

MICHIGAN WILDLIFE COUNCIL
SEMI-ANNUAL REPORT TO THE LEGISLATURE
Approved by Michigan Wildlife Council on April 18, 2017

The Michigan Wildlife Council (MWC) is pleased to provide its fifth 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 Subaccount 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. Fiscal Year 2017 expenditures from the fund (through March 31, 2017), 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. 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. As of April 2017, it has been one year since the MWC's launched its inaugural campaign "*Here. For Generations.*" 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 a second baseline survey. The paid media metrics measure: impressions, frequency, reach, web ads clicked, website hits, social engagement, media coverage, and partnerships. The campaign generated over 139,580,000 campaign impressions and over 4,329,000 campaign engagements (clicks to websites, likes, shares, videos, views). Paid and earned placements garnered an estimated value of \$1,078,000 (235% value-added). Direct traffic to HereforMiOutdoors.org increased from 2% to 22%, a strong indicator that broad campaign tactics are resonating with target audiences and driving online activity. Facebook followers increased over 100%. The average time spent by visitors to the website increased from 40 seconds to 1 minute and 50 seconds, suggesting that continued updates to website content were both engaging and successful. The campaign photo contest earned valuable content for future campaign marketing efforts with over 2,000 images submitted.

The campaign maintained steady market presence throughout the first quarter of 2017 with a multi-tactic approach including television interviews, public broadcast, content marketing and paid social media. Looking ahead, market presence will increase during the second quarter as the weather changes and core audiences are more active outdoors, thus making campaign messages more relevant to them. Additional tactics will include broadcast and cable TV, digital video, music streaming and digital display. Campaign messages will continue to evolve, focusing on wildlife management and conservation, and connecting these benefits to hunting and fishing in preparation for a second statewide survey to measure the impact of the campaign.

During the January 2017 MWC meeting, the council received an update on the media results for year two, flight one (June 6, 2016–Dec 31, 2016) as well as a presentation on the new media plans and creative for year two, flight two (Jan. 1, 2017–June 5, 2017) including four new outdoor billboards, a new :30 TV spot and a new :30 radio spot. GÜD Marketing also presented an overview of MWC’s next baseline survey and reviewed year one goals, and discussed the Michigan Wildlife Council’s five-year goals and message progression throughout the campaign. The follow-up baseline survey will be deployed in summer 2017; results will illustrate how the campaign messages are impacting the target audiences and will inform the timing and evolution of the campaign.

The MWC continues to seek ongoing opportunities to keep stakeholders, legislators and the public informed of its progress. The Michigan DNR and GÜD Marketing were invited to speak about the Michigan Wildlife Council’s campaign “Here. For Generations.” to a national audience at the North American Wildlife and Natural Resources Conference in Spokane, Washington. In addition to the attached schedule of media appearances organized by GÜD Marketing, Council members were invited to speak to the following audiences: Eastern and Western Upper Peninsula Citizens’ Advisory Councils, Lake Superior State University, and WDBC radio in Escanaba.

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

Respectfully,
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink that reads "MATT PEDIGO". The signature is stylized and appears to be written over a faint grid or background.

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 (10/1/16-3/31/17)

Expenditure Description	Amount
Research/Marketing/Creative/Media	\$243,500
Administrative	\$3,200
Total Expenditures	\$246,700

Michigan Wildlife Council Media Appearances November 2016 – April 2017

Exploring the outdoors through fly fishing

WDIV - Live in the D

November 16, 2016

[Video](#)

Wild Turkey Restoration

WZZM - The Exchange

November 22, 2016

[Video](#)

How you can help protect local threatened species

WOODTV - eightWest

December 8, 2016

[Video](#)

Preserving the St. Clair River

WDIV - Live in the D

December 14, 2016

[Video](#)

Fighting Invasive Species

WZZM - The Exchange

December 15, 2016

[Video](#)

Battling Invasive Species in Michigan

WDIV - Live in the D

January 16, 2017

[Video](#)

Pheasants forever

WZZM - The Exchange

January 25, 2017

[Video](#)

Exploring the beauty of West Michigan

WOODTV - eightWest

February 8, 2017

[Video](#)

Wild Turtles protected at Blandford Nature Center

FOX17 - Morning Mix

February 14, 2017

[Video](#)

Enjoy Outdoors Year Round

WDIV - Live in the D

February 17, 2017

[Video](#)

Owl Ambassadors at Blandford Nature Center

FOX17 - Morning Mix

February 28, 2017

[Video](#)

Discover great outdoors in a surprising indoor place in the D

WDIV - Live in the D

March 13, 2017

[Video](#)

Rocky Mountain Elk at the Outdoor Adventure Center

FOX17 - Morning Mix

March 14, 2017

[Video](#)

Plaster Creek Clean Up Efforts

WZZM - The Exchange

March 20, 2017

[Video](#)

Birds of Prey at the Outdoor Adventure Center

FOX17 - Morning Mix

March 28, 2017

[Video](#)

Wolf Lake Fish Hatchery

FOX17 - Morning Mix

April 11, 2017

Schrems West Michigan Trout Unlimited

WOODTV - eightWest

April 2017 - airdate TBD

Wolf Lake Fish Hatchery

FOX17 - Morning Mix

April 25, 2017

MDNR Salmon in the Classroom

WDIV – Live in the D

April 26, 2017