing bring to Colorado. (see Attachment B)

Year Three Educational Media Program *

The Council, with the recommendation of Extra Strength based upon the research results from our research partner, believes that the media program for year three should focus on the following themes:

1. *Colorado Division of Wildlife manages and protects Colorado's wildlife while expanding their healthy habitats.*
2. *This management is mainly funded by the revenue from the sale of fishing and hunting licenses.*
3. *Colorado Division of Wildlife.....Keeping Colorado Wild.*

*Year three will introduce, more strongly, the link between license buyers and the CDOW and the valuable role fishers and hunters play as the primary financial support for wildlife management in Colorado.

These themes are consistent with the Mission and have previously been identified in the multi-year message built in the original PLAN articulated in the RFP process. These strategies for the media program are the next strategic step in making the general public aware and appreciative of the important roles that hunters and fishers play in wildlife management. This continuity in the program reinforces the previous year's messaging, while simultaneously addressing a topic that has been proven to be misunderstood by the general public.

** Educational objectives, and associated messaging, are evaluated annually using media industry accepted, scientific research techniques. Objectives may be extended, altered, re-ordered or eliminated based upon the research outcomes.*

Section II: Contracting, Operations and Management

With approval from the Director, WMPEAC will renegotiate and secure fiscal year 2008/2009 contract(s) with experienced vendor(s), qualified in marketing educational messages, research, and public relations. The contract(s) will be established via a formal CDOW/DNR/STATE competitive bid process, as may be necessary.

The contract(s) will retain partners who will perform the following tasks:

- A. Develop on-strategy message/content for the media campaign.
- B. Recommend a multi-media education program in writing consistent with stated strategies.
- C. Provide on-strategy creative concepts for selection by the WMPEAC and CDOW Director.
- D. Recommend appropriate media plan and associated vehicles to meet the communication objectives.
- E. Upon approval, purchase media time and other communication resources, within budget, as necessary.
- F. Pre-approve all marketing initiatives with steering committee, and then the greater council.
- G. Design and execute research with the public sector to monitor and measure the effectiveness of the program and "pressure test" year-three message strategy.
- H. Review effectiveness of message content and all media copy.
- I. Work with CDOW video production staff to utilize pre-existing footage when possible.
- J. Seek the continual input and feedback from the Council and the Director, prior to final messaging and/or media purchases.
- K. Provide activity reports, minimally quarterly for distribution to the Director and Council. Reports to include completed projects since the last report, status of ongoing activities and anticipated timelines for upcoming projects, and coincide with the regularly scheduled council meetings.
- L. Before the Operational Plan year end, make recommendations regarding the upcoming year and future year's educational program strategy(ies) and content for presentation to the Director and JBC for future year's budget request.

Section III: Information Dissemination

Because of the unique nature of the Educational Program, it is important for WMPEAC to use a variety of tools to help the public understand and support its mission and plans. Towards this end, WMPEAC will:

- A. Continue improving the www.keepingcoloradowild.org web site. The web site provides background information, member biographies, documenting enabling legislation, categorizing past developments, activities and programs, and posting current reports from the Chairman to keep the public informed about the Council's progress against its mission. Additionally, the web site provides a viable environment to contain records of the previous year(s) media programs and samples of the media used that are presented in formats to be easily available for download and review.
- B. Aggressively staff and support all outreach programs. Make presentations about the educational programs to interested parties such as license buyers (SAG), consensus groups (Cattleman's Association, Colorado Counties), etc., legislators, Chambers of commerce, etc., as the Advocacy Speaker Program budget allows. (Attachment A)
- C. Per state Statute, will work with DOW to receive ongoing promotional space in existing DOW Regulatory Brochures or other publications to increase public's, as well as our hunting and angling constituents' understanding of the WMEF Council's mission, programs and activities.

Additionally WMPEAC will cooperate with the Public affairs department of the CDOW to develop and disseminate "news releases" that will aid in keeping constituents, legislators, and the general public aware of WMPEAC efforts and programs.

- D. Participate in related public events and programs, in cooperation with CDOW and other hunting and fishing groups, wildlife advocacy and watchable wildlife organizations, as is reasonably possible.
- E. Continue to provide content for articles in publications like *Colorado Outdoors* magazine, as requested by the CDOW, and to provide links between the WMEF web site and the CDOW web site.

Section IV: Annual Budget Review

- A. Staff will help the Council account for and manage the spending of \$1.1 million (spending authority fiscal year 2008/2009) to execute the program.
- B. Staff will help develop the spending request and budget of \$1,100,000 for fiscal year 2009/2010 and help secure legislative approval of the WMPEAC budget, specifically including the line item qualifying the amount (\$1,100,000) for 09/10 of spending authority for WMPEAC.

- C. Throughout the fiscal year any changes to the proposed budget will be reviewed and approved by the Steering Committee or the full Council and submitted to the Director for review.

Section V: Accountability to the DOW Director

- A. All activities and products produced by WMPEAC are subject to approval by the Director. The Director will approve activities and products according to the Approval Process matrix created in fiscal year 2006-07.
- B. The WMPEAC will meet at least on a quarterly basis. Minutes of all the meetings will be kept by an employee of the DOW and reviewed and approved by the WMPEAC.
- C. The Steering Committee, whose structure and membership was created in 2006-07, will continue to meet as required to make decisions and help move WMPEAC business forward between regular Council meetings.

Budget 2008/2009

- Total Spending Authority \$1,100,000
- New Extra Strength Media Educational Program Contract \$1,025,000
 - Agency Services \$107,000
 - Media Production \$80,500
 - Research \$72,500
 - Media \$752,800
 - Bumper Sticker Reprint \$12,200
- Other Programs and related expenses (Advocacy Speaker Program) \$65,000
- Operations Expense \$10,000

Thomas Remington
CDOW Director

Date