

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

**FY 2010-2011**  
**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 2009-2010

The 2009-2010 program was financed by carry-over funds accumulated from previous years' authorized fund-raising programs and fiscal year income of \$1,100,000 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 in Colorado:

*"Revenue from sportsmen's license sales provides nearly all the funding that the Colorado Division of Wildlife needs for the programs and activities it conducts to manage and protect both non-game and game species of wildlife. The CDOW reintroduces native and threatened species for benefit of all Coloradoans."*

*Sportsmen keep Colorado wild and now encourage everyone to "Get Out and Go Wild."*

In order to continue their comprehensive media-based communications campaign designed to inform and persuade the general population of the important role sportsmen play in wildlife management, the Council has voted to:

- Secure spending authority of \$1,100,000
- Continue to work within the state contract bid process to retain a qualified media consultant/agency partner
- Renewed the fifth year of the 5-year communications/marketing contract with Extra Strength Marketing Communications. The fourth year's contract with Extra Strength was \$1,030,000 and will remain the same for 2010-2011
- Collaboratively worked with the Agency and the CDOW Director to design and approve the 2010-2011 informational program and basic operations plan
- Provided promotional materials for DOW education programs

The final operations plan approved by the CDOW Director uses broadcast media (television and radio), outdoor media (billboards), and web-based/enabled channels to make the public aware of the vital role sportsmen play in growing and managing a healthy wildlife resource for both sportsmen and non-sportsmen. The media program (initiated in the Fall of 2006) can be summarized as follows:

### Media Program summary

#### **TELEVISION: 15 weeks, 31.6 million message impressions\*, Cost \$564,498**

Our television weight levels for the sportsmen campaign average 119 TRPs weekly (Target Rating Points)\*\* in each of the three markets. We have a 15-week schedule running in Denver, Colorado Springs/Pueblo and Grand Junction. We also have coverage in Durango on the satellite CBS station out of Albuquerque. We have approximately 7 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 consumer product campaign, television promotional weight levels would run from 200-275

weekly. For a political campaign, weight levels run at about 400-500 weekly. Our purchased TV weight levels are significantly lower than most consumer products or political campaigns.

*\*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.*

**RADIO: 35 weeks, 1.3 million message impressions, Cost \$31,305**

Public radio underwriting is running statewide on all National Public Radio affiliates. The schedule runs for 29 weeks with 3-weekly underwriting spots on each station. These underwriting spots are running during weekday prime hours.

**OUTDOOR BILLBOARDS: Jan-Feb '10, 19.7 million message impressions, Cost: \$48,400**

We purchased three highly visible billboards which ran during these months in the Denver metro area. These boards are "A" locations including the 6<sup>th</sup> Avenue viaduct, Lincoln & 10th, Colorado & Louisiana, I-70 & Kipling and the Colfax viaduct. We also negotiated four bonus boards which ran during both months of the campaign. Additional bonus boards included placement on the billboard at 58<sup>th</sup> at the I-25 exit – leading right into the entrance to the DOW. The outdoor campaign ran on the largest panels (14' x 48' bulletins) available in Denver.

**ONLINE: Feb-Jun 09, Local Media Websites, Cost: \$84,000**

An experimental online campaign was added to our 09-10 campaign to increase our reach to the core target audience as well as to expand reach to younger age groups. The top local media websites were purchased for five months in Denver, Colorado Springs, and Grand Junction. This placement included advertising banners in several sizes (Leaderboard, Square, Skyscraper) as well as video banners running our TV spot. All banners link to the PEAC website. Websites purchased include: 9News.com, TheDenverChannel.com, DenverPost.com, KKTV.com, Gazette.com, NBC11News.com (Grand Junction) and GJSentinel.com.

Extra Strength, supported by Media Visions, planned, negotiated, and placed media purchases intended to:

- Reach markets that met the program's education objectives and target audiences
- Negotiated as much "added-value" to the purchases as possible. Media Visions' efforts resulted in an estimated added value extension of paid dollars by 39% or \$283,210 in no charge air-time. This added-value secured for the campaign was bonus airtime including :15 and :30 spots, billboard sponsorships, website banners, and bonus outdoor bulletins. Additionally, Media Visions negotiated savings on all media bringing the total campaign value up to nearly \$1.3m.

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

Extra Strength contracted with Kupersmit Research to analyze audience recall using 409 Colorado residents throughout Denver, Colorado Springs, Pueblo, Durango, Grand Junction, and the balance of Colorado.

The research provided the 2009-10 benchmark for the following:

- Advertising awareness (level of awareness, main message, and media awareness)
- Interest in wildlife in Colorado

- Role of wildlife management in Colorado
- Colorado wildlife perceptions
- Perceptions of hunters and anglers
- Funding perceptions for wildlife management
- Lifestyle and behavioral skews of different user groups

Results were presented to the Council team in June 2009.

Additional Council accomplishments for 2009-2010 included:

- Cooperatively worked with CDOW/JBC and legislature to propose and secure \$1.1 million spending authority for the 2009/2010 fiscal year program
- Streamlined and clarified financial reporting (income and expenses) related to the Council's programs
- Re-negotiated/renewed the contract with Extra Strength.
- 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.
- Presented Council mission and progress to key groups including the CWC, Cattlemen's Association, Colorado Counties, SAG, etc.
- 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.
- Contracted additional research to help determine and define the limits of potential messages considering the public's 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.

## 2010/2011 Operations Plan

### **Mission**

The overall WMEF and WMPEAC Mission for 2010-2011 is:

*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 persuasion program.*

### **Section I: Media, communication and education objectives**

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

#### **Communication Objectives**

- 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, radio, outdoor, and web. Other media vehicles may be utilized depending upon the recommendation of the advertising agency, Extra Strength, and it's media planning subcontractor, Media Visions.
- Produce materials and strategies as necessary to keep legislators, lobbyists, wildlife organizations, outdoor enthusiasts and license buyers informed about WMPEAC activities and programs.
- Understand, via research, the general public's awareness of the role thatf hunting and fishing play in generating the primary revenue for the CDOW. Additionally, gain knowledge as to the public's understanding of wildlife management as well as the other important values that hunting and fishing bring to participants.

#### **Year Five 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 five should focus on the following themes:

- *Wildlife and wildlife habitat are important resources in Colorado.*
- *Sportsmen play an important role as stewards and conservationists of Colorado's wildlife.*
- *All Colorado residents benefit from the wildlife management paid for by sportsmen.*
- *Present the positive social aspects of wildlife-related outdoor recreational opportunities (specifically hunting and fishing).*

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. Continuing to communicate these themes through the ongoing media program is the next strategic step in

making the general public aware and appreciative of the important role that hunters and anglers play in wildlife management. This continuity in the program reinforces the previous year's messaging, while simultaneously addressing a topic that is 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 2010-2011 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:

- Develop on-strategy message/content for the media campaign.
- Provide on-strategy creative concepts for selection by the WMPEAC and CDOW Director.
- Recommend appropriate media plan and associated vehicles to meet the communication objectives.
- Upon approval, purchase media time and other communication resources, within budget, as necessary.
- Develop and disseminate press releases that will aid in keeping constituents, legislators, and the general public aware of WMPEAC efforts and programs.
- Pre-approve all marketing initiatives with the council.
- Design and execute research with the public sector to monitor and measure the effectiveness of the program.
- Review effectiveness of message content and all media copy with council.
- Work with CDOW video production staff to utilize pre-existing footage when possible.
- Seek input and feedback from the Council, prior to final messaging and/or media purchases.
- Provide monthly activity reports for distribution to the Council. Reports to include completed projects since the last report, status of ongoing activities and anticipated timelines for upcoming projects.
- Before the Operational Plan year end, make recommendations regarding the upcoming year and future year's educational program strategies, content, and budget.
- Provide itemized budget reports to council prior to each bimonthly council meeting.

## **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. To this end, WMPEAC will:

- Continue to improve the PEAC website. The website 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 website 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.

- Work with DOW to receive ongoing promotional space in existing DOW Regulatory Brochures or other publications to increase the public's, as well as our hunting and angling constituents' understanding of the WMPEA Council's mission, programs and activities.
- Participate in related public events and programs, in cooperation with CDOW and other sportsmen groups, wildlife advocacy, and conservation groups as is reasonably possible.

#### **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 2010-2011) to execute the program.
- B. Staff will help develop the spending request and budget of \$1,100,000 for fiscal year 2011-2012 and help secure legislative approval of the WMPEAC budget, specifically including the line item qualifying the amount (\$1,100,000) for 2011-2012 of spending authority for WMPEAC.
- C. Throughout the fiscal year, any changes to the proposed budget will be reviewed and approved by the 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.
- 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, may meet if necessary to make minor decisions consistent with PEAC direction and help move WMPEAC business forward between regular Council meetings.

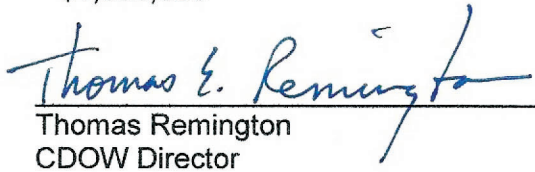
## Budget 2010/2011

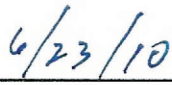
- Total Spending Authority \$1,100,000

• Extra Strength Media Educational Program Contract	\$1,030,000
• Agency Services	\$107,028
• Media Production	
• TV	\$115,000
• Outdoor	\$ 8,000
• Videography/ Photography	\$ 12,000
• Research	\$ 50,000
• Media	\$725,000
• PR/ Website/ Online	\$ 5,000
• Other/Misc.	\$ 7,972

- Promotional Opportunities \$45,000
- Operations Expense \$15,000
- Outreach by the Council \$ 5,000
- Web design/management \$ 5,000

Extra Strength is allowed a 10% budget category fluctuation not to exceed total spending of \$1,030,000

  
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Thomas Remington  
CDOW Director

  
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Date