

**Michigan Wildlife Council
Minutes
August 23, 2024**

The Michigan Wildlife Council (MWC) met at Jay's Sporting Goods, 1151 South Otsego Avenue, Gaylord, Michigan.

Attendees

Nick Buggia, Chair, MWC

Beth Gruden, Vice Chair, MWC

Jason Garvon, MWC

Jon Spieles, Department of Natural Resources (DNR)/MWC

Lauren Abbott, GÜD Marketing

Jill Holden, GÜD Marketing

Chelsea Maupin, GÜD Marketing

Sara Williams, GÜD Marketing

Tim Dilts, GÜD Marketing

Attended Virtually: Ed Roy,

Absent: Franklin Hayes and Brent Pike

Chairperson Buggia called the meeting to order at 10:15 a.m.

It was decided since the Michigan Wildlife Council did not have a quorum present, that no decisions would be made at this meeting.

Lauren Abbott, account manager for GÜD Marketing, outlined the communications goals for the year, focusing on educating Michiganders about wildlife management and building awareness of shared experiences in hunting and fishing. The primary audience is 18-to-34-year-olds, with sportsmen and sportswomen the focus of the secondary audience.

Chelsea Maupin, GÜD Marketing research manager, discussed the progress on A/B testing and message acceptance testing. The audience was shown images with text. Each picture used more direct language and visuals. (They used different visuals and language for hunters.) Results from round one of A/B testing found that the 15-second "Population Over-It" social media ad performed the best. Most people watched 40% of the video and it also achieved the highest click-through rate. Initial results from the message acceptance testing show that 93% of people did not object to any of the pictures. People of color, black people, and southeast Michiganders were the most likely to object.

Nick Buggia, MWC chairperson, had a question about the message acceptance testing in regard to at what point people "fell off" when showed the images and messaging. Maupin shared that an initial review of the results shows that messaging and images can be more direct than what has been previously used, and we will know more details about the exact point of drop-off for different audiences once we receive the final data.

Maupin also shared recommendations on the methodology for the 2024 statewide survey that will be conducted with Responsive Management in December. Survey for 2024 will be continued from last year. They will use phone and an online platform.

Tim Dilts, implementation manager for GÜD Marketing, provided insights on the in-market campaign running from June through November. The campaign includes social media, interactive TV ads, Michigan Chronicle, bus tails, and interactive sidewalk stickers. Key highlights included:

- Over 100K people reached with interactive TV ads on Hulu, ESPN+, Disney+ and YouTube.
- 1M+ people reached on Facebook, Instagram, and Snapchat.
- 39K new visitors to the website.
- Over 800K people reached across multiple streaming audio platforms.
- 4.7M impressions in outdoor poster and bus tail placements.

Dilts also shared earned media coverage from Wildlife Conservation Month that included 33 media articles and mentions, driving 1.7 million impressions.

Jon Spieles, DNR/MWC, asked how the amount of foot traffic is measured for the interactive sidewalk stickers. **Dilts** noted that the Detroit Riverfront Conservancy provides an estimated number of people walking the RiverWalk.

Sara Williams, strategic planner for GÜD Marketing, took a look ahead with updates on the new webisode, partnership with the Detroit Riverfront Conservancy, and expanded opportunities in earned media. The Liberty Hunt, National Hunting and Fishing Day, and podcast interviews were all recommended as earned media opportunities to implement September through November. **Buggia** asked to review details of the story pitches made to podcasters.

Sara informed the council that a new webisode will be filmed Monday at Rose Lake. The Liberty Hunt on September 14 press release will feature hunters with disabilities. It will be co-released with MiABLE. September 28 is national hunting/fishing day. GÜD Marketing will do a press release and will distribute a toolkit to partners.

Following updates from Williams, Abbott shared details for the upcoming Harvest to Table dinner on October 1, including opportunities to promote the dinner by capturing stories of the chefs, working with partners such as Sportsmen Against Hunger (SAH) and customizing email invites to selected guests. At the end of these updates, there was discussion with the council about potential partners and whom to invite. The council decided to extend the invite to state senators in metro Detroit.

NOTE: The presentation slides are posted to Basecamp.

Public Comment

Buggia paused the meeting at 11:00 a.m. for public comment. There was no public comment.

October 1 will be the Harvest to Table event at 6-9 p.m. About 100-125 guests are expected to attend. The Food will be game meat sourced from Fossil Farms. We will have four chefs for this dinner. The dinner will be held at the Great Lakes Culinary Center. It will start with a cocktail hour outside and move into a 4-course dinner. The event will include keynote speakers from the Council and SAH. Guests will receive a swag bag with items from partners and info. Post event coverage opportunity w/ SAH.

Next Steps will be sharing research updates and in-market updates.

Chairperson Buggia concluded the MWC meeting at 11:56 a.m.

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2024 Meetings

November 8 – RAM Center (Roscommon)

Ongoing Level 2 Subcommittee Approvals Needed

Creative campaign materials

Content marketing materials

Public relations materials

DRAFT