



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF NATURAL RESOURCES
LANSING



DR. WILLIAM E. MORITZ
DIRECTOR

April 25, 2016

The Honorable Mike Green, Chair
Senate Appropriations Subcommittee
on Natural Resources
805 Farnum Building
P.O. Box 30036
Lansing, Michigan 48909-7536

The Honorable Jon Bumstead, Chair
House Appropriations Subcommittee
on Natural Resources
S-1289 House Office Building
P.O. Box 30014
Lansing, Michigan 48909-7514

Dear Senator Green and Representative Bumstead:

Pursuant to Section 43532b(18)(b), Public Act 246 of 2013, attached is the Department of Natural Resources (DNR) Michigan Wildlife Council's semi-annual report.

If you have questions regarding this report, please feel free to contact me.

Sincerely,

Sharon M. Schafer, Chief
Finance and Operations
517-284-5958

Attachment

cc: Senate Appropriations Subcommittee Members
House Appropriations Subcommittee Members
Mr. Josh Sefton, Senate Fiscal Agency
Mr. Austin Scott, House Fiscal Agency
Mr. John Roberts, State Budget Director, Department of Technology,
Management and Budget (DTMB)
Mr. Jacques McNeely, DTMB
Ms. Jennifer Harrison, DTMB
Ms. Carol Moncrieff Rose, Chair, Michigan Wildlife Council
Dr. William E. Moritz, Director, DNR
Mr. William O'Neill, Natural Resources Deputy, DNR
Mr. Trevor VanDyke, Legislative Liaison and Policy Advisor, DNR
Mr. Erik Eklund, DNR
Ms. Jordan Burroughs, DNR
Ms. Kristin Phillips, DNR

MICHIGAN WILDLIFE COUNCIL
SEMI-ANNUAL REPORT TO THE LEGISLATURE
Approved by Michigan Wildlife Council on March 14, 2016

The Michigan Wildlife Council (MWC) is pleased to provide its third semi-annual report to the Legislature of the State of Michigan.

The Michigan Wildlife Council 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. All people of Michigan enjoy our beautiful forests, waters and wildlife, which is why great care is taken to protect and enhance these valuable assets. The Michigan Wildlife Council 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.

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 Fund 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. Expenditures from the fund through March 31, 2016, are shown at the end of this report.

Since the submission of its first semi-annual report in May 2015, the MWC has been working closely with GÜD Marketing of Lansing on a marketing campaign. At the close of FY15, the MWC approved GÜD Marketing's 5-Year Strategic Plan, including messaging and creative concept proposals to "attract," "inform," "engage" and "encourage" the public to promote the important roles sportsmen and sportswomen play in wildlife conservation and management as well as the economic benefit to the state. The marketing efforts will result in increased understanding among the public of the values of hunting, fishing, and the taking of game in Michigan. GÜD Marketing is developing these plans for paid, earned, grassroots and social media.

From October to December 2015, GÜD Marketing tested messaging concepts in the field using a Maximum Difference (Max Diff) analysis online survey to measure how audiences react to the messaging and creative concepts. In addition, five focus-group sessions were held in southeast Michigan and Grand Rapids to explore reactions to and preferences for different messages through discussion and dialogue.

GÜD Marketing developed messaging concepts for the first-year campaign based on what was learned from the Max Diff survey, focus groups and baseline research. The creative concept direction was presented to the Michigan Wildlife Council at the January 11 meeting. GÜD Marketing supplied samples of radio, outdoor, TV script/storyboard, website and digital advertising to show how this campaign would come to life. Minor revisions were made to the creative direction based on MWC feedback. The creative concept direction and the year-one media plan were both approved by the full MWC during the January 2016 meeting. The MWC also unanimously approved the marketing firm's continued scope of work for June 2016 through May 2017, a GÜD Marketing contract extension and budget allocations for year two of the media campaign.

During January and February 2016, GÜD Marketing started developing campaign materials based on the approved media plan. GÜD Marketing worked diligently with MWC's Level Two Subcommittee to refine campaign deliverables. The Level Two Subcommittee, comprised of Jeff Poet, Carol Moncrieff Rose and Alan Taylor, used a consensus decision-making approach to approve marketing deliverables. Concurrently, GÜD Marketing is working with all media partners to conduct final negotiations, included value opportunities and formalized media contracts.

GÜD Marketing showcased its creative deliverables for the HereForMiOutdoors campaign during the March 14 MWC meeting. To learn more, visit <http://hereformioutdoors.org/>.

Looking ahead, GÜD Marketing will launch the campaign in April/May 2016 with a goal of 85 percent market saturation (percent of target demographics in southeast and western Michigan, adults 18 years and over).

The MWC continues to seek ongoing opportunities to keep stakeholders, legislators and the public informed of its progress. During this reporting period, presentation templates were designed by GÜD Marketing to align content and imagery for specific speaking engagements. The MWC was invited to speak during the Midwest Fish and Wildlife Conference in Grand Rapids (January 26-28, 2015) and the Michigan Outdoor Writers Association Annual Conference in Roscommon (February 6, 2016). Periodic updates also were provided to the Natural Resources Commission, Conservation Coalition, Charlevoix Conservation District and Sportsmen Caucus. MWC attracted media attention and participated in a radio interview with Mike Kobasic of WDBC Radio in Escanaba. The new MWC website (<http://hereformioutdoors.org/>) contains all content germane to the MWC's mission.

In closing, the MWC appreciates the Legislature's continued support and for the opportunity to report on council activities since October 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 provides the following summary of Fiscal Year 2015-2016 expenditures for the Michigan wildlife management public education subaccount that was created within the game and fish protection account. It should be noted that the expenditures for contractual services now include media buys.

Fiscal Year 2015-2016 Expenditures for the Michigan Wildlife Council

Expenditure Description	Amount
Contractual services, supplies and materials	\$1,111,300
Travel	<u> \$200</u>
Total Expenditures	\$1,111,500