

MICHIGAN WILDLIFE COUNCIL
SEMIANNUAL REPORT TO THE LEGISLATURE
Approved by the Chair of the Michigan Wildlife Council on May 14, 2018

The Michigan Wildlife Council (MWC) is pleased to provide its seventh semiannual 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 2018 expenditures from the fund (through March 31, 2018) 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. 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 March 14, 2018, Governor Rick Snyder announced the reappointment of Beth Gruden of Perrinton, and Carol Moncrieff Rose of Hillman, to the MWC, with both terms expiring March 31, 2022. Ms. Gruden represents Michigan agriculture producers and Ms. Rose represents individuals with a media or marketing background. Randy Stec, of Caro, did not seek reappointment and his term expired on March 31, 2018. His vacancy is yet to be filled. The nine-member council includes the Director of the Department of Natural Resources or his designee (Kristin Phillips) and the following seven members: Carol Rose, Ed Roy, Hank Stancato, Jeff Poet, Jim Hammill, Matt Pedigo, and Beth Gruden.

Since the submission of its first semiannual report in May 2015, the MWC has been working with Gud Marketing of Lansing on the marketing campaign. The MWC's public education campaign "*Here. For Generations.*" has been in market for two years. 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 and 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 521,600,000 campaign impressions and over 12,430,000 campaign engagements (clicks to websites, likes, shares, videos and views) between April 2016 and December 2017. The campaign had a sustained marketplace presence from November 2017 through March 2018, then escalated mid-April and will continue through the first week in June 2018. The campaign will continue an elevated presence from June 2018 through September 2018.

During the February 2018 MWC meeting, Gud Marketing provided an update on the paid media placements which ran from June 2017 to December 2017 as well as key results from the MWC's content marketing; paid social; cable and broadcast television; billboards; digital music streaming; digital video streaming; digital display; public broadcast television and radio; and, aligned advocate paid media investments.

Key results include:

- Fifty-six percent value-added placements (free placements)
- Audiences are engaged with the interactive content
- Traditional media continues to drive online engagement
- Content marketing and social media continue to outperform industry standards

Furthermore, there was a 22 percent increase in the number of Facebook followers and 9,260,700 total Facebook impressions. GÜD Marketing also announced that at the Central Michigan Public Relations Society of America's PACE Awards, the MWC was recognized as winner of the Pinnacle Award (first place) for its integrated communications campaign.

During the April 2018 meeting, the MWC received an update regarding the new campaign look which was launched mid-April 2018 including billboards, transit, television, radio, digital music streaming (Pandora), digital ads, digital video, content articles, media interviews, and social media. These creative pieces are introducing the funding message to a broad audience for the first time. The funding message begins to communicate the fact that license dollars provide the majority of conservation funding in Michigan. The MWC will receive a full report on campaign performance for January 2018 through June 7, 2018 at the next meeting in September 2018. The next statewide survey will be conducted in September 2018.

Additionally, the MWC has increased efforts to communicate with sportsmen and sportswomen to provide them with tools to help carry these messages. Also, working with GÜD Marketing, the MWC has created content pieces for *Michigan Out of Doors* magazine, *Woods-N-Water* magazine, and *Michigan Out of Doors* television. A brochure that explains the campaign as part of these efforts is attached.

The MWC continues to seek ongoing opportunities to keep stakeholders, legislators, and the public informed of its progress. Attached is the schedule of media appearances and articles organized by GÜD Marketing.

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

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink that reads "MATT PEDIGO". The signature is stylized, with the first name "MATT" and the last name "PEDIGO" clearly legible.

Matt Pedigo, Chair

Attachments

In compliance with Section 43532b(18)(b) of PA 246 of 2013, the MWC provides the following summary of Fiscal Year 2018 expenditures for the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

Fiscal Year 2018 Expenditures for the Michigan Wildlife Council (10/1/17-3/31/18)

Expenditure Description	Amount
Research/Marketing/Creative/Media	\$326,600
<u>Administrative</u>	<u>\$3,200</u>
Total Expenditures	\$329,800

Michigan Wildlife Council Media Appearances (November 2017 - April 2018)

Conserving wildlife at Allegan State Game Area

FOX17 - Where in the wild?

November 14, 2017

[Video](#)

Preserving Michigan's waterways

WDIV - Live in the D

November 15, 2017

[Video](#)

Enjoy the Outdoors While Indoors

WDIV - Live in the D

November 30, 2017

[Video](#)

Fighting Invasive Species in West Michigan

FOX17 - Where in the wild?

December 19, 2017

[Video](#)

How you can help conserve wildlife

FOX17 - Where in the wild?

January 9, 2018

[Video](#)

Don't let the cold keep you from enjoying the great outdoors!

FOX17 - Where in the wild?

January 17, 2018

[Video](#)

Tag along on our birding tour

WOODTV - eightWest

February 7, 2018

[Video](#)

Get outdoors in West Michigan

FOX17 - Where in the wild?

February 13, 2018

[Video](#)

Lamberton Lake Fen Nature Preserve is hidden gem where conservation is underway

WZZM - The Exchange

February 21, 2018

[Video](#)

How wildlife weather the winter

WDIV - Live in the D

February 28, 2018

[Video](#)

Indoor and outdoor fun at the West Michigan Archery Center

FOX17 - Where in the Wild

March 13, 2018

[Video](#)

Get involved in conserving our natural resources

WOODTV - eightWest

March 19, 2018

[Video](#)

Work underway to conserve Plaster Creek

FOX17 - Where in the Wild

April 17, 2018

[Video](#)

A great place to see Michigan wildlife

WDIV - Live in the D

April 23, 2018

[Video](#)

Warming weather unveils unwanted guests: invasive species

WZZM - The Exchange

April 26, 2018

[Video](#)

**Michigan Wildlife Council Published Articles
(November 2017 - April 2018)**

Regenerating forests for healthy wildlife habitats

Detroit Free Press

November 8, 2017

[Article](#)

Regenerating forests for healthy wildlife habitats

Detroit News

November 8, 2017

[Article](#)

Regenerating forests for healthy wildlife habitats

The Rapidian

November 8, 2017

[Article](#)

Hunting contributes to year-round benefits to wildlife

Detroit Free Press

November 14, 2017

[Article](#)

Hunting contributes to year-round benefits to wildlife

Detroit News

November 14, 2017

[Article](#)

Hunting contributes to year-round benefits to wildlife

The Rapidian

November 14, 2017

[Article](#)

Michiganders thankful for turkey's restoration

Detroit Free Press

November 20, 2017

[Article](#)

Michiganders thankful for turkey's restoration

Detroit News

November 20, 2017

[Article](#)

Michiganders thankful for turkey's restoration

The Rapidian

November 20, 2017

[Article](#)

Women build bonds, break barriers in outdoor program

Detroit Free Press

December 7, 2017

[Article](#)

Women build bonds, break barriers in outdoor program

Detroit News

December 7, 2017

[Article](#)

Women build bonds, break barriers in outdoor program

The Rapidian

December 7, 2017

[Article](#)

Get Outdoors this winter in Oakland County

Detroit Free Press

December 13, 2017

[Article](#)

Get Outdoors this winter in Oakland County

Detroit News

December 13, 2017

[Article](#)

Hare Today, Hare Tomorrow

Detroit Free Press

December 20, 2017

[Article](#)

Hare Today, Hare Tomorrow

Detroit News

December 20, 2017

[Article](#)

Hare Today, Hare Tomorrow

The Rapidian

December 20, 2017

[Article](#)

Citizen scientists act as 'superheroes' in conservation

Detroit Free Press

January 22, 2018

[Article](#)

Citizen scientists act as 'superheroes' in conservation

Detroit News

January 22, 2018

[Article](#)

Like a Sturgeon: Fishing on the Black Lake

Detroit Free Press

January 29, 2018

[Article](#)

Like a Sturgeon: Fishing on the Black Lake

Detroit News

January 29, 2018

[Article](#)

Like a Sturgeon: Fishing on the Black Lake

The Rapidian

January 29, 2018

[Article](#)

A century and counting: Aerial surveys help manage elk herd

Detroit Free Press

February 7, 2018

[Article](#)

A century and counting: Aerial surveys help manage elk herd

Detroit News

February 7, 2018

[Article](#)

A century and counting: Aerial surveys help manage elk herd

The Rapidian

February 7, 2018

[Article](#)

Detroit's backyard beauty: Conserving one of last 'great places on Earth'

Detroit Free Press

February 26, 2018

[Article](#)

Detroit's backyard beauty: Conserving one of last 'great places on Earth'

Detroit News

February 26, 2018

[Article](#)

Seeing the forest for the trees: Healthy forests bring abundant wildlife

Detroit Free Press

March 7, 2018

[Article](#)

Seeing the forest for the trees: Healthy forests bring abundant wildlife

Detroit News

March 7, 2018

[Article](#)

Seeing the forest for the trees: Healthy forests bring abundant wildlife

The Rapidian

March 7, 2018

[Article](#)

Spotlight on the St. Clair River

Detroit Free Press

March 26, 2018

[Article](#)

Spotlight on the St. Clair River

Detroit News

March 26, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

Detroit Free Press

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

Detroit News

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

Lansing State Journal

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

Livingston Daily

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

The Times Herald

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

Battle Creek Inquirer

April 9, 2018

[Article](#)

Cajun crayfish unwelcome Michigan visitors

The Rapidian

April 9, 2018

[Article](#)

History and nature meet at Haven Hill

Detroit Free Press

April 18, 2018

[Article](#)

History and nature meet at Haven Hill

Detroit News

April 18, 2018

[Article](#)

Casting out with kids

Metro Parent

April 23, 2018 (Print in May Issue)

[Article](#)

Encouraging fishing as a family

BLAC Magazine

April 23, 2018 (Print in May Issue)

[Article](#)

Detroit River back on the recreational map

Detroit Free Press

April 26, 2018

[Article](#)

Detroit River back on the recreational map

Detroit News

April 26, 2018

[Article](#)

— **A DEDICATED EFFORT:** —
**PROMOTING THE ROLE OF
SPORTSMEN IN CONSERVATION**

IN 2013, \$1 FROM EACH HUNTING AND FISHING
LICENSE WAS DEVOTED TO FUND A PUBLIC EDUCATION
CAMPAIGN ABOUT THE BENEFITS OF HUNTING
AND FISHING AND THE ROLE SPORTSMEN PLAY IN
CONSERVING, MANAGING AND PROTECTING WILDLIFE.
THE MICHIGAN WILDLIFE COUNCIL WAS CREATED TO
OVERSEE THIS IMPORTANT EDUCATIONAL EFFORT.

MICHIGAN
WILDLIFE
COUNCIL

TO LEARN MORE ABOUT THE
MICHIGAN WILDLIFE COUNCIL AND THE
“HERE. FOR GENERATIONS.” CAMPAIGN, VISIT

HereForMiOutdoors.org

**PRESERVING
MICHIGAN’S
OUTDOOR HERITAGE**

Here. For Generations.

**WHAT’S AT
STAKE**

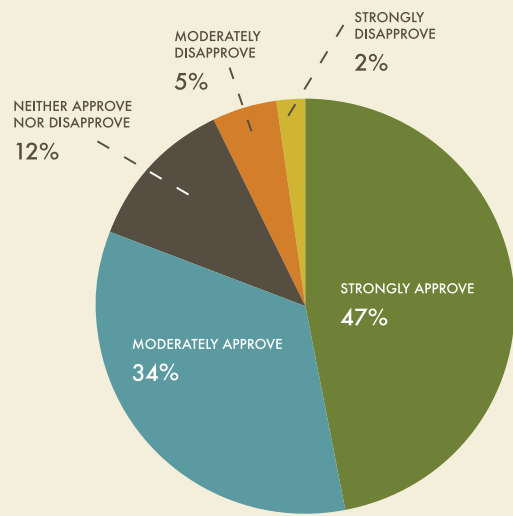
Hunting and fishing are an important part
of Michigan’s heritage. However,
as participation declines, fewer people are
connected to these activities. As a result,
the value and benefits of our traditions
are less understood. This could have
long-lasting effects — on our privilege
to hunt and fish, and on the abundance
of wildlife and natural resources
all Michigan residents enjoy.



UNDERSTANDING PUBLIC OPINION

While approval of hunting and fishing is generally high, statewide research identified a critical lack of connection and knowledge about these activities among the general public. Less-approving audiences:

- Are unsure how hunting and fishing impact their lives
- Have less interest in how hunting and fishing benefit Michigan’s economy
- Have the greatest interest in the impact of hunting on wildlife and natural resources
- Are largely unaware that regulated hunting and fishing:
 - Do not lead to the extinction of species
 - Provide the primary source of funding for protecting wildlife and restoring wildlife habitats (not state taxes)
 - Improve wildlife health and combat disease



HUNTING APPROVAL IN MICHIGAN

CAMPAIGN SUCCESS

Building Awareness

Getting an audience that does not hunt or fish to pay attention, to become more knowledgeable, and to create an informed opinion takes time. This is a dedicated effort at making a lasting positive impression and impact. In just the first year of the campaign, we have experienced significant success:*

- Over 521 million campaign views in our core geographic locations of Southeast Michigan and West Michigan
- 12 million online engagements (website visits, video views, social shares/likes)
- 66 TV interviews on WDIV in Detroit, and WZZM, WOOD and WXMI in Grand Rapids
- 71 custom articles in the Detroit Free Press, The Detroit News, MLive and The Grand Rapids Press

*Metrics based on data gathered from April 2016 to Dec 2017

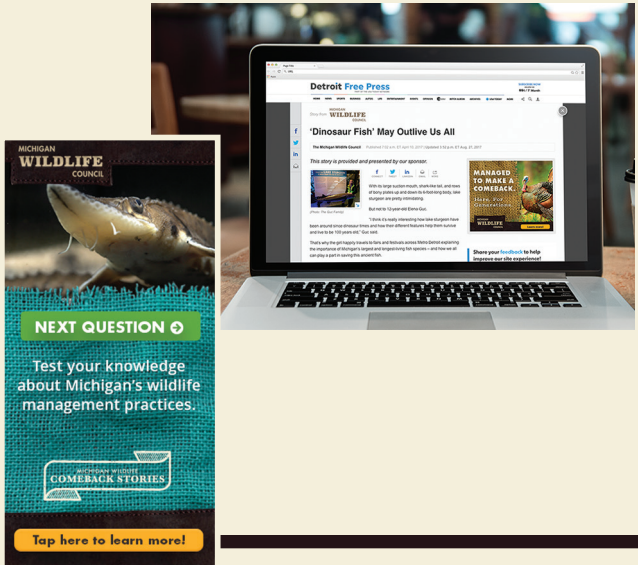


Advancing Knowledge & Understanding

Most important, we have advanced public knowledge and understanding among non-hunters in just the first year of the campaign. Comparing survey data from July 2015 to 2017 shows:

- An increase in the belief that all types of wildlife management services are important to Michigan
- 26% increase in the belief that wildlife management by humans is necessary
- 11% increase in the belief that hunting and fishing create a significant number of jobs in Michigan
- 19% increase in approval of hunting in West Michigan
- 17% increase in approval of fishing in West Michigan

This tremendous progress is only expected to increase as the public information campaign evolves and continues.



MAKING A DIFFERENCE

HUNTERS AND ANGLERS HAVE A TREMENDOUS IMPACT ON THE HEALTH OF MICHIGAN’S WILDLIFE AND THE ECONOMIC AND SOCIAL PROSPERITY OF MICHIGAN COMMUNITIES. THE MICHIGAN WILDLIFE COUNCIL WILL CONTINUE TO PROMOTE THIS IMPORTANT MESSAGE TO ENSURE THAT MICHIGAN’S WILDLIFE, NATURAL RESOURCES AND HUNTING AND FISHING HERITAGE ARE HERE FOR GENERATIONS.

