MICHIGAN WILDLIFE COUNCIL PUBLIC EDUCATION CAMPAIGN

Dec. 9, 2021

BACKGROUND

Public Acts 108 and 246 of 2013

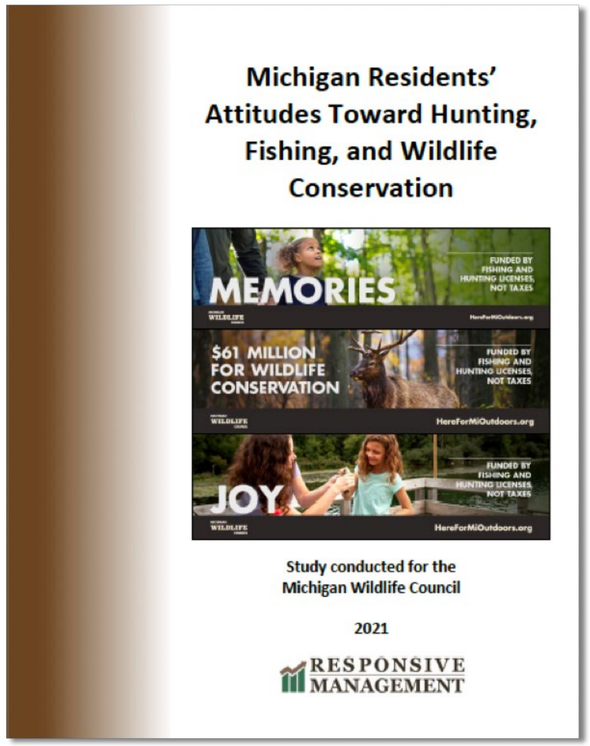
- Established the Michigan Wildlife Council, a nine-member, governor-appointed body to oversee public education efforts
- Funded through $1 from the sale of every base hunting license and all-species fishing license
- Allocated revenue for marketing, education, outreach

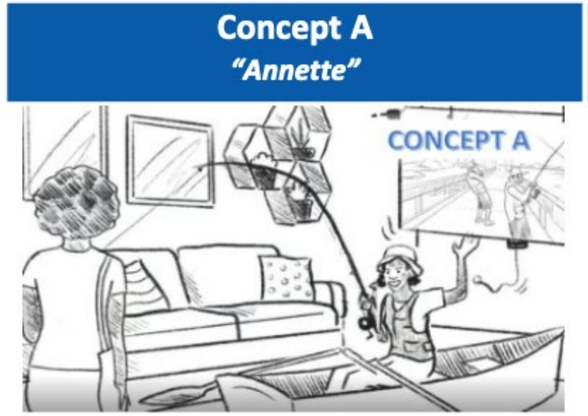
Goals

- Promote the essential role sportsmen and sportswomen play in furthering conservation

- Educate the general public about the benefits of hunting, fishing and the taking of game and how these activities are:
    - Necessary for conservation
    - The primary sources of funding for conservation
    - Important drivers of Michigan’s economy
    - Valued parts of our cultural heritage

Data-Driven Approach

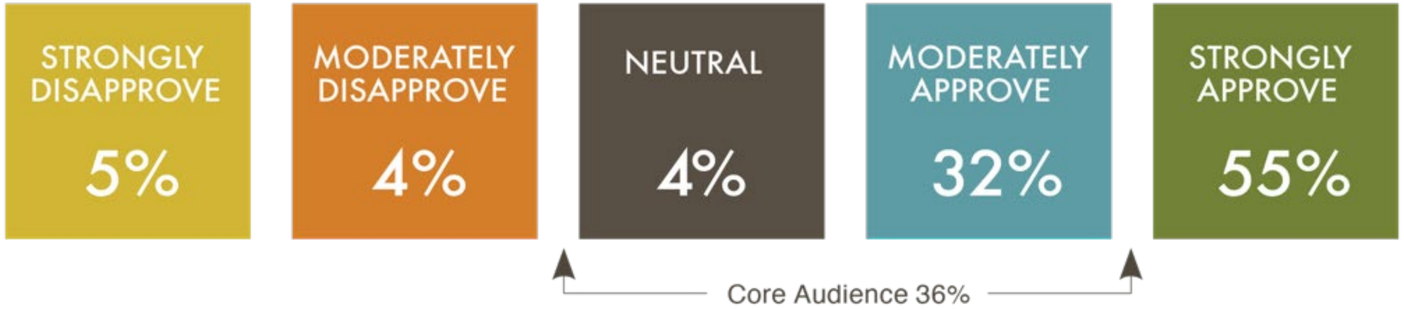




RESPONSIVE MANAGEMENT

HUNTING & FISHING APPROVAL

Approval of hunting and fishing is high… but it's conditional



- Population control
- Food

- OK if regulated
- OK if done humanely

- Should not be done for sport
- Killing is wrong

MESSAGING

What do they think about wildlife, hunting, sportsmen?

WHEN WE SAY	THEY HEAR
Wildlife	Nature
Wild	Lions
Hunting	Deer
Sportsmen	Athletes
Fees	Taxes

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2016-2020

2016

2017

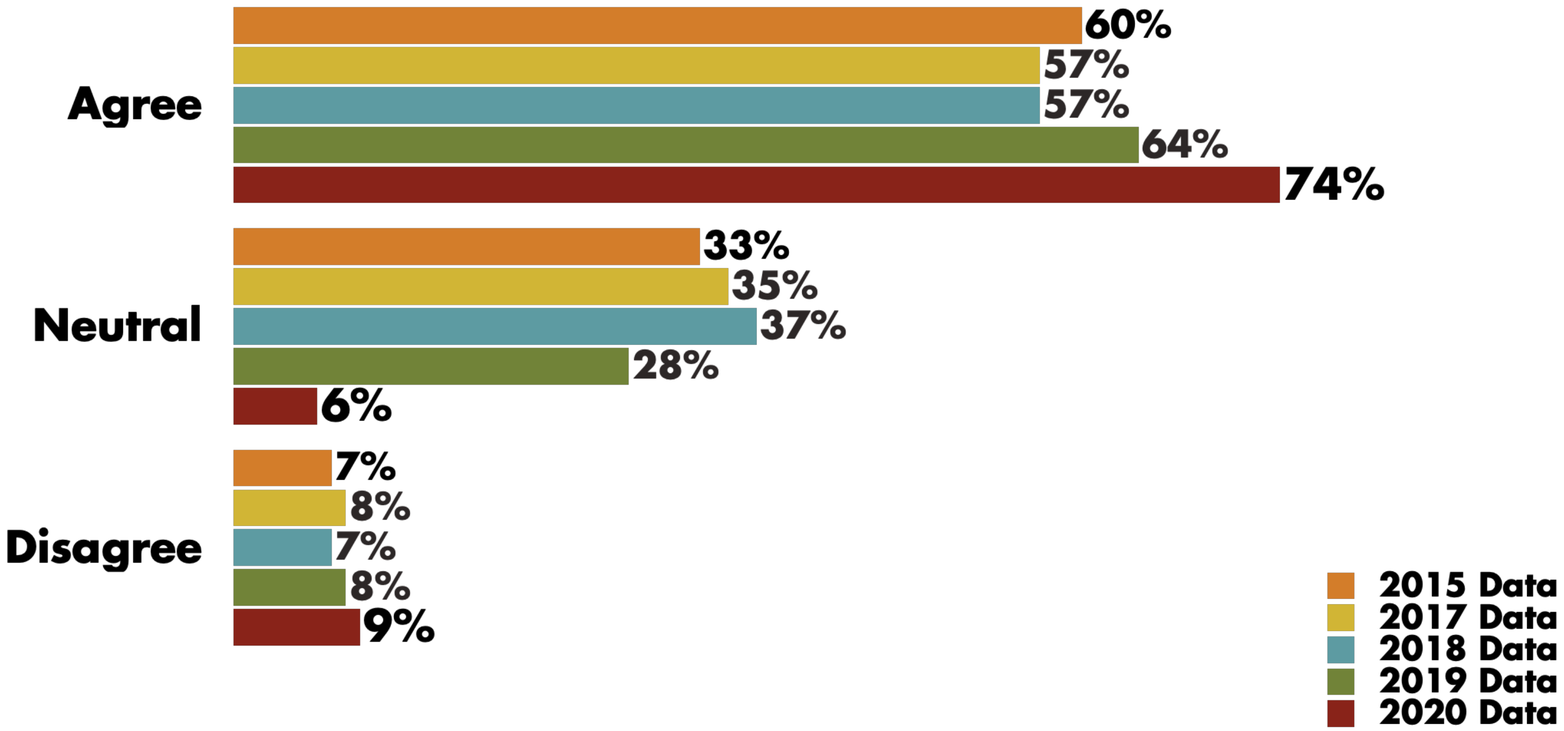
2018

2019

2020

LICENSES FUND WILDLIFE CONSERVATION

The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.



Q: Now, it would be helpful to know if you agree or disagree with the following statements about wildlife, hunting and fishing in Michigan. - The protection of wildlife and their habitat is largely funded by the purchase of hunting and fishing licenses.

IMPORTANCE OF HUNTING AND FISHING

Continued increased agreement across Michigan on the economic importance of hunting and fishing, as well as significant increases in agreement in their cultural and society value.

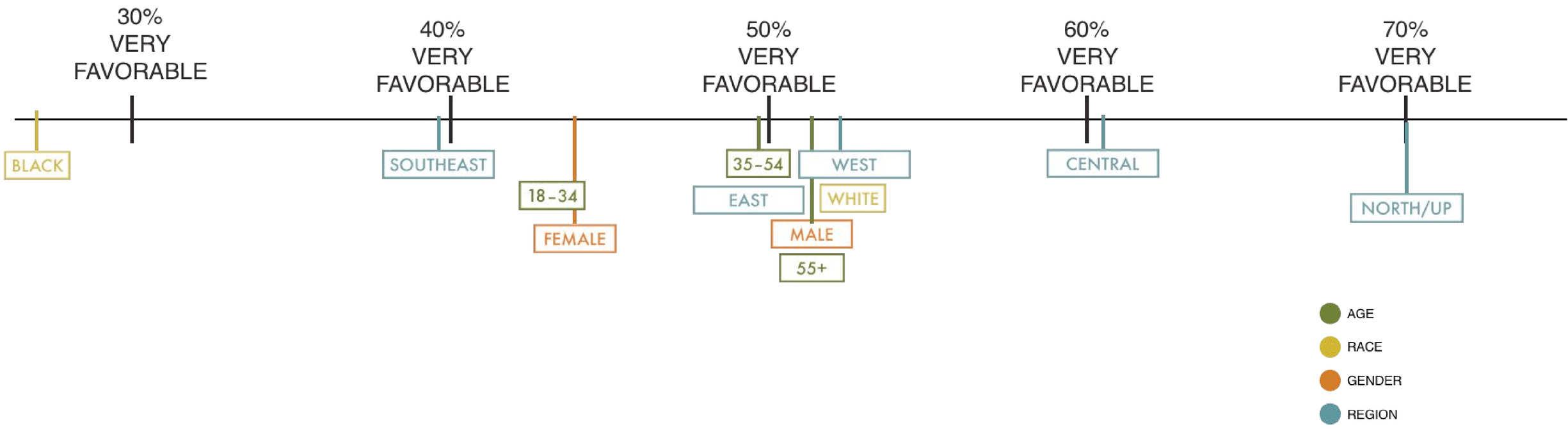
	2015	2019	2020	
The hunting and fishing industry contributes significantly to Michigan's economy.	70%	76%	81%	↑
The hunting and fishing industry creates a significant number of jobs in Michigan.	62%	68%	72%	↑
Hunting is an important part of Michigan's culture and heritage.	76%	83%	90%	↑
Hunting and fishing are important only to people who hunt or fish. **(DISAGREEMENT %)**	45%	57%	72%	↑

Q: Now, it would be helpful to know if you agree or disagree with the following statements about wildlife, hunting and fishing in Michigan.

LAGGING AUDIENCES

Very favorable opinion of people who go hunting

Wide variation in by region and demographic group in holding a very favorable opinion of people who hunt. Key groups — Black Michiganders, those living in Southeast Michigan, young adults and women – are least likely to view hunters favorably.



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POINTS OF CONNECTION

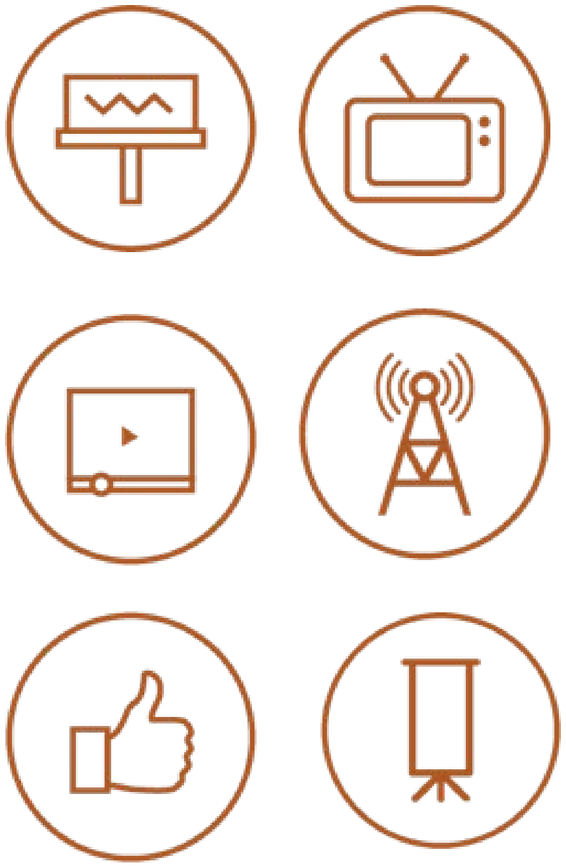
Black Michiganders

Young people (18-34)

Women

Southeast Michigan

Communications Channels



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2021 CAMPAIGN

- Introduced a new character to help message breakthrough, showcase “people like me”
- A lighter, friendly, approachable tonality
- Had more direct messages about hunting and fishing, when most relevant during “fishing” and “hunting” seasons
- Leveraged the voice of influencers to deliver our messages in a more authentic way

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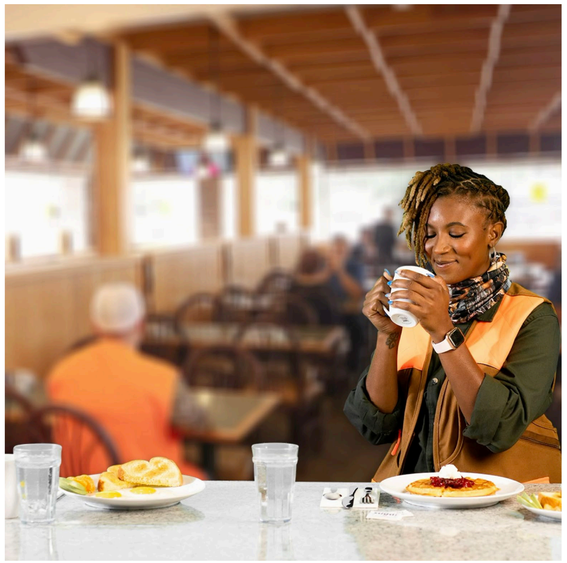
2021 CAMPAIGN



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2021 CAMPAIGN

Elk, sturgeon and osprey — oh my! How Michigan saved wildlife from extinction

Scientific management keeps wildlife populations balanced, restores threatened species

Michigan Wildlife Council
Published 6:02 a.m. ET Jul. 1, 2021

The bulk of wildlife management projects in Michigan, including those involving elk, are funded through the purchase of hunting and fishing licenses and equipment – not state taxes. *Michigan Department Of Natural Resources*

Story from MICHIGAN WILDLIFE COUNCIL

Brothers thankful for the comeback of the wild turkey in Michigan

Talking turkey: How conservation helped the bird make a comeback in Michigan

Michigan Wildlife Council
Published 5:02 a.m. ET Nov. 10, 2021

The restoration of the wild turkey is one of Michigan's greatest conservation success stories. *Photo Provided By Michigan Wildlife Council*

CONSERVATION IS A TEAM SPORT — SPONSORED BY MICHIGAN WILDLIFE COUNCIL

Hunting, Fishing and Michigan's Economy

$11.2B Total annual economic contribution

$3.7B Annual economic impact in Southeast Michigan

$3.3B Annual salaries and wages to Michigan households

1.1M Michigan anglers

700,000 Michigan hunters

Virtual roundtable participants

Mark Griffin
President
Michigan Petroleum Association and Michigan Association of Convenience Stores

Dean Hall
Executive Director
Michigan Sportsmen Against Hunger

Shannon Lott
Deputy Director
Michigan Department of Natural Resources

Leslie Love
State Representative, 10th District
Michigan House of Representatives

Jeff Poet
Co-Owner
Jay's Sporting Goods
Vice-Chair
Michigan Wildlife Council

Amy Trotter
Executive Director
Michigan United Conservation Clubs

Bill Winowiecki
Captain
Watta Bite Charter Fishing
President
Michigan Charter Boat Association

Drew YoungeDyke
Manager of Sporting Communications
National Wildlife Federation

Fishing is at the center of it all for Detroit Lion All-Pro Frank Ragnow

Watch Lions center Frank Ragnow discuss how fishing is central to conservation in Michigan

Michigan Wildlife Council
Published 6:01 a.m. ET Aug. 5, 2021

Frank Ragnow talks fishing in Detroit. *Photo Provided By Michigan Wildlife Council*

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More from Michigan Wildlife Council

Wild turkey a great Michigan conservation success story

Let's Talk Turkey

Let's Talk Turkey: Turkey Facts

Story from MICHIGAN WILDLIFE COUNCIL

Football player Frank Ragnow shares his winning walleye fish taco recipe

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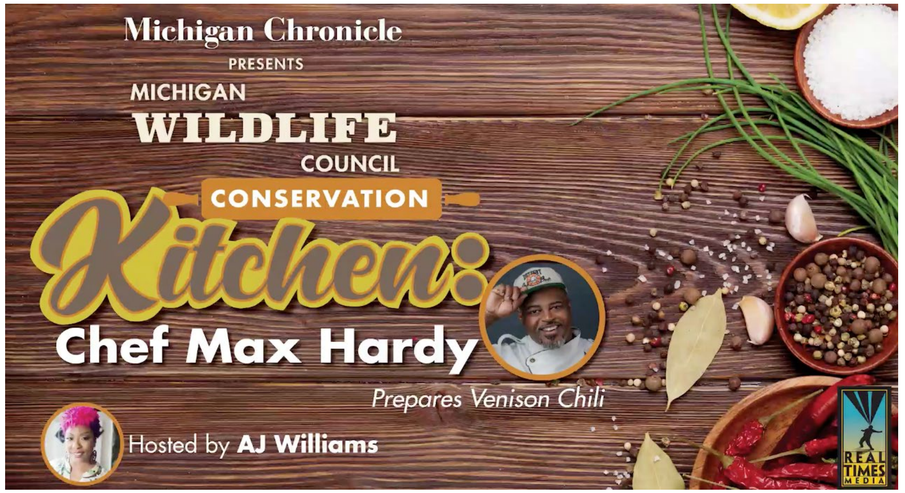
2021 CAMPAIGN

Restaurants

2021 Restaurateur of The Year: Chef Maxcel Hardy is a Hometown Hero

The pandemic may have limited service for restaurants, but the Detroit restaurant owner never stopped cooking

Lyndsay Green and **Photographs by Joe Vaughn** - February 23, 2021



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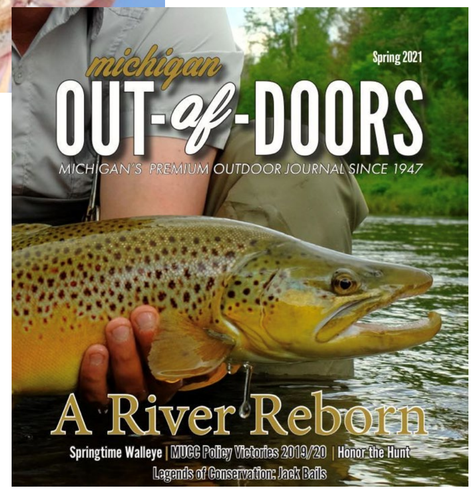
2021 Campaign



DEPARTMENT OF NATURAL RESOURCES

Celebrating 100 years

WHAT'S NEXT?

- Wrapping up our 2021 campaign
- Statewide survey in December to continue measuring audience knowledge, campaign performance
- Ensuring our audiences are **more aware**, **more informed** and **more engaged** – leading to stronger support of hunting/fishing and the important role hunters and anglers play in conservation

MICHIGAN

WILDLIFE

COUNCIL