

MICHIGAN WILDLIFE COUNCIL
SEMIANNUAL REPORT TO THE LEGISLATURE
Public Act 451 of 1994, Section 43532b(18)(b)

Approved by the Chair of the Michigan Wildlife Council on April 17, 2023.

The following is the semiannual report submitted to the Legislature documenting activities of the Michigan Wildlife Council (MWC or Council) for the first half of Fiscal Year (FY) 2023.

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 through wildlife management and to educate the public about hunting, fishing, and the taking of game. This includes educating the public that hunting and fishing are:

- Necessary for conservation and management of Michigan's natural resources
- A valued and integral part of the cultural heritage of this state
- An important part of the state's economy

The mission is funded by a \$1 surcharge on all Michigan base hunting and fishing licenses.

Michigan has approximately 171,000 jobs created from hunting and fishing purchases. In every region of the state, the number of positions created and supported by hunting and fishing puts the industry in the top 10% of job-creation industries. Hunting and fishing provides over \$61 million for wildlife conservation and adds \$11.2 billion to our economy. There were also 342,800+ hot meals donated to food banks and shelters through the Michigan Sportsmen Against Hunger.

The MWC has contracted with Gŭd Marketing of Lansing to develop and implement a marketing campaign. Extensive research and a baseline survey of Michigan's residents conducted in 2015 were used to set the foundation for the Council's work. Every year, a subsequent survey is used to measure changes in understanding and to refine the objectives for the next year. The communications strategy implemented in 2022/2023 was focused on delivering key campaign messages to the targeted audiences (ages 18-34, black Michiganders, Southeast Michigan, female, ages 35-54). The 2022 survey continued to show more room for growth with these groups than with the general population. In response, the Council invested more in targeted communications, custom imagery, and messaging for each audience.

The MWC media strategy included utilizing high-profile TV and digital video ads that guaranteed views of the "Annette" campaign, which is designed to appeal to the target audiences. There were 395,400 TV impressions, and 4.9 million digital video impressions.

The campaign created unique experiences (such as cooking a wild turkey in a grocery store for customers to see) to engage and entertain the audiences. We had 25,951 video views and 1.2 million impressions. The MWC used articles and display ads directed to content published on ClickOnDetroit.com, WJBK.com, DetroitNews.com, and Freep.com, generating 326% more reads on the female hunter content article than the all-industry benchmark.

The campaign leveraged influencers to share their experiences and promote connections with hunting, conservation, wildlife, and the outdoors. This increased engagement (likes, shares, and comments) by 811%.

Over 2.1 million impressions valued at over \$20,000 in free media were received from 24 articles, newscasts, and broadcasts.

The campaign promoted content marketing articles to extend the footprint of the audience. The paid Facebook campaign secured 235% more video completions, showing more complete message exposure. Social media was also up 89% from 2021. We had nearly 1,800 new website visits from people aged 18-54. About 31,000 Southeast Michigan families were reached by gathering the top-performing stories in one place to deliver a custom newspaper.

The Council continued to partner with media that reached hunters and anglers to deliver key messages. The Mike Avery Radio affiliation included monthly interviews, social media posts, and weekly radio spots. In addition, the Council teamed up with the Michigan United Conservation Club's (MUCC's) Michigan Out-of-Doors Magazine to include a featured article and print ad in every issue. The Winter Michigan Out-of-Doors issue included a two-page spread and a half-page ad. There were also thirty second spots in Mike Avery's weekly "Outdoor Magazine" radio show and monthly interviews with members from the Michigan Wildlife Council.

The first quarter of 2023 was spent completing research, reporting, and planning for the year ahead. The marketing campaign is scheduled to resume in May 2023.

To learn more about conservation efforts in Michigan, including how they benefit from hunting and fishing, visit the Michigan Wildlife Council at [HereForMiOutdoors.org](https://www.hereformioutdoors.org).

The current council includes:

Nick Buggia, (Chair) Mayville
Jason Garvon, Brimley
Ed Roy, Traverse City
Kristin Phillips (Treasurer, DNR director's designee)
Brent Pike, Grand Haven
Beth Gruden, Perrinton
Sarah Topp, Wallace
T. Elliot Shafer, Grosse Pointe Woods
Franklin Hayes, West Bloomfield

The MWC appreciates the Legislature's continued support and the opportunity to report on its activities since October 2022.

Respectfully,



Nicholas Buggia, Chair
Michigan Wildlife Council

In compliance with Section 43532b(18)(b) of PA 451 of 1994, the Michigan Wildlife Council provides the following summary of Fiscal Year 2023 expenditures for the Michigan Wildlife Management Public Education Subaccount that was created within the Game and Fish Protection Account.

Fiscal Year 2022-23 Expenditures for the Michigan Wildlife Council
(October 1, 2022, through March 31, 2023)

Expenditure Description	Amount
Research/Marketing/Creative/Media	\$511,800
<u>Administrative</u>	<u>1,400</u>
Total Expenditures	\$513,200

Michigan Wildlife Council Media Appearances

October 2021 – April 2023

Media Articles

[Frank Raganow's Recipe for Game Day](#)

October 26, 2021

[Brothers thankful for the comeback of the wild turkey in Michigan](#)

Detroit Free Press
November 10, 2021

[Brothers thankful for the comeback of the wild turkey in Michigan](#)

Detroit News
November 10, 2021

[Conservation Kitchen: Chef Max Hardy Prepares Venison Chili](#)

Michigan Chronicle
November 22, 2021

[A First-Ever Hunting Experience](#)

January 31, 2022

[From experienced to beginner, Detroit is a great place to fish](#)

Detroit Free Press
May 31, 2022

[Opportunities like Free Fishing Weekend June 11-12 can help hook a new generation of conservationists](#)

June 1, 2022

[Gov. Whitmer Proclaims July as 'Michigan Wildlife Conservation Month'](#)

July 1, 2022

[Wildlife Conservation Month photo contest](#)

Detroit Free Press
July 1, 2022

[Part I of Something New sponsored by the Michigan Wildlife Council and the Michigan Chronicle](#)

Michigan Chronicle
October 5, 2022

[Part II of "Something New" sponsored by the Michigan Wildlife Council and the Michigan Chronicle](#)

Michigan Chronicle
October 20, 2022

[Detroit woman says gender, race and age won't stop her from learning to hunt](#)

October 24, 2022

Conservation Kitchen: Wild Turkey with Chef Trimell

Michigan Chronicle
November 1, 2022

River Re-Born: The Revitalization of Portage Creek at Milham Park

November 8, 2022