

**The Wildlife Management Public Education Advisory Council
2010 – 2011 Public Media Campaign Summary**



The 2010 – 2011 media campaign began airing in October and will continue through June 2011. This is the campaign's fifth year intended to inform the general public about the important role sportsmen play providing the primary source of revenue to implement the programs and activities the Division of Wildlife conducts to manage wildlife all over Colorado.

While the campaign continues to make the connection between sportsmen and wildlife management, this year the message features actual sportsmen encouraging all Coloradans to experience the outdoors themselves—fishing, hunting, hiking, camping, biking, birdwatching—with an invitation to "Get out and go wild."

This year's message also acknowledges that private landowners play a part in habitat management since so much of rural Colorado, farms and ranches, are either habitats themselves or migration paths.

The overall Wildlife Management Education Fund (WMEF) and Wildlife Management Public Education Advisory Council (Wildlife Council) Mission for 2010-2011 is:

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

The **Wildlife Management Public Education Fund** was established in 1998 to finance the design and development of a comprehensive media program to educate the public, especially the urban public, about the values of wildlife management and how the continued funding of wildlife management in the state through the sale of hunting and fishing licenses is critical to sustaining Colorado's diverse wildlife.

The fund is entirely financed by a 75¢ surcharge on all hunting and fishing licenses sold in Colorado, and was approved by the state legislature in 2005.

The media campaign is administered by the **Wildlife Management Public Education Advisory Council**, nine citizens representing a wide range of interests statewide. Four council members are nominated by hunting and fishing associations in Colorado. One member represents counties and another municipalities. The livestock and agriculture interests in Colorado nominate another member. Finally, one member represents the CDOW and a ninth member is an expert selected for expertise in media campaigns and marketing. All members are unpaid volunteers appointed by the Director of the Colorado Division of Wildlife.

A professional firm (Extra Strength Marketing Communications) was retained, through the state's bid process, to help create the educational programming and conduct the media purchasing. The council's initial research indicated that the public had very little understanding and knowledge about wildlife management and the role that hunting and fishing play in helping maintain abundant wildlife in the state. Most of the public, including some hunters and anglers, did not even know that wildlife management is not funded by state tax dollars. Research now shows that the public sentiment has changed as the media campaign has evolved.