



COLORADO WILDLIFE COUNCIL

R&R PARTNERS

AUGUST

2024

AGENDA

01 COLORADO WILDLIFE COUNCIL:

- OVERVIEW AND MISSION
- COUNCIL MEMBERS
- FUNDING

02 CREATIVE CAMPAIGN

01

CWC OVERVIEW

COLORADO WILDLIFE COUNCIL ————— CAMPAIGN OVERVIEW

The Colorado Wildlife Council was formed by the state legislature in 1998, it was conceived and developed by a diverse coalition of conservationists, outdoor recreationalists, hunters, fishers, farmers, ranchers, and community leaders coming together to ensure a bright future for Colorado's wildlife.

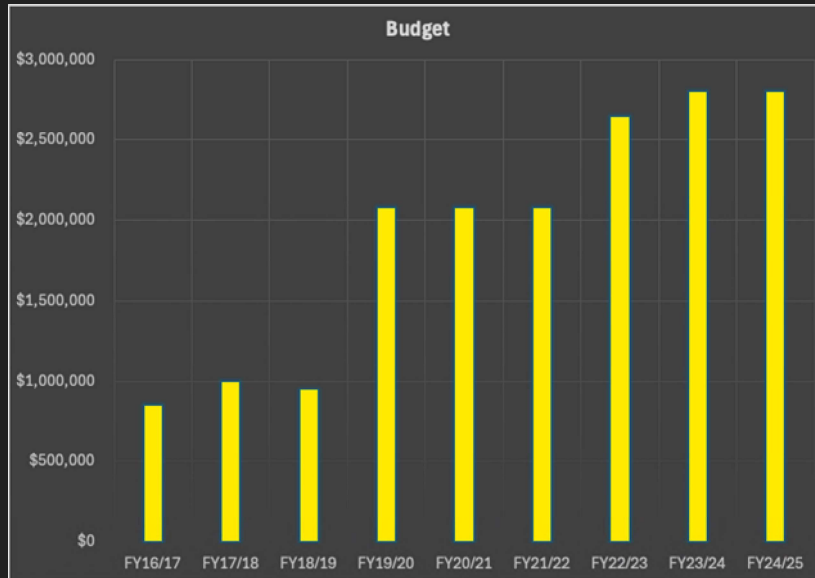
By statute, the council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

Colorado's wildlife and landscapes are held in balance by conservation work, which is funded primarily with hunting and fishing license fees.

That includes research to study how wildlife populations are changing, the management of overpopulated and endangered species, restoration of vital wildlife habitat, and specific operations like fish hatcheries. These and other conservation programs help keep Colorado wild and beautiful. CWC provides the general public with educational information about the amazing 960 plus wildlife species across Colorado and the role hunting and fishing plays in wildlife conservation.

COLORADO WILDLIFE COUNCIL FUNDING

The Council's budget is appropriated through the Wildlife Management Public Education Fund. This fund is generated through a surcharge of only \$1.50 on every Colorado hunting and fishing license. Over the last 8 years, we have seen steady growth.



REPRESENTING ALL OF COLORADO

The Colorado Wildlife Council consists of 9 individuals representing various interests throughout Colorado.



DAN GATES
Chair – East Slope
Hunter Representative,
Canon City



EELAND STRIBLING
East Slope Angler
Representative,
Denver



KELLY WEYAND
West Slope Hunter
Representative,
Cortez



DAN WILLIAMS
Colorado Counties
Representative, Teller
County



**BRITTNI
EHRHART-
GEMMILL**
Central Parks and
Wildlife
Representative,
Denver



LANI KITCHING
Vice Chair –
Municipalities
Representative,
Carbondale



DON ANDERSON
Treasurer –
Agricultural
Representative,
Johnstown



SHYANNE ORVIS
West Slope Angler
Representative,
Glenwood Springs



TIM TWINEM
Media and Marketing
Representative,
Boulder

02

SUPPORTING SCIENCE IN THE WILD CAMPAIGN

COLORADO WILDLIFE COUNCIL

CAMPAIGN OVERVIEW



SUPPORTING SCIENCE IN THE WILD

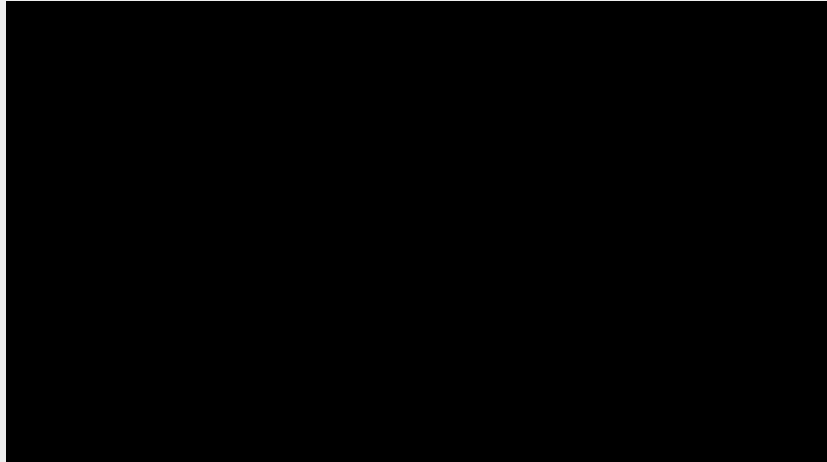
This is our second year running the Supporting Science in the Wild campaign. Similar to year one, we are featuring Colorado Parks and Wildlife biologists and officers. As experts in wildlife management, they understand more about how regulated hunting helps wildlife and our outdoor environment than anyone. They add credibility to our message and allow us to highlight how Colorado's wildlife and landscapes are held in balance by conservation work, which is funded primarily with hunting and fishing license fees.

A person wearing a red jacket, a grey backpack, and a white cap is standing on a grassy hillside, looking out over a large blue lake and a range of mountains in the distance. The text "PRIMARY AUDIENCE" is overlaid in white on the left side of the image.

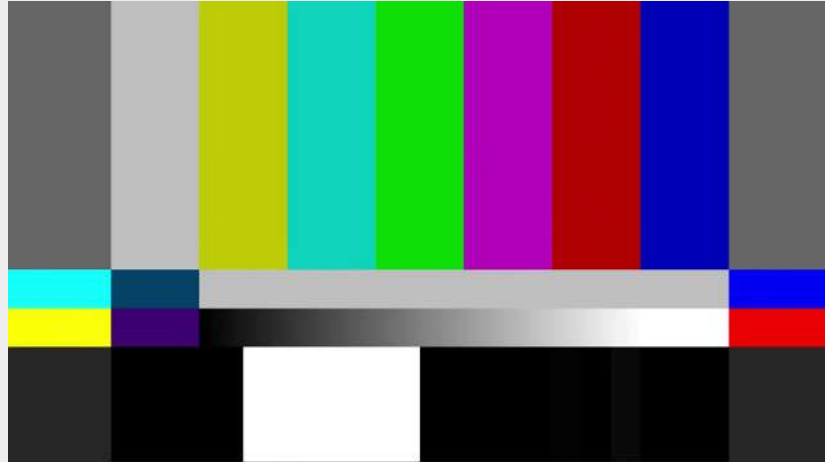
PRIMARY AUDIENCE

Adventurous Environmentalist

- Are indifferent towards hunting
- Have certain moral issues with hunting specifically around hunting for sport
- Struggle to understand how hunting contributes to maintaining a healthy ecosystem in Colorado
- Do not believe restrictions on hunting would impact them personally.

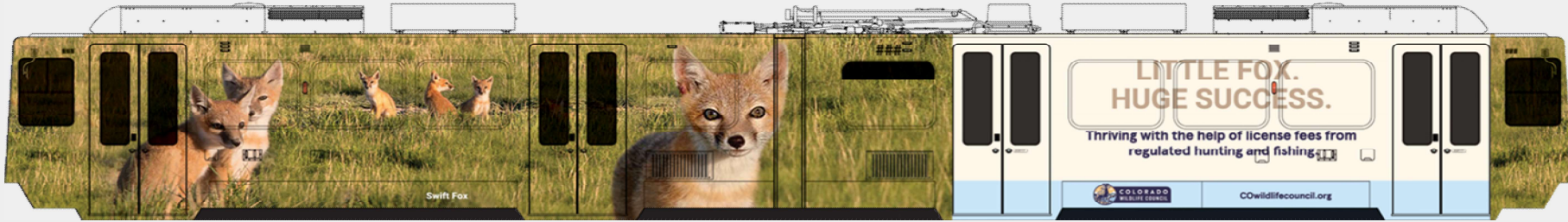


Guided by Science :30



Swift Fox :15

Light Rail



Billboard

A billboard advertisement for the Colorado Wildlife Council. On the left is a photograph of a Bighorn Sheep with large, curved horns, looking to the right. Below the photo is the text "Bighorn Sheep". The right side of the billboard has a light yellow background with the text "7,000 AND GROWING." in large, bold, brown letters. Below this, in smaller black text, it says "Thanks to license fees from regulated hunting and fishing." At the bottom of the billboard is a blue horizontal bar containing the Colorado Wildlife Council logo (a circular emblem with a bighorn sheep and a fish), the text "COLORADO WILDLIFE COUNCIL", and the website "COwildlifecouncil.org".

Colorado Rockies Sponsorship



THANK
YOU

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