

MICHIGAN WILDLIFE COUNCIL
SEMI-ANNUAL REPORT TO THE LEGISLATURE
Approved by Michigan Wildlife Council on October 24, 2017

The Michigan Wildlife Council (MWC) is pleased to provide its sixth 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 the taking of game. The Michigan Wildlife Management Public Education Subaccount was established within 2013 PA 246 to support this mission and is derived by a one dollar surcharge on all Michigan base hunting and fishing licenses. Unaudited Fiscal Year 2017 expenditures from the fund (through September 30, 2017), are shown at the end of this report.

To support our mission MWC has developed a program to inform the public about the importance of wildlife conservation and its role in preserving Michigan's great outdoor heritage for future generations. Currently the MWC is dedicated to a strategy of 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 July 27, 2017, Governor Rick Snyder announced the appointment of Beth Gruden, of Perrinton, to the Michigan Wildlife Council. Gruden represents Michigan agriculture producers and filled the vacancy created by the resignation of Merisa Campbell. 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, Beth Gruden, and Randy Stec.

Since the submission of its first semi-annual report in May 2015, the MWC has been working with GÜD Marketing of Lansing on the marketing campaign. The MWC's inaugural campaign "*Here. For Generations.*" has been in market for 18 months. The success of the "*Here. For Generations.*" campaign is measured through the tracking of paid media metrics over the course of the campaign, as well as through formative assessments (i.e., online surveys, focus groups). The paid media metrics measure: impressions, frequency, reach, web ads clicked, website hits, social engagement, media coverage, and partnerships.

The campaign generated over 357,160,000 campaign impressions and over 8,761,954 campaign engagements (clicks to websites, likes, shares, videos, views) between April 2016 and June 2017. The campaign had a sustained marketplace presence from January through March 2017, then escalated mid-April through the first week of June. The campaign maintained an elevated presence from June through September and introduced new dynamic elements that provided greater interactivity. New assets included content articles, video content, paid social ads, additional website content, and new radio spots. In April 2017, direct traffic to HereforMiOutdoors.org increased from 23% to 31%, a strong indicator that broad campaign tactics (i.e., TV, radio, outdoor) drive online activity. The new campaign video exceeded expectations for click rate, averaging 10% - 20% above the industry average. Most campaign engagements continue to come from adults aged 18 - 34 in southeast and west Michigan, confirming effective execution of audience targeting.

During the August 2017 MWC meeting, the council received an update on the paid and earned media results for year two, flight two (January 2017 - June 7, 2017). GÜd Marketing presented a summary of key findings from the focus groups and an early preview of the second statewide survey results. Completed creative assets for Year 3 (starting October 2017), including fact-based digital ads, interactive digital ads, enhanced website content, and four video content stories, were presented to the MWC during the August meeting. The council approved the recommended paid media plan for the remaining three months of year-three, flight-one (October 1, 2017 to December 31, 2017). The council also approved the recommended sportsmen communication strategy (with tactics that include talking points, presentation updates, a brochure, campaign video, earned media, and content marketing).

Early metrics from the interactive digital content introduced in July 2017 show strong audience engagement (interactive rates 3 times the industry average). Looking ahead, the council will continue to monitor and optimize paid social and digital content to connect audiences with deeper campaign messaging and elevate the importance of conservation funding.

The MWC continues to seek ongoing opportunities to keep stakeholders, legislators, and the public informed of its progress. In addition to the attached schedule of media appearances organized by GÜd Marketing, council members were invited to speak at the National Association of Sportsmen Caucus Summit in Traverse City in October.

The MWC appreciates the Legislature's continued support and the opportunity to report on council activities since April 2017.

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A stylized, handwritten signature in black ink that reads "MATT PEDIGO". The letters are bold and somewhat abstract, with the "M" and "P" being particularly prominent.

Matt Pedigo, Chair

In compliance with Section 43532b(18)(b) of PA 246 of 2013, the MWC provides the following summary of Fiscal Year 2017 expenditures for the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

Fiscal Year 2017 Expenditures for the Michigan Wildlife Council (10/1/16-9/30/17)

Expenditure Description	Amount
Research/Marketing/Creative/Media	\$2,237,300
Administrative	<u>\$11,500</u>
Total Expenditures	\$2,248,800

Michigan Wildlife Council Media Appearances (May 2017 – October 2017)

Restoring land to its natural state at Maas Family

Nature Preserve

FOX17 - Morning Mix

May 9, 2017

[Video](#)

Enjoying Michigan's great outdoors

WOODTV - eightWest

May 11, 2017

[Video](#)

Be a Belle Isle Volunteer

WDIV - Live in the D

May 17, 2017

[Video](#)

Great Lakes conservation efforts

WZZM - The Exchange

May 18, 2017

[Video](#)

Discover a variety of wildlife at Saul Lake Bog

Nature Preserve

FOX17 - Morning Mix

May 23, 2017

[Video](#)

Removing invasive species from West Michigan

FOX17 - Morning Mix

June 13, 2017

[Video](#)

Enjoying and protecting Michigan's birds

WZZM - The Exchange

June 19, 2017

[Video](#)

Take a walk on the wild side in Detroit

WDIV - Live in the D

June 21, 2017

[Video](#)

Get outdoors at Grand River Park

WOODTV - eightWest

June 28, 2017

[Video](#)

Protecting Peregrine Falcons

FOX17 - Morning Mix

July 11, 2017

[Video](#)

Preserving Michigan wildlife - How you can help

WOODTV - eightWest

July 25, 2017

[Video](#)

Muskies make a comeback in Michigan

WZZM - The Exchange

August 7, 2017

[Video](#)

See Unique Wildlife at the Allegan State Game Area

FOX17 - Where in the Wild

August 15, 2017

[Video](#)

Go Here to See a Wild Wonderland in the D

Live in the D

August 25, 2017

[Video](#)

Take a walk on the wild side

Live in the D

September 8, 2017

[Video](#)

Saranac-Lowell State Game Area

FOX17 - Where in the Wild

September 12, 2017

[Video](#)

Embracing our natural resources

WOODTV - eightWest

September 25, 2017

[Video](#)

Schrems West Michigan Trout Unlimited

FOX17 - Where in the Wild

October 17, 2017

Michigan Wildlife Council Published Articles (May 2017 – October 2017)

Rare Kirtland's warbler making a comeback

Detroit Free Press, Detroit News, The Raptidian
May 8, 2017

[Article](#), [Article](#), [Article](#)

A Water Wonderland, Right in Southeast Michigan

Detroit Free Press & Detroit News
May 16, 2017

[Article](#), [Article](#)

Michigan fish hatcheries help balance the ecosystem

Detroit Free Press, Detroit News, The Raptidian
May 22, 2017

[Article](#), [Article](#), [Article](#)

8 Ways to connect kids to the outdoors this summer

MetroParent
May 31, 2017

[Article](#)

Kids: Get a dose of nature this summer

Detroit Free Press & Detroit News
June 6, 2017

[Article](#), [Article](#)

Make the outdoors a priority this summer

HOUR Magazine (Print)
June 26, 2017

[Article](#)

Stepping into the wild

Detroit Free Press, Detroit News, The Raptidian
June 28, 2017

[Article](#), [Article](#), [Article](#)

Belle Isle brings mother nature back to Detroit

BLAC Magazine (Print)
July 1, 2017

[Article](#)

Restoring the 'Jewel of Detroit'

Detroit Free Press & Detroit News
July 10, 2017

[Article](#), [Article](#)

A Michigan treasure: The fish of a thousand casts

Detroit Free Press, Detroit News, The Raptidian
July 18, 2017

[Article](#), [Article](#), [Article](#)

Grand Rapids: Water, water everywhere

Grand Rapids Press & The Raptidian
July 24, 2017

[Article](#), [Article](#)

Algonac prairie, savanna are rare treasures

Detroit Free Press & Detroit News
July 26, 2017

[Article](#), [Article](#)

Mother-daughter duo preserves Michigan's natural beauty

Metro Parent Magazine
July 26, 2017

[Article](#)

Crooked Lake Marsh is a biodiversity hotspot

MLive & The Raptidian
August 1, 2017

[Article](#), [Article](#)

Peregrine falcons back from brink of extinction

Detroit Free Press, Detroit News, The Raptidian
August 7, 2017

[Article](#), [Article](#), [Article](#)

Exploring Michigan's Wetland Wonders

Detroit Free Press & Detroit News
August 21, 2017

[Article](#), [Article](#)

Improving Michigan's elk habitat is a family affair

Detroit Free Press, Detroit News, The Raptidian
September 6, 2017

[Article](#), [Article](#), [Article](#)

Preserving a wild and scenic West Michigan landmark

Grand Rapids Press & The Raptidian
September 6, 2017

[Article](#), [Article](#)

Woodcock making impressive return

Detroit Free Press, Detroit News, The Rapidian

September 19, 2017

[Article](#), [Article](#), [Article](#)

Autumn in the D

Detroit News & Detroit Free Press

October 11, 2017

Pheasant in Michigan

Detroit News & Detroit Free Press, The Rapidian

October 18, 2017

Wildlife Conservation

Detroit News & Detroit Free Press

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