

Deer Trustee Communication Update [7/29/2013]

Communication outreach from February 2013-July 2013

1. GovD messages as of July 29, 2013
 - a. Twelve GovDelivery have been sent out regarding Deer Trustee information to over 101,000 subscribers per message
 - b. 16 to 18 percent open rate
 - c. Deer Trustee Report specific GovD subscription list created
 - i. Started with 45 subscribers on March 9, 2013. As of June 17, 2013 there were 1,201 subscribers
2. YouTube/Video
 - a. Your deer. Your traditions. Your DNR
 - i. Released on March 28, 2013
 - ii. 2,291 views as of 6/17/13
<http://www.youtube.com/watch?v=uN3qB0WVRV4>
 - b. Secretary Stepp Action Team Thank You
 - i. Released July 20, 2013, within final report out public meeting presentation
 - ii. Designed for multiple uses
 - iii. To be launched on YouTube along with finalized report, GovD promotion
3. Chats
 - a. March 7, 2013
 - i. Noon-1 p.m.
 - ii. Live participants - 203
 - iii. People reading it later - 1,264
 - iv. Answered 55 questions
 - b. April 8, 2013
 - i. Noon-1 p.m.
 - ii. Live participants - 161
 - iii. People reading it later – 132
 - iv. Answered 40 questions
 - c. May 14, 2013
 - i. 6 p.m.-7 p.m.
 - ii. Live participants - 52
 - iii. People reading it later – 129
 - iv. Answered 26 questions.
 - d. June 24, 2013
 - i. Noon – 1 p.m. (1:30 p.m.)
 - ii. Live participants – 258
 - iii. People reading it later – 169
 1. 50% of people stayed with the chat for 20 minutes or more
 2. 25% of people stayed with the chat for 30 minutes or more
 - iv. Primary topics DMAP, crossbows, changes to carcass tags, and baiting and feeding

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- v. Answered 85 questions
- e. July 24, 2013
 - i. Noon – 1 p.m. (1:15)
 - ii. Live participants: 149
 - iii. People reading later: 76
 - 1. 25% stuck around for 30 minutes or more
 - 2. 10% stayed for 20-30 minutes
 - 3. 10% stayed for 10-20 minutes
 - f. Promotion of chats
 - i. Twitter posts
 - ii. Facebook posts
 - iii. Banner on DNR homepage
 - iv. GovDelivery
 - v. Media advisories
 - 1. MEDIA ADVISORY: Online Chat July 24, 12 noon
 - 2. MEDIA ADVISORY: Online chat June 24, 12 p.m.
 - 3. *EDITOR'S ADVISORY: Online chat May 14, 6 p.m., on Deer Trustee Report implementation*
 - 4. *EDITOR'S ADVISORY: Online chat April 8 about the Deer Trustee Report implementation*
 - 5. *EDITOR'S ADVISORY: Online chat March 7 on Deer Trustee Report Implementation*
- 4. Public survey
 - a. Distribution
 - i. Survey was distributed to GovD related topics [forestry, wildlife, etc.]
 - ii. Developed extensive email distribution list consisting of Deer Hunter Forum participants, Department of Tourism, DATCP, other state agencies, Wisconsin conservation congress, agricultural organizations, commodity groups, legislators, and environmental friends groups. Further distributed through these networks and associated newsletters.
 - b. Results
 - i. Completed by 9,367 [368 hard copies] members of the public during the March 18-April 20 time period. In a 16 day period [4/4-4/20] the number of completed surveys grew from 2,662 to 9,367
 - c. Promotion
 - i. Splash page
 - 1. A splash page was used on the DNR homepage for the last week that the survey was live. Each time a visitor visited the DNR website a message box would pop up and ask the visitor if they wanted to take the survey.
 - ii. Banner on DNR homepage- ran for three weeks promoting the survey

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- iii. Facebook/Twitter posts
 - iv. News release - *Public asked to participate in two surveys on deer management in Wisconsin*
 - v. GovD. Message reminding the public to take the survey
5. Webpage
- a. Statistics from February 22-July 29 [126 day period]
 - i. General
 - 1. 19,149 unique views
 - 2. People are staying on the website an average of 1:05
 - 3. Averaging 151 views a day [over the 126 day period]
 - 4. Page visits peak in association with GovD messages being sent, jumping from average to nearly 4,000 views on a single day.
 - ii. Submit comment tab
 - 1. 28 people have submitted a comment
 - b. What is being posted on the web
 - i. Homepage
 - 1. Survey results, contact information of action team liaisons, roadmap of the report implementation, Dr. Krroll's report, video of the kick of meeting, mid-process check in, meeting agendas, submit comment section.
 - a. Dan Small radio interview line up
 - i. Audio length 11:39 Thursday, May 30, 2013
 - b. GovD. DTR topic subscriber button
 - ii. Individual action team webpage
 - 1. Each action team has its own webpage. After each meeting it is updated with the meeting agendas, report out, minutes, presentation materials and additional research documents that the action teams want to share with the public. Beginning at the April 6 meeting, each action team provided a recorded summary of the progress that was being made. Videos are posted on each action teams webpage after the meeting
 - a. It takes an average of three media site trained staff to attend each meeting and record each action teams summary clip
 - b. After the video is recorded it is synced with each action teams agenda which is edited and posted on Mediasite by Brent Alderman
 - iii. Proposal page
 - 1. 42 of the 62 recommendation drafts are available for the public to view on the proposal webpage
 - iv. Promotion of webpage
 - 1. News releases

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2. GovD. Messages [seeing a dramatic spike in views each time a GD message has been sent out with a link to the DTR webpage]
 3. Social media
6. Additional Outreach
- a. E-Digest article on getting people involved in the process
 - b. News Release for Governor's Budget: Governor Walker Prioritizes Deer Management in 2013 Budget
 - c. E-Digest follow up article to final report out presentation
 - d. Gov. Walker statement prepared for release coinciding with final report (Aug. 1)
7. Action Team Meetings
- a. March 9, 2013 DTR Implementation Kick-off meeting
 - i. Jenny Pelej, Ed Culhane [took photos] and Carly Darrow attended the meeting
 - ii. Media in attendance
 - iii. As of 7/12/2013, 659 people have viewed the video.
 - b. April 6, 2013 meeting
 - c. April 27, 2013 meeting
 - d. May 18, 2013 meeting
 - i. 118 people viewed the action team videos throughout the project as of 7/12/2013
 - e. June 8 Mid Process Check-In
 - i. The mid process check-in on June 8, 2013 was live webcasted using MediaSite. 27 people were viewing the video live from 10-12:30. As of 7/12/13 297 people had viewed the 2 hour and 30 minute video. People who were viewing the video live also had the opportunity to submit comments while each action team was giving their report out. A total of seven questions were received during the 2 ½ hours of presentations.
 - ii. Questions from the audience and online were read to the action teams at the meeting by Jenny Pelej
 - iii. Preceded by news release highlighting accomplishments to date, notifying of meeting opportunity.
 - iv. Media in attendance.
 - f. June 29, 2013
 - i. Individual Action Team meetings with "Participant sharing" to more clearly understand proposals and address concerns from the group.
 - ii. All but one Action Team completed their work.
 - g. July 20, 2013
 - i. Collective review and discussion of the implementation summary presentation
 - ii. Individual action team meetings to wrap-up discussion and finalize implementation proposals
 - iii. Live webcast of the final report out video along with a question and answer session

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- h. Outreach prior to meetings
 - i. News releases/Public notices
 1. *Public meetings set to develop Deer Trustee Report implementation plans*
 2. *Media Advisory: June 8 Deer Trustee Report mid-process public meeting, Kroll to attend*
 3. *Public invited to June 8 Deer Trustee Report Meeting, Kroll to Attend*
 4. *Public meeting Saturday to discuss final Deer Trustee Report implementation proposals*
 - ii. GovD messages
 - iii. Social media posts – Facebook, Twitter, Warden Wire