

MICHIGAN WILDLIFE COUNCIL  
SEMIANNUAL REPORT TO THE LEGISLATURE  
Approved by the Chair of the Michigan Wildlife Council on October 28, 2019

The following report is the tenth semiannual report submitted to the Legislature documenting 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 conservation via wildlife management and to educate the general public about hunting, fishing and the taking of game. Scientific wildlife management practices are essential for maintaining healthy ecosystems across the state, and these activities receive most of their funding from the sale of hunting and fishing licenses and the equipment used to participate in these activities. The mission is funded by a \$1 surcharge on all Michigan base hunting and fishing licenses.

The MWC has contracted with GÜD Marketing of Lansing to develop and implement the marketing campaign. Extensive research and baseline surveys conducted since 2015 have been used by the MWC and GÜD Marketing to identify the campaign focus “Here. For Generations” as the umbrella for the Council’s work. The effectiveness of this campaign is measured through a statewide survey every year.

The MWC website was redeveloped and went live May 1 (<https://hereformioutdoors.org/>). The changes provide a better experience for customers – with easier navigation, faster loading and an emphasis on driving customers to educational articles and videos that were developed as part of the campaign. The website also reflects messaging that elevates the benefits of hunting and fishing and the role that hunting and fishing play in the management of Michigan’s wildlife and natural resources.

GÜD Marketing continues to employ a wide variety of methods to distribute information to the target audience for the “Here. For Generations.” campaign. These include more traditional messaging efforts such as roadside billboards, television commercials, newspaper and magazine articles, and TV and radio interviews. Newer methods include side-street billboards, bike-share signage and social media digital ads through Facebook, Instagram and Twitter.

In July, GÜD Marketing kicked off the Michigan Wildlife Tour with a governor’s proclamation signed May 21, recognizing July as Michigan Wildlife Month. Several events were identified to establish an interactive public photo art display. The first of the events occurred July 6, during a Detroit Tigers game. This event also incorporated the Tigers organization hosting a Hunting and Fishing Night. This is a [video of the photo mosaic engagement event](#). Additional art engagements occurred at the following events: Aug. 1 at the John Ball Park Zoo, Aug. 16 at the U.P. State Fair, Aug. 23 at the Crim Festival of Races and Sept. 7 at the MSU football game (Kirtland’s warbler and sturgeon photo mosaics attached). A final event will occur Nov. 28 at the Detroit Thanksgiving Day parade.

These photo mosaic displays will be unveiled at the Michigan History Center during another engagement event in January 2020.

From Jan. 1, 2019, through June 7, 2019, the campaign generated over 79,322,884 impressions and 2,863,424 engagements (clicks to websites, likes, shares, videos and views). The campaign elevated market presence in May through September 2019 to leverage seasonality and connect with people

when campaign messaging is more relevant to their lives – while they are enjoying Michigan’s outdoor resources. Multiple levels of messaging and outreach activities were executed during this timeframe, including billboards, digital video streaming, digital music streaming, paid social media advertising on Facebook, Instagram, and Twitter, content articles, media interviews, and multiple digital video and display advertisements across all devices (desktop, tablet, mobile). During this timeframe, the “value add” – the additional monetary value of free media added above the actual purchases – is estimated to be around \$167,000. This provided the MWC an additional 30% value over the purchased media.

During this past year, an independent review of the survey methodology and data was completed by Chase & Chase Consulting, and results were presented at the May council meeting. Several recommended changes to the current survey methodology made by the Chase & Chase are being incorporated. The MWC is reviewing additional recommendations and survey methodology to improve data collection.

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 current council includes:

Matt Pedigo (Chair), Howell  
Carol Rose, Hillman  
Ed Roy, Traverse City  
Hank Stancato, Detroit  
Kristin Phillips (Treasurer, DNR director’s designee)  
Jeff Poet, Clare  
Jim Hammill, Crystal Falls  
Beth Gruden, Perrinton  
Nick Buggia, Mayville

During the summer of 2019, the Michigan Wildlife Council, utilizing the State of Michigan purchasing process, participated in a joint evaluation committee to select a marketing vendor for a new contract which will take effect in January of 2020. This was done to replace the initial contract, which was set to expire in the middle of 2020. GÜD Marketing was selected to continue as the marketing vendor. The new contract will be in place for up to five years.

The MWC appreciates the Legislature’s continued support and the opportunity to report on its activities since May 2019.

Respectfully,  
MICHIGAN WILDLIFE COUNCIL

A handwritten signature in black ink that reads "MATT PEDIGO". The signature is stylized with a large, looped "P" and "G".

Matt Pedigo, Chair

Attachments  
**Photo Mosaics**



In compliance with Section 43532b(18)(b) of PA 246 of 2013, the MWC provides the following summary of Fiscal Year 2019 expenditures for the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

**Fiscal Year 2019 Expenditures for the Michigan Wildlife Council 10/1/2018-9/30/2019**

| <b>Expenditure Description</b>    | <b>Amount</b>      |
|-----------------------------------|--------------------|
| Research/Marketing/Creative/Media | \$1,844,100        |
| <u>Administrative</u>             | <u>3,000</u>       |
| <b>Total Expenditures</b>         | <b>\$1,847,100</b> |

# Michigan Wildlife Council Media Appearances

## April-September 2019

### Content Marketing Articles

**Need Trout?** [Michigan nets national reputation as trout fishing mecca](#)

Detroit Free Press  
April 16, 2019

**Need Trout?** [Michigan nets national reputation as trout fishing mecca](#)

Detroit News  
April 16, 2019

**Need Trout?** [Michigan nets national reputation as trout fishing mecca](#)

The Rapidian  
April 16, 2019

[Teamwork, grants boost wildlife conservation efforts across Michigan](#)

Detroit Free Press  
April 25, 2019

[Teamwork, grants boost wildlife conservation efforts across Michigan](#)

Detroit News  
April 25, 2019

[Teamwork, grants boost wildlife conservation efforts across Michigan](#)

The Rapidian  
April 25, 2019

[Peregrine falcons thrive in Michigan thanks to wildlife management efforts](#)

Detroit Free Press  
May 7, 2019

[Peregrine falcons thrive in Michigan thanks to wildlife management efforts](#)

Detroit News  
May 7, 2019

[Habitat management boosts Kirtland's warbler numbers](#)

Detroit Free Press  
June 4, 2019

[Habitat management boosts Kirtland's warbler numbers](#)

The Detroit News  
June 4, 2019

[Reel Challenge: Test your knowledge of Michigan fish](#)

Detroit Free Press  
June 19, 2019

[Reel Challenge: Test your knowledge of Michigan fish](#)

The Detroit News  
June 19, 2019

[Proposed legislation boosts funding for Michigan conservation efforts](#)

Detroit News  
June 28, 2019

[Proposed legislation boosts funding for Michigan conservation efforts](#)

The Raptidian  
June 28, 2019

[Osprey outlook brightens in SE Michigan thanks to resident lookouts](#)

Detroit Free Press  
July 11, 2019

[Osprey outlook brightens in SE Michigan thanks to resident lookouts](#)

The Detroit News  
July 11, 2019

[Volunteers dedicated to conserving northern Michigan's 'crown jewel'](#)

Detroit Free Press  
July 23, 2019

[Volunteers dedicated to conserving northern Michigan's 'crown jewel'](#)

The Detroit News  
July 23, 2019

[Volunteers dedicated to conserving northern Michigan's 'crown jewel'](#)

The Raptidian  
July 23, 2019

[The story of Michigan salmon: Restoring balance to the Great Lakes](#)

Detroit Free Press  
August 9, 2019

[The story of Michigan salmon: Restoring balance to the Great Lakes](#)

The Detroit News  
August 9, 2019

[The story of Michigan salmon: Restoring balance to the Great Lakes](#)

The Raptidian  
August 9, 2019

[How Michigan squirrels boost conservation work across the state](#)

Detroit Free Press  
August 28, 2019

[How Michigan squirrels boost conservation work across the state](#)

The Detroit News  
August 28, 2019

[How Michigan squirrels boost conservation work across the state](#)

The Raptidian  
August 28, 2019

[Michigan's bald eagle population is rebounding after locals' teamwork](#)

Detroit Free Press  
September 10, 2019

[Michigan's bald eagle population is rebounding after locals' teamwork](#)

The Detroit News  
September 10, 2019

[Wetlands royalty: Meet the wood duck, Michigan's regal-looking waterfowl](#)

Detroit Free Press  
September 24, 2019

[Wetlands royalty: Meet the wood duck, Michigan's regal-looking waterfowl](#)

The Detroit News  
September 24, 2019

[Wetlands royalty: Meet the wood duck, Michigan's regal-looking waterfowl](#)

The Rapidian  
September 24, 2019

## Media Interviews

[Prescribed burns: What they are and how they help the environment](#)

FOX17 – “Where in the Wild”  
May 7, 2019

[Taking care of the Grand River](#)

FOX17 – “Where in the Wild”  
May 21, 2019

[Protecting lands from invasives](#)

WOODTV – “eightWest”  
June 10, 2019

[Project aims to restore land to natural state](#)

FOX17 – “Where in the Wild”  
June 11, 2019

[How to combat aquatic invasive species in West Michigan](#)

FOX17 – “Where in the Wild”  
July 16, 2019

[Be a part of one-of-a-kind photo mosaic wall to honor MI wildlife](#)

FOX17 – “Where in the Wild”  
July 30, 2019

[Michigan's beauty – off the beaten path](#)

WOODTV – “eightWest”  
August 6, 2019

[Michigan has a new invasive species: What can we do about it?](#)

ClickOnDetroit  
August 16, 2019

[Conservation efforts aim to raise population of Lake Sturgeon](#)

FOX17 – “Where in the Wild”  
September 17, 2019

## Earned Media Efforts (Publicity produced off MWC activities)

[State officials proclaim July as 'Michigan Wildlife Conservation Month'](#)

Manistee News Advocate  
June 27, 2019

[July declared "Michigan Wildlife Conservation Month"](#)

WGVU  
July 1, 2019

[Greater Grand Rapids residents invited to become part of state history Aug. 1 during creation of new traveling Michigan Wildlife Photo Mosaic Wall](#)

The Raptidian  
7/22/2019

[Be part of first-ever traveling wildlife photo mosaic wall](#)

WZZM-13  
8/1/2019

[Have your picture become part of a state mural at the John Ball Zoo](#)

FOX-17  
8/1/2019

Traveling Michigan Wildlife Photo Mosaic Wall to visit U.P.  
(Link not available)  
Sault Ste. Marie Evening News  
8/9/2019

[Yoopers invited to help with creation of new traveling Michigan Wildlife Photo Mosaic Wall](#)

Keweenaw Report  
8/9/2019

[Photo mosaic to be created at the U.P. State Fair](#)

Iron Mountain Daily News  
8/13/2019

[Be a part of a mosaic photo at the U.P. State Fair](#)

ABC News 10  
8/15/2019

[Photo mosaic wall at U.P. State Fair raises awareness of Michigan conservation efforts](#)

Upper Michigan's Source  
8/16/2019

[Michigan Wildlife Photo Mosaic Wall at Crim Festival of Races](#)

94.5 - The Moose  
8/23/2019

[Crim participants could become part of state history](#)

FOX66/NBC25  
8/23/2019