

MICHIGAN WILDLIFE COUNCIL
SEMI-ANNUAL REPORT TO THE LEGISLATURE
Approved by Michigan Wildlife Council on
September 29, 2015

On behalf of the Michigan Wildlife Council (MWC), we are pleased to provide our second Semi-Annual Report to the Legislature of the State of Michigan.

Citizens of Michigan as well as visitors to our state are treated to some of the most diverse and abundant wildlife and natural resources in the nation. Both sportsmen and non-sportsmen enjoy the magnificent fauna and flora of Michigan. Maintaining these natural resources for the enjoyment of all Michiganders today and into the future is the task of the Michigan Department of Natural Resources. Funding for the Department's management of wildlife and wildlife habitat is derived from the license fees of hunters, anglers, and trappers. In addition, these sportsmen's activities are utilized by the Michigan Department of Natural Resources as tools in their scientific wildlife management. The Michigan Wildlife Council was created to better inform the general public about the important role these activities play in the science-based management of the wildlife and natural resources we all enjoy. Without the continued support of the general public, hunting, angling and trapping activities may be curtailed – either through legislation or at the ballot box – jeopardizing the continued science-based management of our state's natural resources. In response, a public information initiative led by the Michigan Wildlife Council has been created. It is not funded by tax dollars, but by a one dollar surcharge on every base hunting and fishing license purchased by the sportsmen and women of this state.

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 that 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 fund this mission and is derived by the \$1 surcharge on all Michigan base hunting and fishing licenses. As of September 30, 2015, \$2,797,113 has been generated for the Michigan Wildlife Management Public Education Fund through the \$1 license surcharge. The expenditures from the Michigan Wildlife Management Public Education Fund through September 30, 2015 are shown at the end of this report.

As of June 2015, through a competitive bid process, the MWC has contracted with GÜD Marketing of Lansing to lead the multi-year promotional campaign focused on increasing public awareness about the importance of Michigan's hunting, fishing and trapping traditions to wildlife and habitat management statewide. Since the submission of our first semi-annual report in May 2015, the MWC has been working closely with GÜD Marketing.

June 10 served as the kickoff meeting for the partnership between GÜD Marketing and the MWC. During the June meeting GÜD Marketing provided an overview of the firm and introduced key members of the GÜD Marketing Team. GÜD Marketing presented an overview of the scope of work, research plan and overall project plan. Upon review and discussion the MWC approved the project plan, research plan, interview guide and interview list.

From June-August 2015, GÜD Marketing collected, compiled and analyzed baseline research to understand non-sportspersons' attitudes and perceptions about hunting, fishing and the taking of game and the benefits derived from those activities. This baseline data will serve as a benchmark for evaluating the campaign's progress and to drive improvements in the communication strategy.

At the August 27, 2015 MWC meeting, GÜD Marketing shared the results of its baseline research and the recommended target audience definition for the campaign. Regarding the target audience, the campaign will focus on individuals with a "neutral" view toward fishing and the taking of game and those who "moderately approve" of fishing and the taking of game. The objective is to move those audiences toward a higher approval level for fishing and the taking of game. Following GÜD Marketing's presentation and subsequent discussion, a motion was passed by the MWC to accept GÜD Marketing's identification of primary and secondary target audiences for the media campaign.

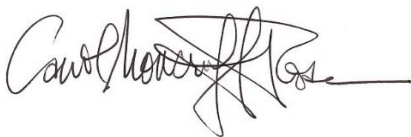
GÜD Marketing presented its marketing plan and creative concepts for the campaign during the September 29 MWC meeting.

Looking ahead, GÜD Marketing will test and finalize messaging and creative direction between October and January. We anticipate launching the campaign in February/March 2016.

The MWC continues to keep stakeholders, legislators and the public informed of our progress. To that end, the Michigan Department of Natural Resources Wildlife Division, Natural Resources Commission, Michigan Resource Stewards and Conservation Coalition were each provided an overview of the MWC's history, its mission and its path ahead. Additionally, in order to keep the public informed to the MWC's mandate, the MWC has established a web site that contains all the content germane to the MWC's mission (www.michiganwildlifecouncil.org).

In closing, the MWC appreciates your continued support and for this opportunity to report on our activities since May 2015.

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink, appearing to read "Carol Moncrieff Rose", with a horizontal line extending to the right.

Carol Moncrieff Rose, Chair

In compliance with Section 324.43532b(18)(b) of PA 246 of 2013, the MWC is providing the following summary of Fiscal Year 2014-2015 expenditures for the Michigan wildlife management public education subaccount that was created within the game and fish protection account.

Fiscal Year 2014-2015 Expenditures for the Michigan Wildlife Council

Expenditure Description	Amount
Contractual services, supplies and materials	\$175,322
Travel	\$1,749
Total Expenditures	\$177,071