

MICHIGAN WILDLIFE COUNCIL
SEMI-ANNUAL REPORT TO THE LEGISLATURE
Approved by Michigan Wildlife Council on October 18, 2016

The Michigan Wildlife Council (MWC) is pleased to provide its fourth semi-annual report to the Legislature of the State of Michigan.

As mandated by 2013 PA 246, the mission of the MWC is to develop and implement, in conjunction with a third-party marketing or advertising agency, a comprehensive media-based public information program to promote the essential role sportsmen and sportswomen play in furthering wildlife conservation and to educate the general public about hunting, fishing and trapping. The Michigan Wildlife Management Public Education Fund was established within 2013 PA 246 to support this mission and is derived by a \$1 surcharge on all Michigan base hunting and fishing licenses. Expenditures from the fund through September 30, 2016, are shown at the end of this report.

The MWC is entrusted with educating the public about the importance of wildlife conservation and its role in preserving Michigan's great outdoor heritage for future generations. All people of Michigan enjoy our beautiful forests, waters and wildlife, which is why great care is taken to protect and enhance these valuable assets. The MWC is dedicated to increasing public knowledge on how wildlife and Michigan's outdoors are scientifically managed and funded so that we can continue to enjoy them as we do today.

On April 13, 2016, Governor Rick Snyder announced the appointment of Edgar Roy, of Traverse City, and the reappointment of Jim Hammill, of Crystal Falls, to the MWC. The nine-member council includes the Director of the Department of Natural Resources or his designee (Kristin Phillips) and the following eight members: Carol Rose, Ed Roy, Hank Stancato, Jeff Poet, Jim Hammill, Matt Pedigo, Merisa Campbell and Randy Stec.

Since the submission of its first semi-annual report in May 2015, the MWC has been working with G&D Marketing of Lansing on the marketing campaign. In April 2016, the MWC's inaugural campaign "*Here. For Generations.*" was launched. The primary outcomes associated with Year 1 of the campaign are to build a connection with the target audiences (i.e., those living in southeast and west Michigan who are neutral toward hunting or moderately approve of hunting) by deploying messages via television ads, billboards, radio, social and digital ads and content marketing. A new website, www.HereForMiOutdoors.org, was created to provide information for people who want to learn more about the campaign and the MWC.

The success of the "*Here. For Generations.*" campaign will be measured through the tracking of paid media metrics over the course of the campaign (May 2016 – February 2017), as well as through a second baseline survey. The paid media metrics will measure: impressions, frequency, reach, web ads clicked, website hits, social engagement, media coverage, and partnerships. The follow-up baseline survey results will illustrate how the campaign messages are impacting the target audiences and will inform the timing and evolution of the campaign.

The primary goals of Year 1 of the campaign are to introduce the MWC, capture the attention of the target audiences, connect with audiences based on their current interests and knowledge, build trust and educate. Campaign messaging in this first year will focus on outdoor appreciation, connection to outdoors, conservation and wildlife management successes/information and species success stories.

“Wildlife should be managed for the use and enjoyment of future generations” was a key message communicated during this first year of the campaign. These initial messages will build the foundation for future messages that will provide deeper education about scientific wildlife conservation principles, methods and benefits, and the critical role sportsmen and sportswomen play in conservation efforts.

During the July 2016 MWC meeting, GÜD Marketing provided a formal media report of the eight week launch of the campaign. The reach, or the percentage of people within the target audience exposed to campaign messaging, was 85 percent. The frequency, or number of times each person was exposed to campaign messaging, was 9 times. This resulted in over 71 million campaign impressions and over 2.1 million campaign engagements (i.e., clicks to website, likes, shares, video views). Due to the success of the campaign, media markets are now contacting GÜD Marketing in search of content.

The largest campaign investment thus far was to Fox 2 Detroit which created credibility with the council and started building a rapport between the target audiences and MWC members. The radio investment was made to the Michigan Association of Broadcasters. Every dollar invested is matched with two dollars; there are over 260 stations statewide. GÜD Marketing underperformed in one market – MLive, where the anticipated impressions were 400,014 and 6,302 was the actual number of impressions. GÜD Marketing is working with MLive to increase the number of impressions. Based on the www.HereForMiOutdoors.org website analytics, the top referring sites were Facebook, Michigan.gov, michiganwildlifecouncil.org, Detroit News, Instagram, WZZM TV and Wood TV. Mobile access or, accessing via cell phone or tablet, is 92 percent while access via desktop is four percent. The population of males is 52 percent and females 48 percent. The overall response to the “*Here. For Generations.*” campaign has been positive and the target audience is engaging at rates higher than expected.

In early August, the MWC met to discuss the problem arising out of the operation of two competing websites. The original council website, MichiganWildlifeCouncil.org, which was initially created on a voluntary basis, is no longer under the MWC’s control. The original website is not consistent with the look/feel or messaging of the overall campaign. “HereForMiOutdoors.org” is now the official website for the MWC. During the meeting, a motion was made and unanimously approved to archive all content on the www.michiganwildlifecouncil.org, michiganwildlifecouncil.org, www.michiganwildlifecouncil.com and michiganwildlifecouncil.com websites and to display only the MWC logo on those archived sites. The MWC directed correspondence to those persons controlling the MichiganWildlifeCouncil.org website and requested compliance; that request has been refused. On October 18, the MWC voted to ask the Attorney General for legal advice concerning what additional steps or remedies, if any, are available.

Looking ahead, GÜD Marketing will update imagery portrayed on the website, outdoor billboards, digital ads, social media and video footage. Autumn provides an opportunity to introduce hunting into campaign messaging. The baseline survey revealed that those who moderately approve of hunting, approve of it based on hunting for food, heritage and as a tool for wildlife management. “Inform” tactics will be expanded during 2016 to shift toward more informational messages. Content marketing will include topics such as veterans/hunting, Sportsmen Against Hunger, turkey recovery, Gourmet Gone Wild and MUCC events. The website will include fall/winter activities and additional education on wildlife management tools/tactics. Social media will integrate positive hunting and fishing stories.

The MWC continues to seek ongoing opportunities to keep stakeholders, legislators and the public informed of its progress. On October 17, the MWC hosted a reception for key stakeholders to inform

them on the status of the “*Here. For Generations.*” campaign and where the campaign is headed in the future.

During this reporting period, presentation templates were designed by GÜD Marketing to align content and imagery for specific speaking engagements. In addition to the attached schedule of media appearances organized by GÜD Marketing, Council members were invited to speak to the following audiences: West and East UP Citizen Advisory Committees, Lake Superior State University, Michigan Hunting Dog Federation, WDBC radio in Escanaba, and the Natural Resources Commission.

The MWC appreciates the Legislature’s continued support and the opportunity to report on council activities since April 2016.

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A stylized, handwritten signature in black ink that reads "MATT PEDIGO". The letters are interconnected and have a slightly rough, sketchy appearance.

Matt Pedigo, Chair

In compliance with Section 324.43532b(18)(b) of PA 246 of 2013, the MWC provides the following summary of Fiscal Year 2016 expenditures for the Michigan wildlife management public education subaccount that was created within the game and fish protection account. It should be noted that the expenditures for contractual services now include media buys.

Fiscal Year 2016 Expenditures for the Michigan Wildlife Council

Expenditure Description	Amount
Research/Marketing/Creative/Media	\$1,882,800
Administrative	\$10,300
Total Expenditures	\$1,893,100

**Michigan Wildlife Council Media Appearances
April – October 2016**

Osprey's make a comeback in Michigan (Matt Pedigo)

Live in the D
April 11, 2016

[Video](#)

Wildlife Conservation - Michigan Sturgeon (Jeff Poet)

WZZM - The Exchange
April 20, 2016

[Video](#)

'Paparazzi' gathers to celebrate return of Ospreys

Fox 2 Detroit
April 21, 2016

[Video](#)

Michigan Wildlife Council - The Kirtland's Warbler (Jeff Poet)

WZZM - The Exchange
April 25, 2016

[Video](#)

Michigan Wildlife Council and Ducks Unlimited Protect Waterfowl and Their Habitats (Jeff Poet)

WZZM - The Exchange
April 29, 2016

[Video](#)

Michigan Wildlife Council: Grand Rapids Steelheaders (Carol Rose)

WZZM - The Exchange
May 2, 2016

[Video](#)

Inside the new Detroit Outdoor Adventure Center

FOX 2 - Detroit
May 5, 2016

[Video](#)

Michigan Wildlife Council: Teaching Conservation (Carol Rose)

WZZM - The Exchange
May 9, 2016

[Video](#)

Students learn conservation efforts from the source (Randy Stec)

WOODTV - eightWest
May 18, 2016

[Video](#)

Michigan Wildlife Council: Improving Wildlife Habitats (Carol Rose)

WZZM - The Exchange

May 19, 2016

[Video](#)

Michigan Wildlife Council: Monarch Butterflies (Carol Rose)

WZZM - The Exchange

May 23, 2016

[Video](#)

Michigan Wildlife Council: United in Conservation (Carol Rose)

WZZM - The Exchange

May 31, 2016

[Video](#)

Michigan Wildlife Council (Randy Stec)

Newsradio WOOD 1300 - West Michigan Live

June 7, 2016

[Video](#)

Protecting the Piping Plover

WZZM - The Exchange

June 27, 2016

[Video](#)

Art for the Sky (Matt Pedigo)

WDIV - Live in the D

June 29, 2016

[Video](#)

Explore the surprising side of the Detroit River

WDIV - Live in the D

July 20, 2016

[Video](#)

Preserving the Grand River

WZZM - The Exchange

July 21, 2016

[Video](#)

Get on board for the Grand River

WOODTV - eightWest

July 25, 2016

[Video](#)

Grand Rapids Urban Forest Project provides conservation opportunities

WZZM - The Exchange

August 24, 2016

[Video](#)

Preserving the Outdoors in the D (Hank Stancato)

WDIV - Live in the D

August 24, 2016

[Video](#)

Preserving nature just miles from the city (Jeff Poet)

WOODTV - eightWest

September 8, 2016

[Video](#)

Encouraging the growth of archery

WDIV - Live in the D

September 21, 2016

[Video](#)

Bringing Nature into the Classroom

WZZM - My West Michigan, The Exchange

September 23, 2016

[Video](#)

Get Outside with West Michigan Archery Center

WOODTV - eightWest

October 7, 2016

[Video](#)

Naturally Speaking - Michigan Wildlife Council (Hank Stancato)

WGVU - WGVU Morning Show

October 11, 2016

[Listen](#)