

MICHIGAN WILDLIFE COUNCIL  
SEMI-ANNUAL REPORT TO THE LEGISLATURE  
Approved by the Chair of the Michigan Wildlife Council on November 5, 2018

The following report is the eighth semiannual report submitted to the Legislature documenting recent activities of the Michigan Wildlife Council (MWC).

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 September 30, 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.

The current 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. The seat of Randy Stec of Caro, who did not seek reappointment when his term expired on March 31, 2018, remains vacant.

Over the last 6 months, the MWC has continued working with GÜD Marketing of Lansing on its public education campaign "*Here. For Generations.*" which has been in market for over two years. This year, messaging was added to the campaign about hunters and anglers providing funds for fish and wildlife management. New outdoor billboard advertising and social media ads for Facebook, Instagram, and Snapchat applications were developed.

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. In June, GÜD Marketing produced a report based on focus group discussions held in April. A statewide survey was initiated in September.

The campaign has generated over 591,700,000 campaign impressions and nearly 15,327,000 campaign engagements (clicks to websites, likes, shares, videos, and views). The campaign continued an elevated presence between June 2018 and September 2018. Emphasis includes developing organic radio chatter, content marketing, media interviews, and social media.

During the April 2018 MWC meeting, GÜD Marketing provided an update on the media plan including a recommendation on the scope of work for the period of June 2018 through June 2019. Outdoor board advertisements and new television and radio spots have been developed. Also, the MWC website was redesigned and upgraded. The new media pieces introduced the funding message to audiences and explained how they benefit from hunting and fishing license revenue.

During the September meeting, the MWC received an update on the paid media year three, flight-two efforts. Key results include:

- 56 percent value-added placements
- Broadly introduced funding messages for the first time
- Campaign engagement rate reached a record high
- Published content was more diverse

Creative assets for the summer 2018 campaign included digital matching games, video content story, and vertical video for Facebook and Snapchat.

Güd Marketing provided an overview of the September statewide survey including sample size, demographic quotas at a regional level, and timeline. Güd also presented the revised campaign video which has been submitted for final review and approval.

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 May 2018.

Respectfully,  
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink that reads "MATT PEDIGO". The signature is written in a cursive, slightly slanted style.

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 from the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

**Fiscal Year 2018 Expenditures (Unaudited) for the Michigan Wildlife Council (10/1/17-9/30/18)**

| <b>Expenditure Description</b>    | <b>Amount</b>      |
|-----------------------------------|--------------------|
| Research/Marketing/Creative/Media | \$1,944,700        |
| Administrative                    | <u>\$5,900</u>     |
| <b>Total Expenditures</b>         | <b>\$1,950,600</b> |

**Michigan Wildlife Council Media Appearances  
(May 2018 – September 2018)**

**Warm weather invites visit to Hoffmaster State Park**

WZZM - The Exchange

May 9, 2018

[Video](#)

**Michigan works to conserve and restore Lake Sturgeon population**

FOX17 - Where in the Wild

May 15, 2018

[Video](#)

**Take a hike and learn about local conservation efforts**

WOODTV - eightWest

May 16, 2018

[Video](#)

**Get back to nature in downtown Detroit**

WDIV - Live in the D

May 24, 2018

[Video](#)

**Underwater experience in the D**

WDIV - Live in the D

May 30, 2018

[Video](#)

**Go camping, hit the beach and more at Holland State Park**

FOX17 - Where in the Wild

June 12, 2018

[Video](#)

**Riverside Park restoring wildlife thanks to volunteers**

FOX17 - Where in the Wild

July 17, 2018

[Video](#)

**Celebrating outdoor adventures in the D**

WDIV - Live in the D

July 20, 2018

[Video](#)

**Land takes on new look and new lease on life**

WZZM - The Exchange

July 26, 2018

[Video](#)

**Explore Wetlands in the D**

WDIV - Live in the D

July 27, 2018

[Video](#)

**Enjoy the great outdoors at Blandford Nature Center**

WZZM - The Exchange

July 30, 2018

[Video](#)

**Grand Rapids Conservation Efforts**

FOX17 - Where in the Wild

August 14, 2018

[Video](#)

**Kayaking trip gives a unique view of Detroit**

WDIV - Live in the D

August 21, 2018

[Video](#)

**Exploring Michigan's diverse wildlife and ecosystems**

WOODTV - eightWest

August 24, 2018

[Video](#)

**Pollinators in the D**

WDIV - Live in the D

August 29, 2018

[Video](#)

**New park, Ottawa Sands, to open October 15**

FOX17 - Where in the Wild

September 11, 2018

[Video](#)

**Don't be fooled by invasive species**

WDIV - Live in the D

September 12, 2018

[Video](#)

**Flygirls of Michigan**

WZZM - The Exchange

September 24, 2018

[Video](#)

**Michigan Wildlife Council Published Articles  
(May 2018 – September 2018)**

**No strangers to the endangered**

Detroit Free Press

May 9, 2018

[Article](#)

**No strangers to the endangered**

Detroit News

May 9, 2018

[Article](#)

**No strangers to the endangered**

The Rapidian

May 9, 2018

[Article](#)

**Angling for a better Michigan economy**

Detroit Free Press

May 28, 2018

[Article](#)

**Angling for a better Michigan economy**

Detroit News

May 28, 2018

[Article](#)

**Angling for a better Michigan economy**

The Rapidian

May 28, 2018

[Article](#)

**Goodwill Hunting: How Michigan hunters are helping to feed needy families**

Detroit Free Press

June 12, 2018

[Article](#)

**Goodwill Hunting: How Michigan hunters are helping to feed needy families**

Detroit News

June 12, 2018

[Article](#)

**Goodwill Hunting: How Michigan hunters are helping to feed needy families**

The Rapidian

June 12, 2018

[Article](#)

**Fishing enthusiasts hooked on conservation**

Detroit Free Press

June 26, 2018

[Article](#)

**Fishing enthusiasts hooked on conservation**

Detroit News

June 26, 2018

[Article](#)

**Polishing a gem: Plans to improve St. Clair-Detroit River system improvements**

Detroit Free Press

July 10, 2018

[Article](#)

**Polishing a gem: Plans to improve St. Clair-Detroit River system improvements**

Detroit News

July 10, 2018

[Article](#)

**Hatching a plan: How hatcheries help to maintain a healthy, diverse fish population**

Detroit Free Press

July 17, 2018

[Article](#)

**Hatching a plan: How hatcheries help to maintain a healthy, diverse fish population**

Detroit News

July 17, 2018

[Article](#)

**Prevent invasive species from harming native species**

Detroit Free Press

August 7, 2018

[Article](#)

**Prevent invasive species from harming Michigan's native species**

Detroit News  
August 7, 2018

[Article](#)

**Prevent invasive species from harming Michigan's native species**

The Rapidian  
August 7, 2018

[Article](#)

**Fishing is more than a pass time**

Detroit Free Press  
August 14, 2018

[Article](#)

**Fishing is more than a pass time**

Detroit News  
August 14, 2018

[Article](#)

**For the love of Michigan elk: Volunteers critical to the success of herd**

Detroit Free Press  
September 4, 2018

[Article](#)

**For the love of Michigan elk: Volunteers critical to the success of herd**

Detroit News  
September 4, 2018

[Article](#)

**Lessons in Nature: Educators learn to bring the outdoors in the classroom**

Detroit Free Press  
September 12, 2018

[Article](#)

**Lessons in Nature: Educators learn to bring the outdoors in the classroom**

Detroit News  
September 12, 2018

[Article](#)

**Lessons in Nature: Educators learn to bring the outdoors in the classroom**

The Rapidian  
September 12, 2018

[Article](#)