



**MICHIGAN WILDLIFE COUNCIL**

House Appropriations Subcommittee  
on Natural Resources

November 2, 2017



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 **BACKGROUND – PA 108 of 2013**

- Added \$1 to each base hunting license, hunt/fish combo license, or all-species fishing license
- Allocated revenue for marketing, education, and outreach activities

 **BACKGROUND – PA 246 of 2013**

- Established the Game & Fish Protection Fund – Wildlife Management Public Education Subfund
- Deposited revenue from \$1 surcharge to the Subfund
- Established the Michigan Wildlife Council

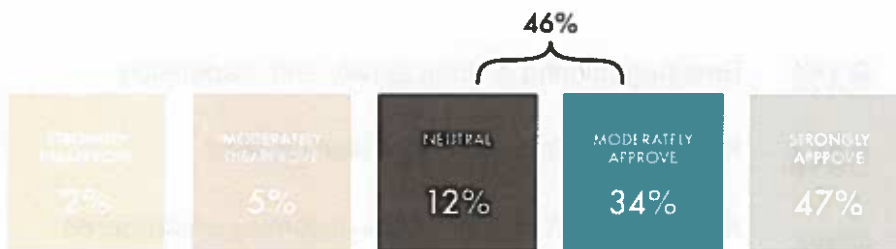
 **BACKGROUND – PA 246 of 2013**

- Tasked the Council with developing and implementing a comprehensive media-based public information program, in conjunction with a third-party marketing agency, to:
  - Educate the public on the benefits of wildlife, wildlife management, and the role that sportsmen and sportswomen play in wildlife management
  - Educate the public about hunting, fishing, and taking of game and how these activities are:
    - Necessary for the conservation, preservation, and management of Michigan's natural resources
    - Valued and integral parts of Michigan's cultural heritage and should be preserved forever
    - Important parts of Michigan's economy

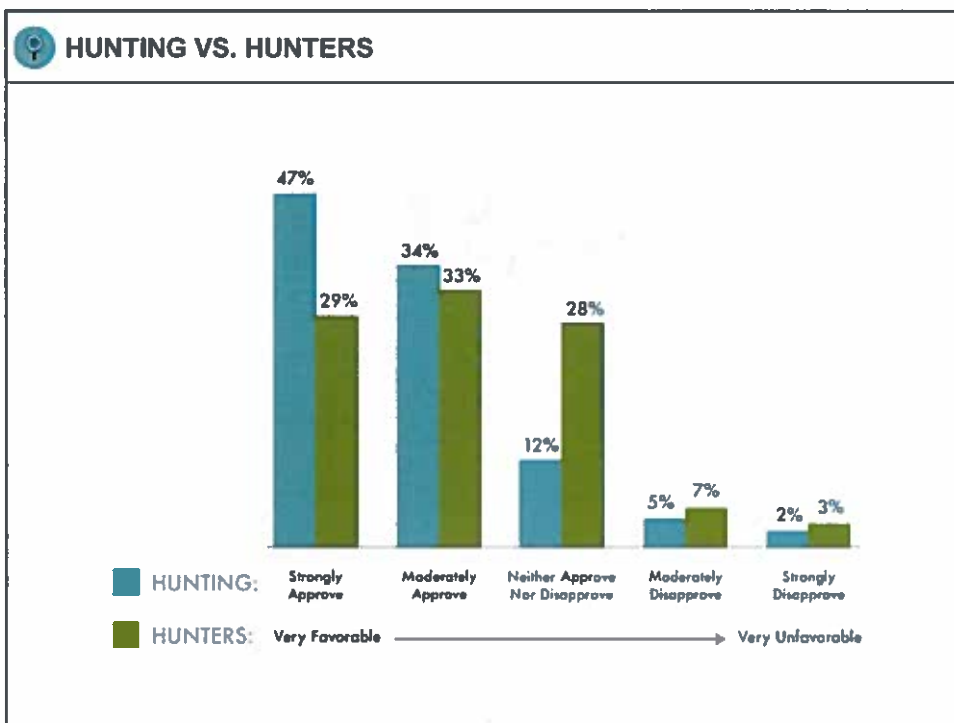
### TALKING TO A BROADER AUDIENCE



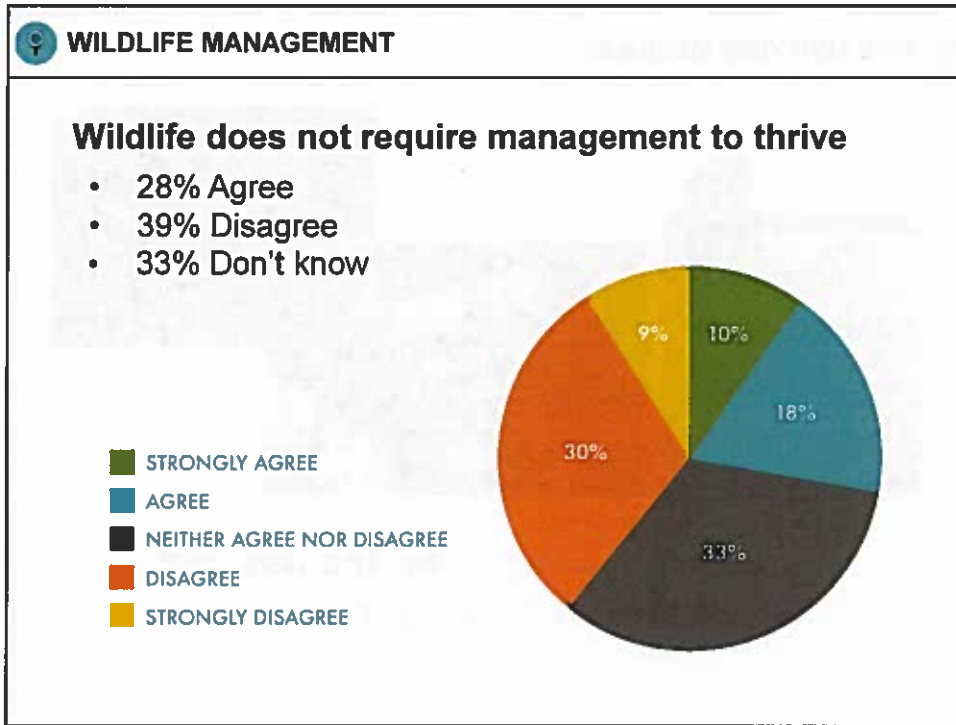
### HUNTING APPROVAL BY POPULATION



- 81% Approval
- 12% Neutral
- 7% Disapproval



- ### WILDLIFE MANAGEMENT
- 91%** Ensuring hunting is done legally and responsibly
  - 90%** Keeping wildlife healthy and disease free
  - 89%** Keeping wildlife species from becoming endangered or extinct
  - 87%** Maintaining wildlife habitats
  - 83%** Ensuring fishing is done legally and responsibly
  - 77%** Preventing wildlife species from threatening people and their property



**WHAT WE SAY**

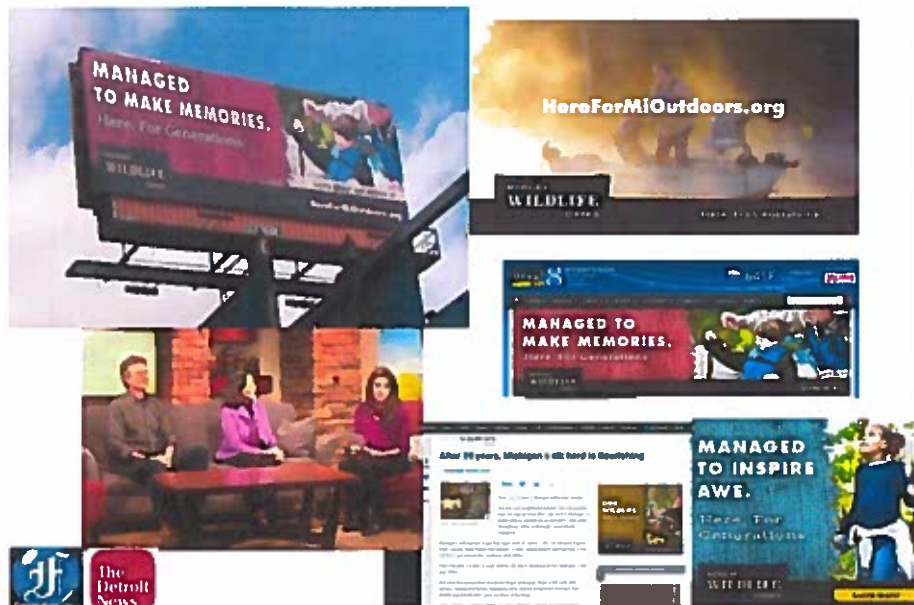
WHAT SPORTSMEN SAY	WHAT NON-SPORTSMEN HEAR
Wildlife	Nature
Hunting	Deer
Sportsmen	Athletes
Fees	Taxes

**ONE UNIFYING MESSAGE**



**Wildlife is managed for the use and enjoyment of future generations.**

**HERE. FOR GENERATIONS.**





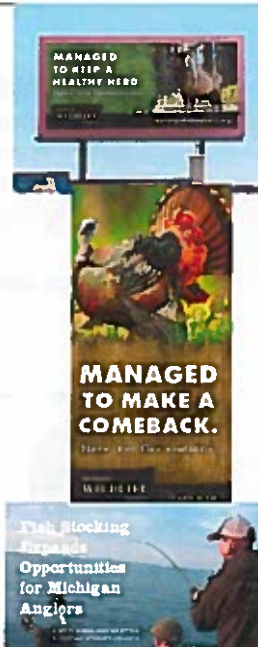
**INCREASE UNDERSTANDING OF WILDLIFE MANAGEMENT**



- **Objective:** Inform citizens about the critical role of hunting and fishing in conservation
- **Performance Measures:**
  - Increase percent of citizens who understand and support the role of hunting and fishing in wildlife management
  - Increase advertising reach and frequency to the core audience
- **Investment:** Increase by \$500,000 Game & Fish Protection Fund – Wildlife Management Public Education Subfund (from \$1.6 million to \$2.1 million)

**MEASURING PROGRESS**

- Campaign awareness
  - Over 357 million impressions
  - Over 8 million engagements (website, video views, social likes/shares)
  - 120,000 website visitors
  - 47% value added
  - 24% statewide recall
- Strong movement on baseline survey measures in W. Michigan
  - Increase in understanding of wildlife management
  - Approval of hunting/fishing
  - Impact of hunting/fishing to jobs, funding
- Movement in S.E. Michigan on core measure of wildlife management



 NEXT STEPS

**OVERALL GOALS**

- Focus on adults 18-34 in Southeast Michigan
- Increase in tactics that enable deeper level of education and engagement
- Leverage hunting season as an opportunity to introduce hunting messaging:
  - Funding
  - A tool of wildlife management
  - Benefits to people and wildlife



 NEXT STEPS

- Message evolution
  - Management of wildlife, natural resources paid for by hunting and fishing licenses
  - Hunting/fishing contributes to jobs/economy
  - Hunting/fishing = food on table

Goal: Increase awareness + increase knowledge = increase appreciation





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**THANK YOU!**  
**QUESTIONS?**

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