



Relevancy Communication Toolkit

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EXECUTIVE SUMMARY

The story of how state fish and wildlife agencies deliver conservation in this country has gone largely untold on a national scale, leaving the public unaware of states' goals and accomplishments achieved through implementation of the Wildlife Restoration and Sport Fish Restoration Acts. Consequently, the expertise and significant contributions of state agencies to wildlife and sport fish conservation are not recognized. This leads to missed opportunities for increased public support, funding, and other resources, especially among non-fishing and non-hunting audiences who also benefit from conservation work funded through the Acts. In 2018, the *Making It Last* campaign (available [here](#)) produced a toolkit and initial recommendations for enhancing states' outreach to the broader public. However, state agencies voiced concern about the practicality of using the toolkit, and new recommendations were needed.

As a result, the *Making It Last* campaign was re-evaluated, state concerns addressed, and a new creative template was generated. This time, the goal was to develop a formula for relevance messaging, rather than a stand-alone, national, branded campaign. The new approach will provide states with more flexibility to integrate recommended messaging into current campaigns without directly competing against them. Multiple steps were taken in this re-evaluation effort. Focus groups were conducted with license buyers and other outdoor participants. Feedback from the focus groups guided adjustments to the advertisements, which were then evaluated in a follow-up survey. The survey guided pilot campaigns in South Carolina, California, Vermont, and Kansas. The results then led to recommendations regarding how states can help increase the importance the public assigns to their state fish and wildlife agencies. This report presents recommendations for future campaigns and testing, key takeaways from the research, and detailed findings.

INTRODUCTION

State fish and wildlife agencies have long voiced a need to raise awareness of their role in delivering natural resources conservation among the general public. Some local efforts have shown promise, but previous national efforts have fallen short. By developing an understanding of how to reach audiences outside of the typical outdoor recreationists, identifying the messages that resonate best with them, and achieving a favorable perception change as a result, state agencies would gain a broader, deeper support base, which would lead to better and more effective conservation efforts.

The original *Making It Last* campaign (found [here](#)) was a ready-to-use, branded campaign developed for this purpose and provided for states to utilize. However, states were hesitant to use the campaign and asked instead for a “formula” that would allow them to create messages that meshed better with their particular brands and communication efforts. This project set out to discover that formula.

The recommendations provided below emphasize steps an agency can take in developing a campaign to increase favor and garner new support among the general public. Strategies include selecting topics of interest that attract the public, image selection, content development, vocabulary choices, media platforms for distribution, additional resources to support the public's continued engagement with the agency, and metrics for evaluating campaign success.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

This section of the report presents the results—practical implementation recommendations for state agency communicators engaged in relevancy efforts. Readers interested in the methodology and the analysis of the interviews and survey will find them in the *Research Process* section below.

These recommendations are a direct result of research findings combined with standard marketing/communication theory and strategies.

Target Audience

Relevancy efforts are the broadest reaching communication efforts in a fish and wildlife agency. They target a different (larger) audience than the majority of agency communications.

- **Traditional Audience** – A state fish and wildlife agency’s typical audience is individuals engaged in wildlife-related activities like hunting, fishing and wildlife watching.
- **Relevancy Audience** – A relevancy effort targets “everyone” in a state with the goal of generating awareness of and appreciation for the work done by state fish and wildlife agencies.

While there might be other subsets of everyone that are more receptive to relevance messages, this project tested these three groups:

- **Hunters and anglers.**
- **Outdoor recreators who do not hunt or fish.**
- **Individuals who do not outdoor recreate.**

The trick is to find ways to reach “everyone” and messages “everyone” will appreciate without alienating the traditional audience. Our research found this message formula did so.

Messaging

Stories

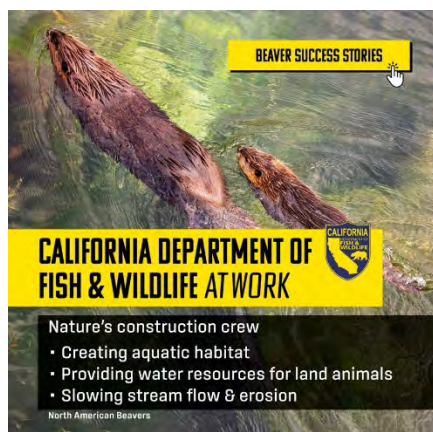
We tested stories dealing with access, control, and habitat and species conservation across game species (both fish and wildlife) and non-game species. We added a single clean air and water message into the mix as well.

ACCESS	CONTROL	HABITAT	SPECIES	ENVIRONMENTAL
Angling	Angling	Angling	Angling	Clean water and air message for all states
Hunting	Hunting	Hunting	Hunting	
Non-consumptive	Non-consumptive	Non-consumptive	Non-consumptive	

Based on research results, here are guidelines for story selection:

- Avoid topics that are controversial in your state.
- Topics that touch on hunting and fishing at least slightly will be more popular with your traditional audience.

Preferences for fishing, hunting, or nonconsumptive messages varied by state and topic. This coupled with the fact that new stories garnered the most engagement seems to indicate that a variety of stories is the safest way to appeal to a broad audience.



Beavers are controversial in Vermont where some feel their dam building activities cause flooding, but they are popular in California.

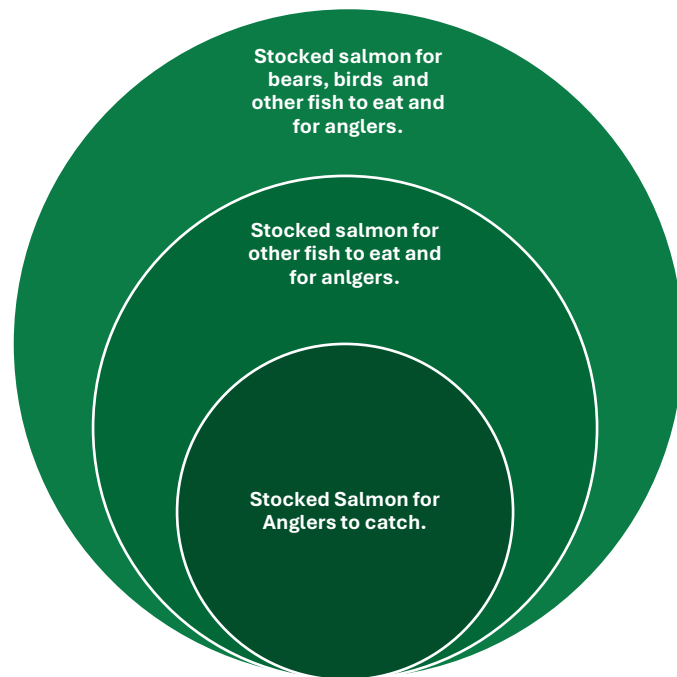
Broadening the Story

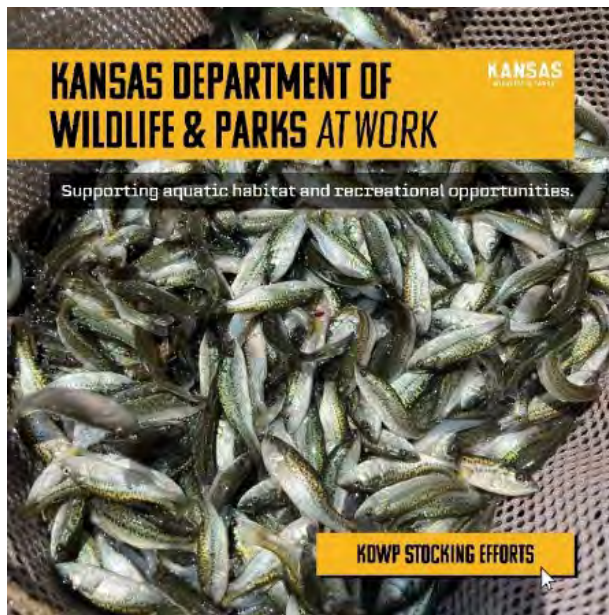
Research results did not suggest that any particular topic was more or less effective than the others but showed that how the story is shared rather than the nature of the story is what matters. Stories needed to be broadened to appeal to a broader audience.

A great deal of the work of a fish and wildlife agency is focused on fishing and hunting, but that work has broad positive impacts. Stories need to be told in the light of those broad impacts.

- How does introducing more salmon into the river impact the river ecosystem?
- What types of recreation beyond hunting can be done in a wildlife management area?
- What other species benefit from quail habitat restoration?

Since relevancy is an attempt to make an agency relevant to a larger percentage of the population, a broad message is more likely to accomplish that than a highly focused one.





Images

The image is often the most important part of a message, both in attracting attention and in communicating a story. Here are a few criteria for image selection:

- Technical image quality (lighting, focus, etc.) are crucial to an audience liking a message.
- Smiling people.
 - “At work” implementing conservation.
 - “At play” enjoying activities made possible by agency efforts.
- Use graphically simple/clean images that allow for space to flow in text, logo, and more information button.

Pronghorn Antelope, Sierra County

CALIFORNIA DEPARTMENT OF FISH & WILDLIFE AT WORK

Supporting healthy pronghorn herds

- Benefit prairie ecosystems
- Eat invasive plants and noxious weeds
- Natural food source for predators

LEARN ABOUT PRONGHORN



S.C. DEPARTMENT OF NATURAL RESOURCES AT WORK

Help marine turtles

- Nest protection
- Nest relocation
- Beach Patrol

GET INVOLVED

Loggerhead Sea Turtle



LEARN ABOUT WETLAND PRESERVATION

VERMONT FISH & WILDLIFE DEPARTMENT AT WORK

Healthy wetlands benefit all

- Wildlife habitat
- Clean water and air

Gorriwall Swamp WMA



Painted Bunting

KANSAS DEPARTMENT OF WILDLIFE & PARKS AT WORK

Supporting world-class bird watching

- 3,000 miles of public trails
- Refuges, grasslands, and more
- You can even birdwatch from home

EXPLORE YOUR NEXT TRAIL



Copy

Three things are important with the copy in a relevance ad:

1. Make the agency very obvious.
2. Keep it simple.
3. Remember to broaden the message.

Make the agency very obvious – If you are trying to increase the awareness of an agency, the name of that agency needs to be featured in the message. We used “[agency name] AT WORK” as the headline of the test messages and we recommend you do the same.

We also recommend you feature your logo, but putting your agency name in the headline can help offset less obvious logo designs.

Keep it simple – Ads are by their very nature interruptive, so you need to take advantage of every second of attention you get by making them easy to read. This can be done by:

- Short bullet points that tell a complete story.
- Word choice should be simple (5th grade level).
- No technical, scientific, or jargon language.
 - Avoid scientific words like biodiversity and ecosystem.
 - Avoid common words that the conservation community uses in uncommon ways:
 - Access – unless explicitly stated (e.g., hunting access), the general population is unfamiliar with terms such as Access, Stocking, Production (of species), Upland birds, and acronyms like WMA and WPA.
 - Management (of species) – often seen negatively, as culling by the general population.
 - The general population does not understand birding; they prefer bird watching.
 - Wildlife viewing and watching are not understood or used by the general population.

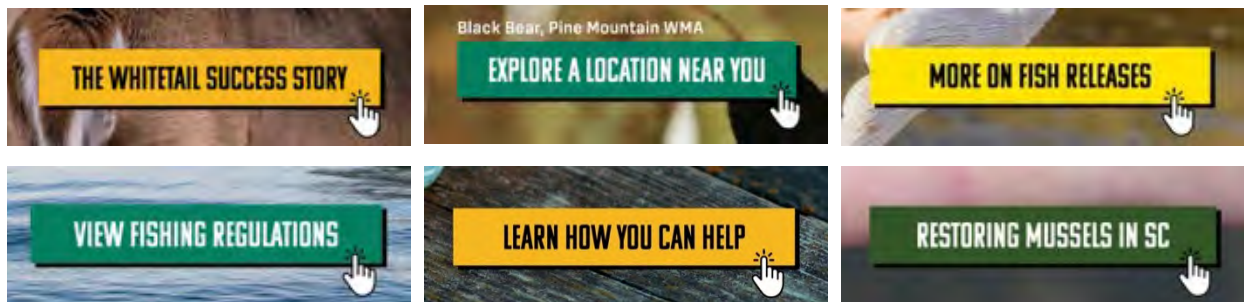
Broaden the Message – Don’t mention hunting or angling directly, or at least not very often. Hunting and fishing plays to your traditional audience, not a broader one.

- The majority of people don’t hunt or fish. Mentioning either of these often alienated the broader audience you are trying to appeal to.
- Even among hunters and anglers, messages that did not directly mention hunting or fishing were just as effective as messages that did mention the activities as long as the story in question benefited game species, hunters, anglers or hunting or angling access.

Call-to-Action

The specific mechanism we tested was social media ads that could be clicked for more information, so these recommendations are skewed toward online ads, but many of the recommendations are generalizable to other mediums.

- If the call-to-action in your ad is to click a button, make it look like a button.
- Promise specific information.
 - “Learn more” is not engaging, nor does it tell them what is coming next.
 - Tell them how clicking the link will benefit them.
 - Tell them what they will see when they click, for example:
 - Map of boat ramps.
 - List of endangered species.
 - List of volunteer opportunities.
 - Success story of a specific species.
- A link should always continue and expand the same experience initiated by the ad



Media

Media Selection

Since the focus of relevancy-based projects is to generate awareness of the agency's roles and responsibilities with "everyone" not just hunters and anglers, agency websites and social media accounts don't reach enough of the population. Paid media will most likely be necessary.

This project was designed to test messages not media. Because the message test used engagement as a surrogate for opinion change, the only media available to us was social media. Fortunately both the messages and social media worked. And we received very high engagement. Although there is always risk when you apply results from one medium to another without specific testing, there is no reason to believe these principles for delivering relevancy communications would not work in other mediums.

To be considered for your relevancy effort a media outlet should:

- Be able to be limited to citizens of your state (to avoid waste).
- Allow you to reach outside your organization's typical customers/followers.
- The message formula we tested requires an image to work, so media like radio or paid search without images would be difficult to utilize.

Some media outlets meeting these criteria include:

- Paid social media.
- Online display advertising.
- Billboards.
- Local print publications.

Media Strategy

In testing, the messages proved much more effective when they were new to the audience. For this reason, we recommend three media scheduling strategies:

Reach over frequency – Reach is the practice of putting an ad in front of the largest number of people possible. Frequency is showing the same people the ad multiple times. Because these messages perform better when they are new to the recipient it makes more sense to emphasize reach over frequency. There are several ways to do this:

- Online advertising can simply be set to be optimized for reach.
- A billboard on the freeway is going to be seen by more new people, where a billboard in town is going to be seen more times by a smaller number of people.
- Running an ad on a variety of TV stations, newspapers, etc. a small number of times will reach more new people than running the same ad over and over on the same TV station.

Flights – Flighting is the strategy of stopping and starting an ad rather than running it all the time. It is often done to stretch a budget while keeping a message running throughout the year. In this case each new flight gives the ad the potential to be new for the audience over and over again, since it is most effective in the first few days of exposure.

	June				July				August			
	Wk1	Wk2	Wk3	Wk4	Wk1	Wk2	Wk3	Wk4	Wk1	Wk2	Wk3	Wk4
Flights	X			X			X			X		
Constant	x	x	x	x	x	x	x	x	x	x	x	x

One message at a time – Because the messages are most effective when they are new, another way to keep the campaign fresh is to run each message for a flight and then come back for the next flight with a brand new message. This strategy maximizes the uniqueness of the message and thus its impact with the audience.

	June				July				August			
	Wk1	Wk2	Wk3	Wk4	Wk1	Wk2	Wk3	Wk4	Wk1	Wk2	Wk3	Wk4
Message1	X											
Message2				X								
Message3							X					
Message4										X		

Relevancy Campaign Evaluation

The truest measure of success for a relevancy campaign would be an actual shift in public perceptions. This could be directly measured with:

- Pre- & Post-campaign surveys.
- Regular surveys of your general public.
- Paying to add questions and a state sample to a national or regional survey like the National Fishing, Hunting, and Wildlife Associated Recreation Survey.

In many cases, this sort of evaluation might be cost prohibitive. Some less direct but less expensive measures of a relevance campaign include:

- Increased positive engagement (likes, shares, and positive comments) with the messages in the campaign.
- Increased page followers and/or subscriptions.
- Increase in unique website users, increased time spent on page, higher click-through rates.

RESEARCH PROCESS

Foundational Work

This project is based primarily on two earlier projects:

1. [Making it Last](#).
2. [Southeastern Association of Fish and Wildlife Agencies \(SEAFWA\) Public Perception Report](#).

The Making It Last project provided the impetus for the project uncovering a need for a less restrictive formula for state agency relevance messaging.

The [Southeastern Association of Fish and Wildlife Agencies \(SEAFWA\) Public Perception Report](#) gave us the messaging topics to test.

Table 1 below lists top priorities the Southeastern states' publics expect of their state fish and wildlife agencies.

Table 1. SEAFWA Public Perceptions Chart page 8 – Public Perception of Agency Responsibilities Ranked.

Agency Priorities

Rankings from respondents who thought the given responsibility was a “Very” or “Extremely Important” priority for agencies

Agency Responsibility	Other Outdoor Participants	Licensed Anglers & Hunters	Nonparticipants
Protect Environment	1	6	1
Protect Fish and Wildlife Habitat	2	1	2
Protect Game Animals	3	2	4
Enforce Game Laws	4	5	6
Control Pollution	5	7	3
Protect Non-game Animals	6	9	5
Manage Lands	7	3	7
Provide Access	8	4	10
Manage Nuisance Wildlife	9	8	8
Manage Urban Wildlife	10	11	9
Skills Education	11	10	11
Provide Technical Guidance	12	12	13
Boat Registration	13	14	12
Regulate Mining	14	15	14
Recruitment Programs	15	13	15

Based on the results of the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) Public Perception project, the messages we tested fit into five categories (Figure 1).

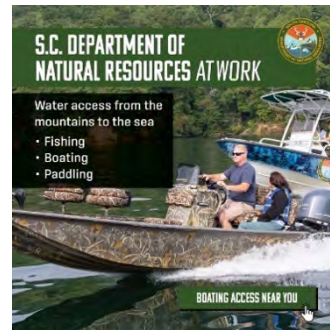
Figure 1. Public perceptions report into advertising theme selection.

ACCESS	CONTROL	HABITAT	SPECIES	ENVIRONMENTAL
Angling	Angling	Angling	Angling	Clean water and air message for all states
Hunting	Hunting	Hunting	Hunting	
Non-consumptive	Non-consumptive	Non-consumptive	Non-consumptive	

Participating pilot states were asked for stories and associated landing pages that corresponded with each of the cells in Figure 1. The clean air and water message was identical for every state. Originally the messages were developed in online (short text) and offline (long text) versions.

Here is a sample message from each state.





Focus Groups

Methodology

Recruitment

Participants were recruited through iTracks/Dynata. Potential participants filled out a screening survey and if selected were invited to complete a tech check to make sure they would be able to participate in a virtual meeting.

Participants were split into two groups:

- 1) Those who participated in outdoor recreation (but did not hunt or fish).
- 2) Those who did not participate in outdoor recreation.

Key Findings

Eight focus groups were conducted (outdoor recreators and non-outdoor recreators from each state). Ultimately these two groups reported very similar priorities.

Agency Awareness & Perception - The first part of the discussion looked at the participants' awareness and understanding of their state agency and its roles.

Participants' understanding of their state fish and wildlife agency was jumbled together with other agencies like state parks, environmental protection, and forestry. They were unaware that some services were provided at all and who provided others. Some never mentioned the actual name of the agency at all.

With each group the following services were discussed:

- Taking care of fish and wildlife.
- Protecting the environment.
- Providing outdoor recreational activities.

Message Testing

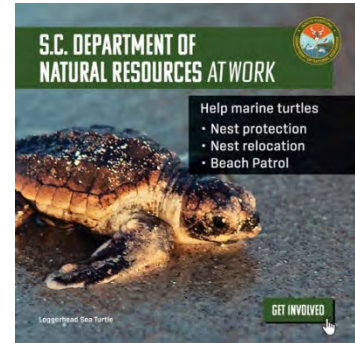
From there, the majority of the discussion centered around the thirteen state-specific messages. Participants provided the following feedback on the copy and images in the messages:

Images

- People should be participating in the activity, smiling, and happy.
- If there are no people, have a picture of the animal.
- Background should be selected so that the arrangement of the text, logo, and button design does not seem crowded.

Copy/Message

- Short copy with bulleted points that illustrates a story.
- Broadened reach by including a variation of outdoor activities, ecological impacts, or a greater variety in species impacted.
- Don't directly mention hunting or fishing; those who hunt and fish understand how it benefits them.



Terminology

Participants expressed frustration with copy that was difficult to understand. They asked the meaning of acronyms and scientific terms. They were confused by jargon and common words that have common meanings in conservation that aren't exactly what they mean to everyone else.

They had already told us to use as few words as possible and that they preferred bullets to complete sentences. Do anything possible to make your copy easy to read.

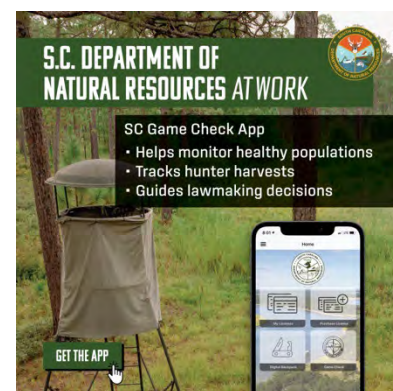
Here are some seemingly common words that tripped up participants:

- Access (when used alone as a noun).
- Stocking.
- Fingerling.
- Production (of a species).
- Upland.
- Birding.
- Wildlife viewing.
- Wildlife watching.

It wasn't that they could not comprehend what the copy said, but they had to think twice. To be safe keep copy at a fifth grade reading level.

Call-to-Action Button

- Anticipate what they want to learn and direct them to that as a payoff for engagement.
- Make it look like an obvious button – give it shape and depth. Adding a cursor that showcases clicking attracts additional attention and provides guidance on where to click. Try to avoid a general mouse cursor as people will confuse it with their mouse cursor in navigation; a pointing finger works better in this case.
- Tell the people what they will see if they click; provide the link and statement as a pathway to continue their journey on learning more about the story teased in the ad.
- “Learn more” is not engaging, nor does it tell them what is coming next.



Agency Awareness & Perception Revisited

After the participants had seen and discussed 13 messages about their state fish and wildlife agencies, we revisited awareness and its relevance to their lives.

Most participants indicated an increased level of awareness, understanding, and appreciation for their state agency after viewing the ads presented. Even if they did not find the agency fully relevant to their individual lives, participants recognized the importance of the work to their community and their state.

Survey

Methodology

The target population for the survey was all adult residents in the four pilot states, representing one state per AFWA region: California, Kansas, South Carolina, and Vermont. Qualtrics was contracted to facilitate the online survey by fielding to paid panels and managing quotas set to ensure adequate representation of gender, age class, race/ethnicity, and target community within the outdoor recreation space. Three target outdoor recreation communities were identified:

1. Those who participate in hunting or fishing, referred to as **Licensed Participants**,
2. Those who participate in outdoor activities, but have not hunted or fished within the past three years, referred to collectively as **Non-Licensed Participants**, and
3. Those who did not participate in outdoor activities, or **Non-Participants**.

The target number of respondents for each state was 500, and one target non-nested quota framework was also set for each state. Quota targets were developed using data from the U.S. Census as well as the 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation.

Table 2. Online panel quota framework.

Criteria	Target quota	Respondent group
Outdoor recreation engagement		
Licensed Participants	30%	30%
Non-Licensed Participants	60%	60%
Non-Participant	10%	10%
Gender		
Male	50%	53%
Female	50%	47%
Age		
18-34	30%	25%
35-54	30%	32%
55+	40%	43%

The survey started fielding on February 17, 2025, and concluded on April 7, 2025. Trap questions and other steps, including a careful review of the results, were taken in the fielding and data analysis phase to eliminate bots and otherwise suspect, inconsistent, and/or untruthful responses.

The survey was designed to expand on the findings from the focus groups regarding the preferred ad type within each theme. It was also structured to evaluate the preference for a narrowed message with a hunter/angler-related focus versus a broader message with a non-consumptive focus. See the ads within the survey design below and in [Appendix D: Ad Creative](#). Lastly, the effort gauged reported changes in familiarity with the agency before and after seeing the ads.

Results

Perception of State Agencies

In general, the public places high levels of importance on their state fish and wildlife agency and thinks the agency shares the same values. This means states can focus more on communicating the range of benefits they provide, rather than striving to increase baseline approval.

Figure 2. Value of STATE AGENCY to the State.

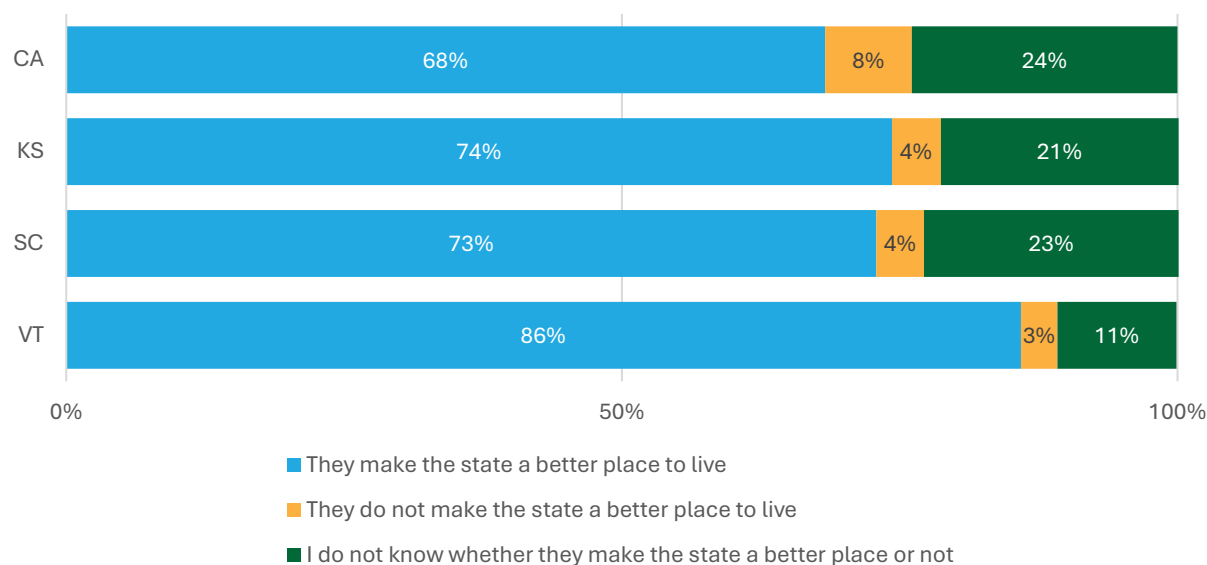
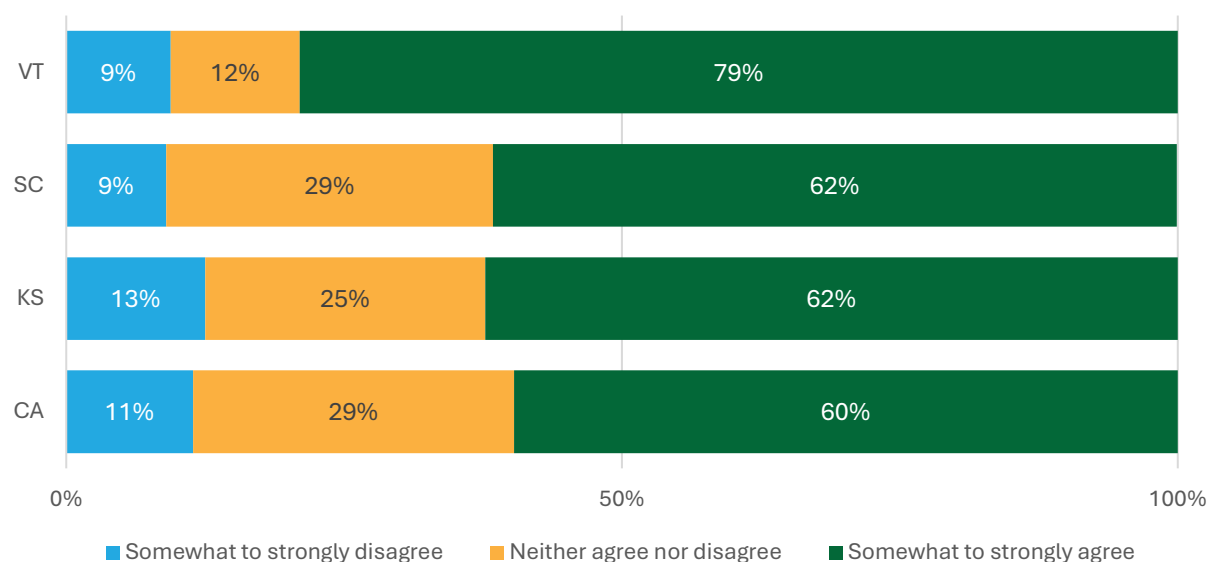


Figure 3. Belief STATE AGENCY shares the same values.



Ad Preferences Across States

Table 3 shows that the themes related to protection rate the highest in all test states, while Table 4 indicates the public trusts their agency to make good decisions regarding protection-related issues.

Table 3. Average importance rank of themes from highest (1) to lowest (4).

	CA	KS	SC	VT
Protecting fish and wildlife habitat (i.e., land and water resources)	1.8	2.01	1.93	2.08
Managing fish and wildlife	2.5	2.63	2.63	2.49
Enforcing hunting, fishing, boating, and wildlife regulations	2.8	2.73	2.63	2.67
Access to the outdoors (piers, boat ramps, trails, campsites, public lands)	2.9	2.64	2.81	2.77
N=	561	548	564	448

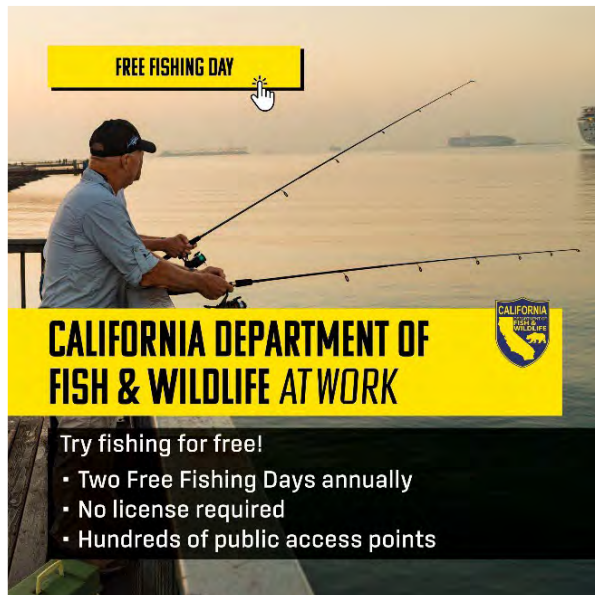
Table 4. Trust in STATE AGENCY to carry out tasks, scaled from ‘strongly agree’ (5) to ‘strongly disagree’ (1).

The STATE AGENCY can be trusted to make good decisions about:

	CA	KS	SC	VT
Protecting fish and wildlife habitat (i.e., land and water resources)	4.4	4.2	4.3	4.4
Protecting fish and wildlife populations	4.3	4.2	4.2	4.4
Enforcing hunting, fishing, boating, and wildlife regulations	4.3	4.2	4.3	4.4
Providing public access to the outdoors (piers, boat ramps, trails, campsites)	4.1	4.2	4.3	4.4

Survey respondents were exposed to ads within the theme most important to them and asked to rank their preference for the ads. Based on the SEAFWA study referenced earlier, the themes of greatest interest to the public are access, control/enforcement, habitat, and species. Each of these themes had three or four topical ad concepts developed (i.e., fishing, hunting, nonconsumptive, and/or clean air and water) and tested in both the focus groups and the survey. For example, California’s ads, which focused on the Habitat theme, were as follows. The full range of tested ads is shown in the Focus Group Guide in the Appendix.

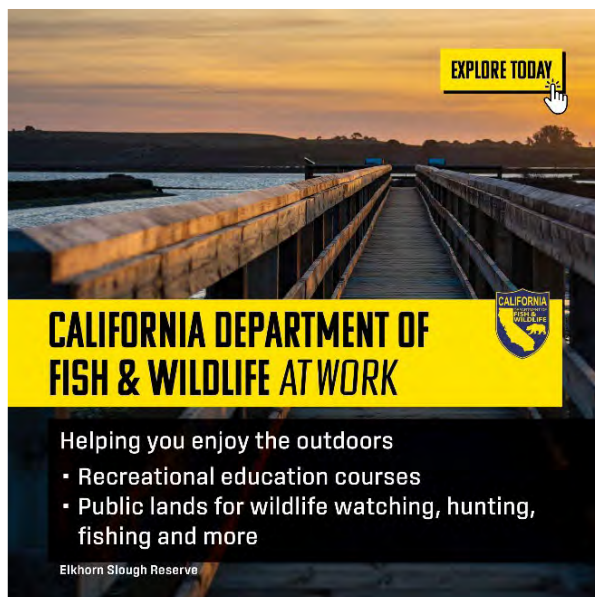
Figure 4. Example ads for California within the ‘Habitat’ theme.



Fishing



Hunting



Non-Consumptive



Clean Air and Water

Table 5. Preferred topical ad within each state based on percent who ranked it number one.

	CA	KS	SC	VT
ACCESS	Hunt	Fish	Fish	Fish
CONTROL	Fish	Nonconsumptive	Fish	Hunt
HABITAT	Clean Air/Water	Clean Air/Water	Hunt	Hunt
SPECIES	Fish	Hunt	Nonconsumptive	Fish

Table 5 indicates that, within the Access theme, for example, the ad oriented around hunting was preferred most by respondents in California, while the ads oriented around fishing received better ratings in the other test states. The most important takeaway is that no single topic is universally seen as more popular and effective, a point that could be further tested. More detailed information on the specific scores for all tested ads is available upon request.

Respondents were also asked to select their preference between ‘narrow’ and ‘broad’ ad text. Again, using California’s ads in the Habitat theme, a narrow ad is reflected on the left, and a broad ad is reflected on the right. Results indicate that across all participant types, broad ad messaging was preferred over narrow ad messaging (Figures 6-9). For communication efforts, this means that messaging doesn’t necessarily need to be tailored to specific audiences. Broad messages have broad appeal.

Figure 5. Example narrow versus broad ad.



Figure 6. Preference for Narrow vs. Broad: Access theme.

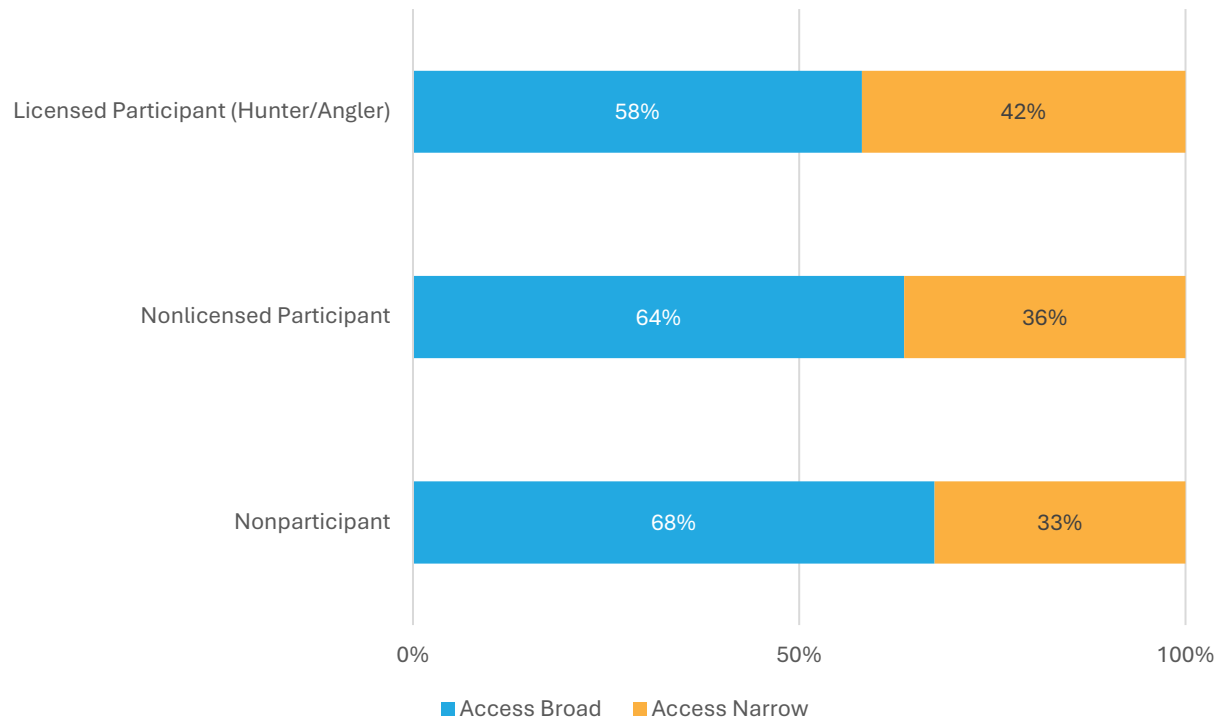


Figure 7. Preference for Narrow vs. Broad: Control theme.

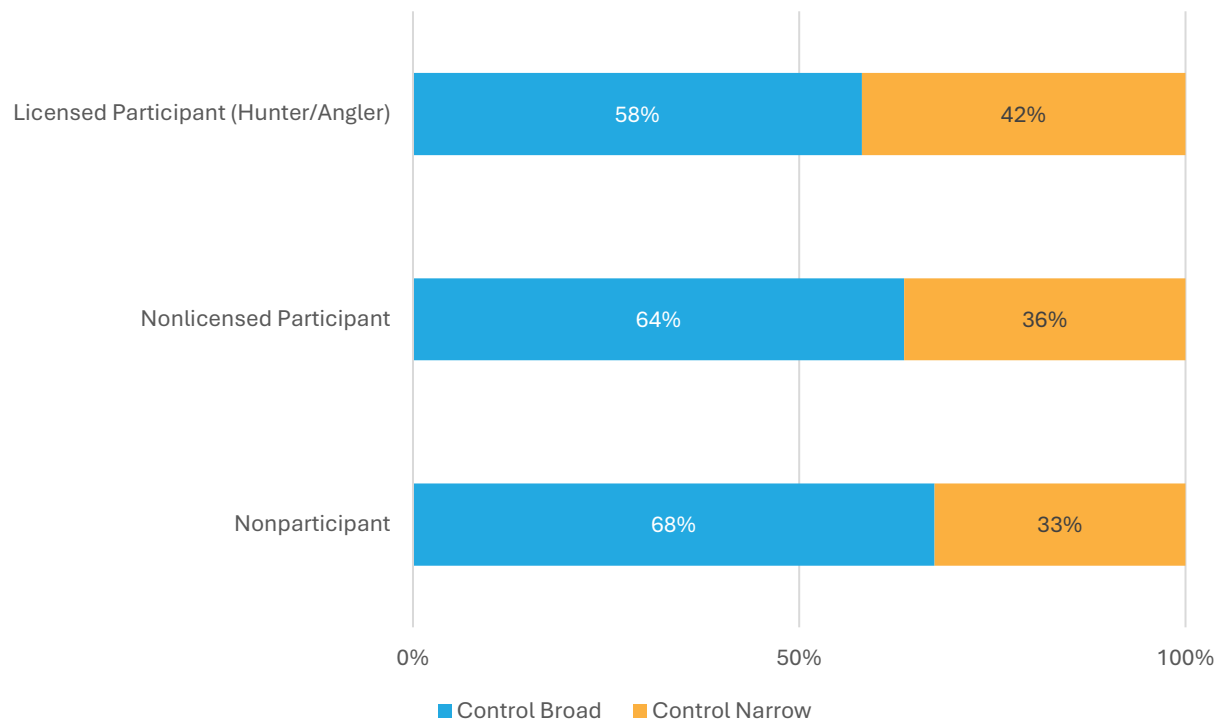


Figure 8. Preference for Narrow vs. Broad: Habitat theme.

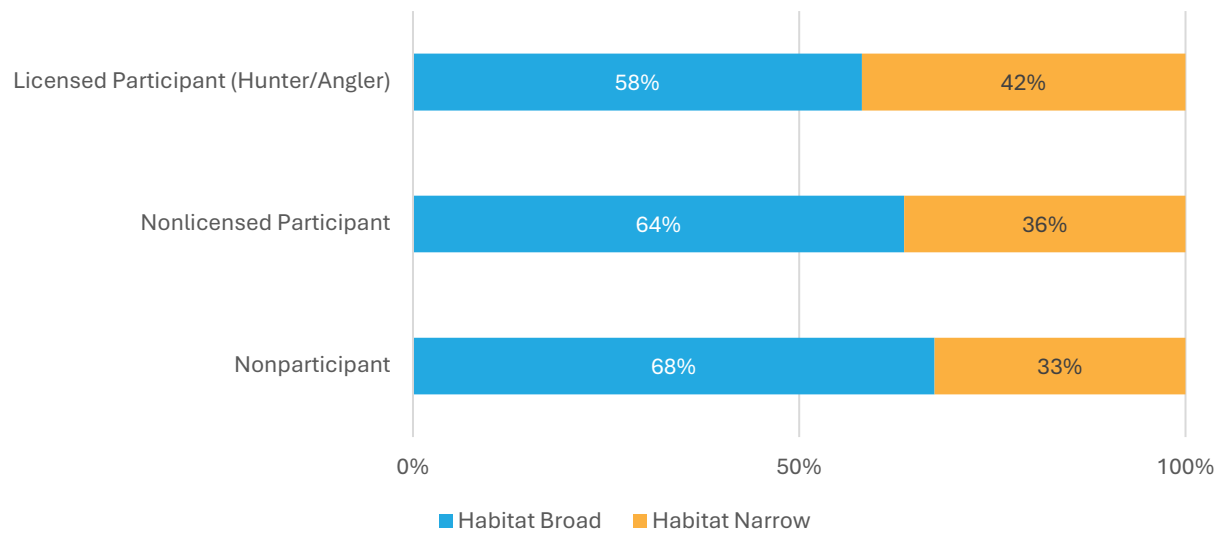
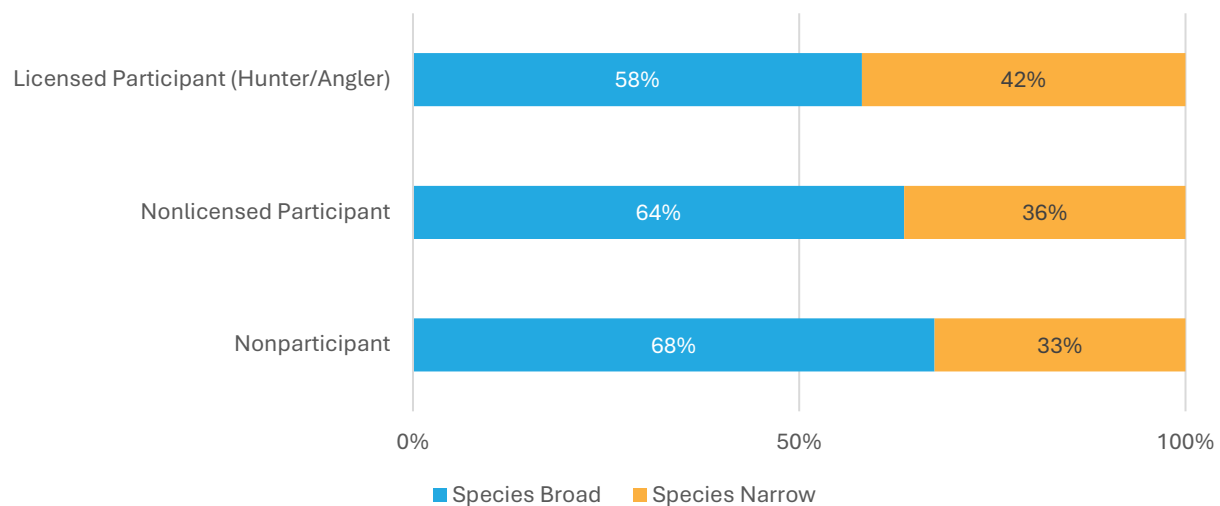


Figure 9. Preference for Narrow vs. Broad: Species theme.



Ad Preference Among Licensed Participants

Table 6 shows that anglers and hunters generally prefer ads that feature their activities, but also that hunters and anglers accept ads featuring other topics at the same rates as other participants. They do not exhibit any significant negative response to state fish and wildlife agency ads that highlight topics beyond hunting and fishing. Nonconsumptive ads can have broad reach, appealing to anglers and hunters. For specific topics, the non-consumptive ads had the largest proportion of anglers and hunters, and they ranked them as their preferred ads in the series.

Table 6. Preferred ad type among licensed participants.

Angler and hunter preferred ad type (percent ranking #1 choice)	Managing fish and wildlife populations	Access to the outdoors (piers, boat ramps, trails, campsites, public lands)	Protecting fish and wildlife habitat (i.e., land and water resources)	Enforcing hunting, fishing, boating, and wildlife regulations
CA				
Fishing related ad	53%	59%	29%	50%
Hunting related ad	30%	22%	16%	28%
Nonconsumptive ad	17%	19%	27%	22%
Clean air & water ad	N/A	N/A	28%	N/A
KS				
Fishing related ad	35%	67%	24%	19%
Hunting related ad	48%	13%	24%	43%
Nonconsumptive ad	17%	21%	13%	39%
Clean air & water ad	N/A	N/A	40%	N/A
SC				
Fishing related ad	36%	48%	21%	11%
Hunting related ad	28%	22%	38%	58%
Nonconsumptive ad	36%	30%	15%	31%
Clean air & water ad	N/A	N/A	27%	N/A
VT				
Fishing related ad	59%	46%	14%	41%
Hunting related ad	17%	23%	41%	33%
Nonconsumptive ad	24%	31%	18%	26%
Clean air & water ad	N/A	N/A	28%	N/A

Pre- vs. Post-Ad Exposure Evaluation

Efforts were made to test the ability of the ads to increase the public's familiarity with their state fish and wildlife agency and its importance. Such tests could be improved if they were conducted using more rigorous treatment and control group approaches, but the resources to do so within the context of these efforts were not available. Questions were asked in the survey both before and after exposure to the ads about the respondents' familiarity and perceived importance of their state agency. The results, shown in Figures 10 through 13, indicate increases in the percentage of survey participants responding favorably about their states after exposure to the campaigns. Interestingly, respondents feel that their state agency is more critical at broader scales. In other words, they reported that their state agency is more important to the state than their community or themselves.

Figure 10. Familiarity with STATE AGENCY pre- and post-ad exposure.

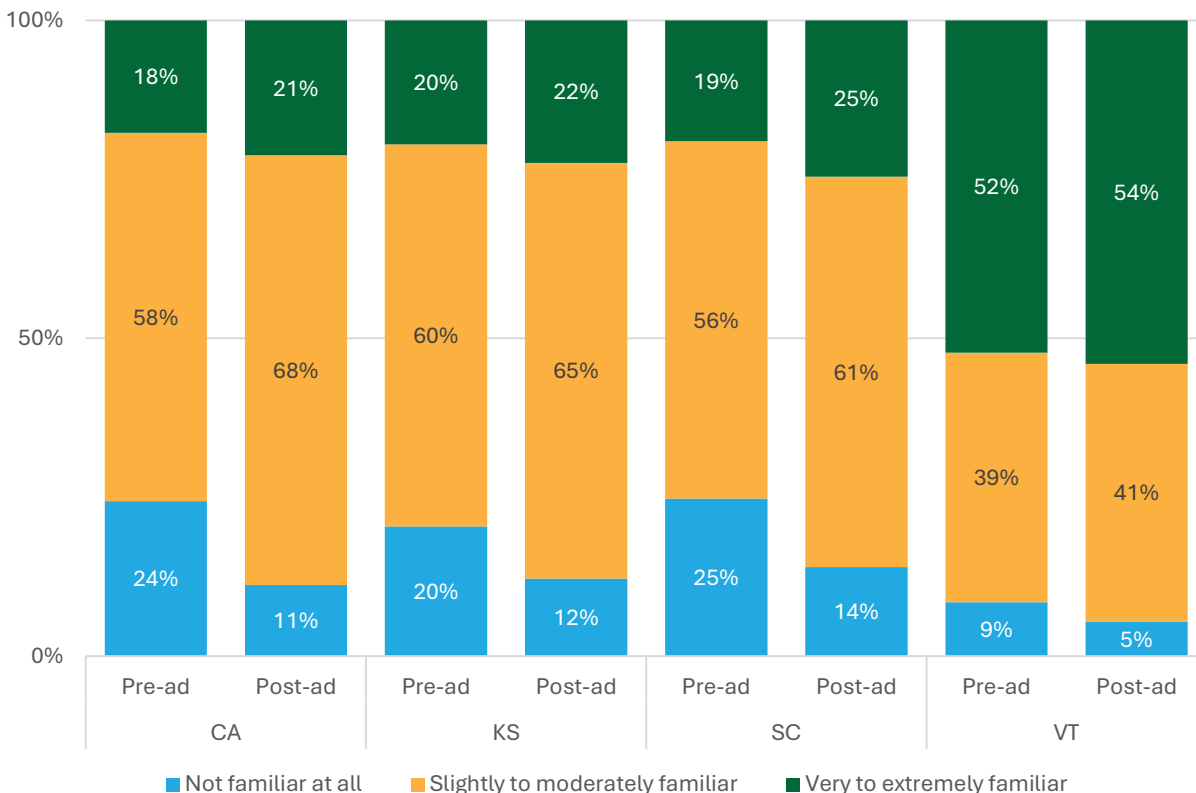


Figure 11. Importance of STATE AGENCY to respondent pre- and post-ad exposure.

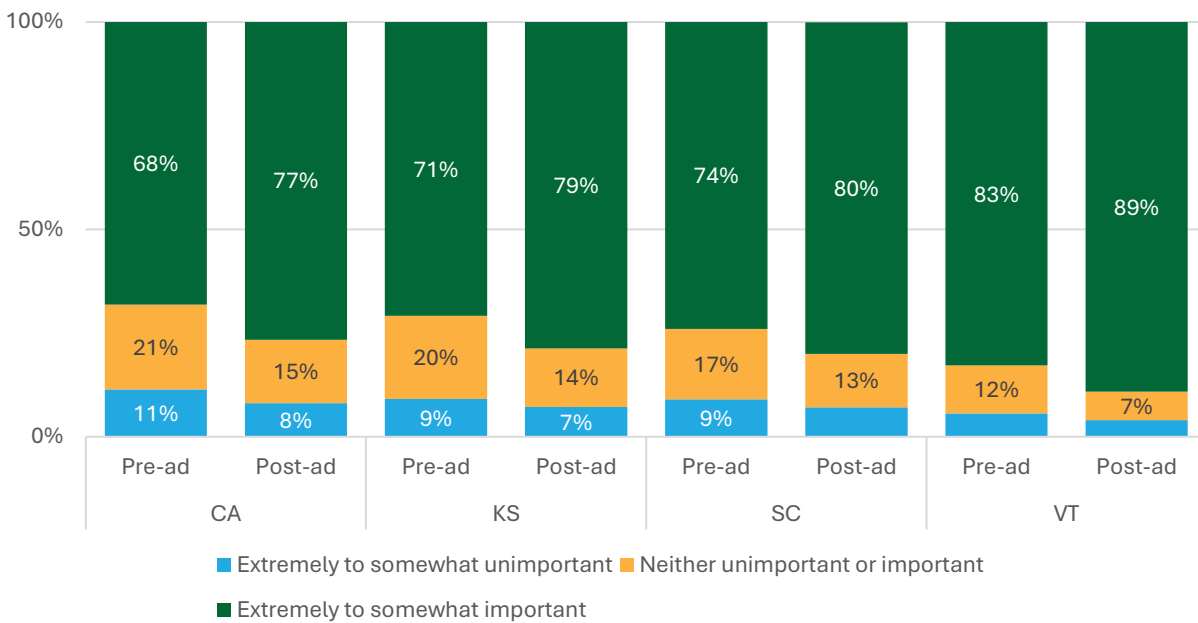


Figure 12. Importance of STATE AGENCY to respondent's community pre- and post-ad exposure.

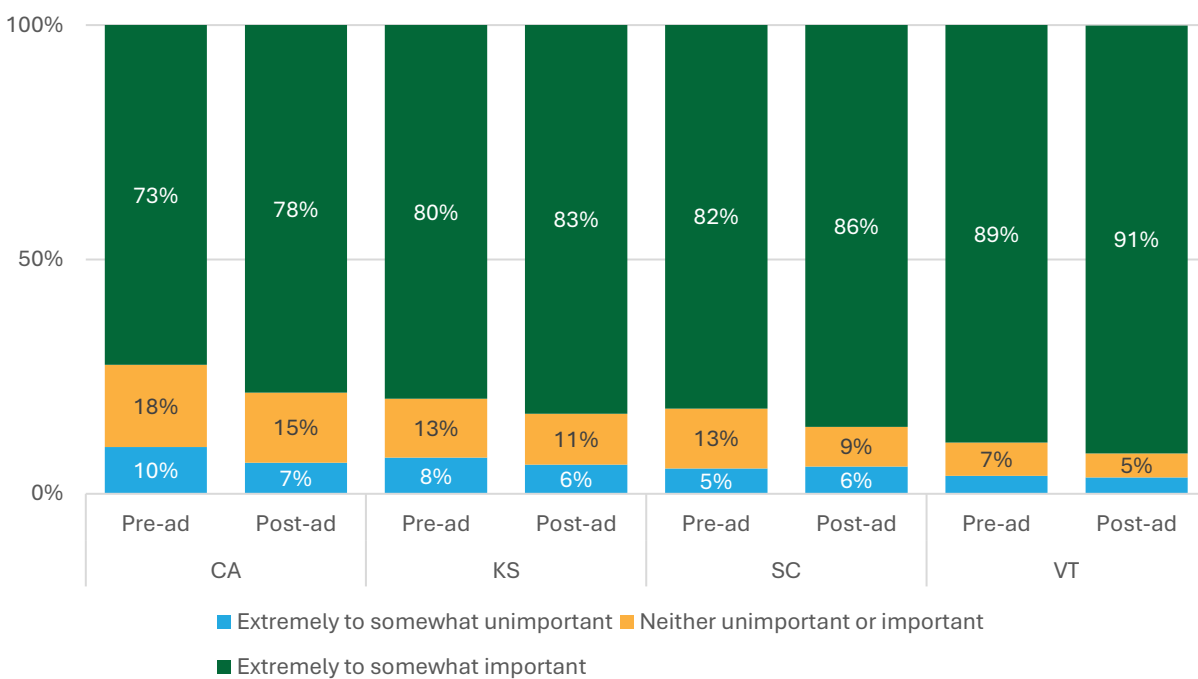
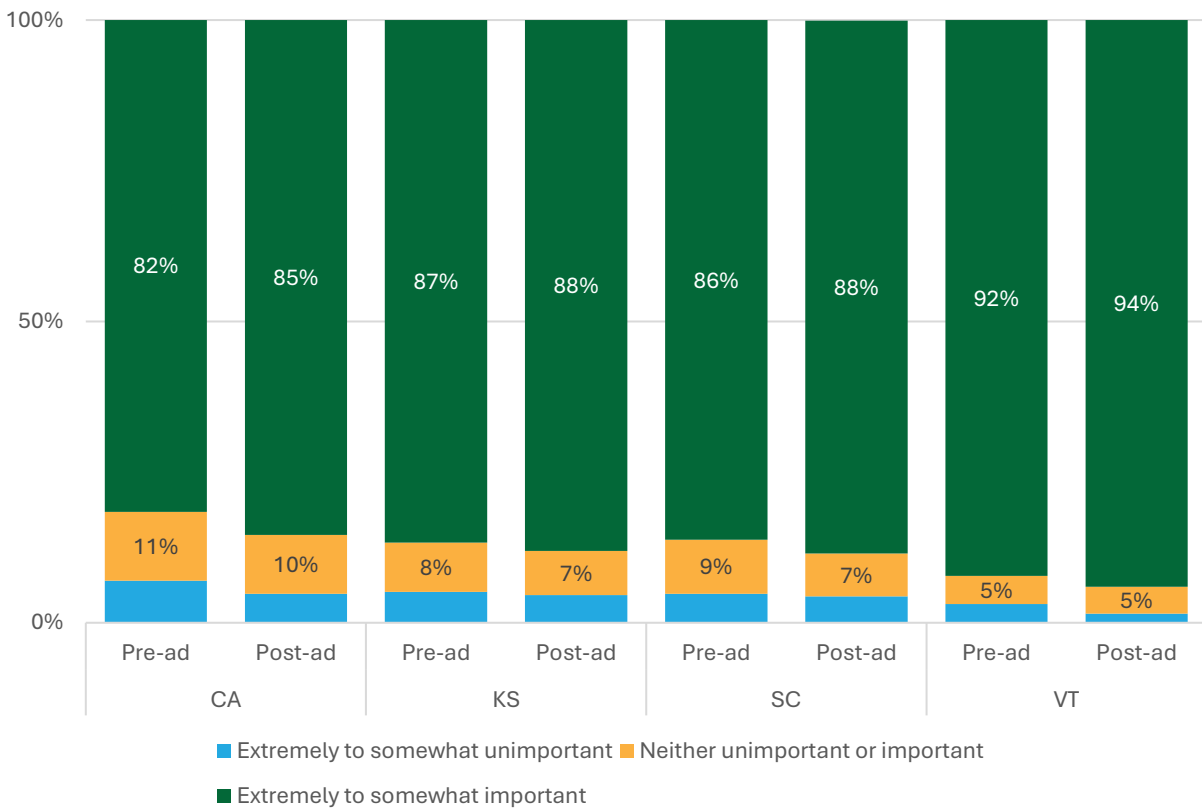


Figure 13. Importance of STATE AGENCY to respondent's state: pre- and post-ad exposure.



Future Communication Efforts

Respondents were asked which communication channels they would prefer to use to learn more about their state agency. The state agency's website, YouTube videos, and social media were among the most preferred channels.

Table 7. Preferred communication channels to learn more about state agency (choose up to five).

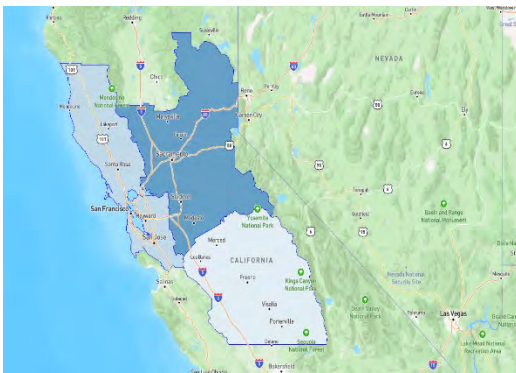
	CA	KS	SC	VT
State agency website	42%	33%	41%	29%
YouTube videos	38%	37%	35%	46%
Local television or cable not through streaming services	31%	25%	31%	25%
Articles in local newspapers	26%	21%	21%	20%
Mailed newsletters	26%	20%	20%	19%
Mailed magazine	22%	25%	23%	15%
Streaming services (such as ads on Netflix, Amazon, or Hulu)	20%	18%	21%	19%
Facebook	19%	33%	27%	35%
In-person or virtual open-house with agency staff	16%	18%	20%	17%
Online magazines or blogs	15%	12%	17%	25%
Instagram	14%	16%	17%	33%
Subscription to agency email communication	13%	12%	13%	13%
Podcasts	13%	10%	12%	15%
Agency Mobile App	8%	14%	12%	10%
Text messages	7%	9%	8%	15%
Radio shows	7%	10%	8%	11%
I do not really care about learning or hearing more	7%	8%	7%	4%
Twitter/X	6%	12%	7%	17%
Trade shows	6%	8%	7%	12%
Other - Please specify:	2%	2%	2%	2%
Total	N=561	N=548	N=564	N=448

Pilot Message Testing

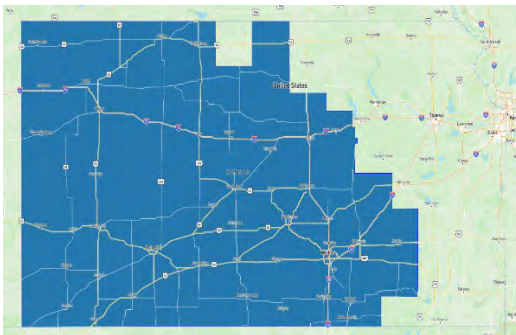
The ads were placed on Facebook and Instagram (Meta platforms) so that engagement (clicks, likes, shares, etc.) could be used as a surrogate for attitude change. Only social media platforms allow for such engagement. All messages were optimized for maximum engagement.

Ad distribution was limited to a small area in each state where the budget might be large enough to impact attitudes.

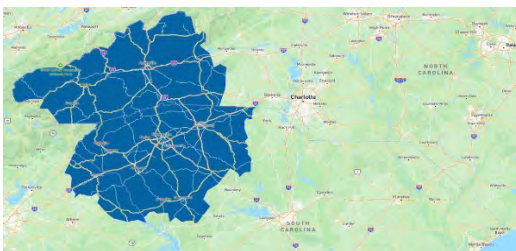
- **California:** Stanislaus County



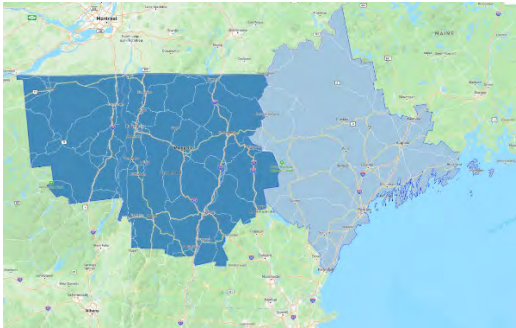
- **Kansas:** Sedgwick County, Reno County



- **South Carolina:** Anderson County, Spartanburg County



- **Vermont:** Chittenden County, Washington County, Lamoille County, Essex County, Caledonia County, Orleans County



Results

The campaign resulted in 100,251 clicks for a click-through rate of 1.49%. A click-through rate of .5 to 1.5% is considered very solid for NGO/Government awareness campaigns. In addition, the campaign generated 3,766 likes, shares, or comments.

Table 8. State by State Totals.

State	Impressions	Clicks	CTR	Page Likes	Post Shares	Total Post Comments	Spend
California	1,408,927	23,582	1.67%	132	802	225	\$14,999.26
Kansas	1,794,413	24,061	1.34%	99	597	149	\$14,999.00
South Carolina	1,880,329	35,376	1.88%	153	570	170	\$14,999.74
Vermont	1,645,464	17,232	1.05%	60	505	304	\$14,998.20
TOTAL	6,729,133	100,251	1.49%	444	2,474	848	\$59,996.20

- Ages 65 and up generated the highest click-through rates
 - Followed by the 18-24 then 55-64 age groups
- Females generated higher click-through rates
- Males were more likely to comment

Declining Click-Through Rates

Click-through rates declined as the ads continued to run. This is most likely due to oversaturation. Messages like these are the most likely to generate engagement when they are new to the viewer. A viewer is much more likely to click on or share a message the first or second time he or she sees it.

To test this theory we dropped the lowest performing half of the ads halfway through the campaign. You can see the results from the first half of the campaign for the top performing ads in Figure 16. Often such a cut will cause a spike in engagement, as only the higher performing ads remain. In this campaign that cut had almost no impact at all, suggesting that the ads had simply run their course with the viewers.

Figure 14. Click-through rate trends by state.

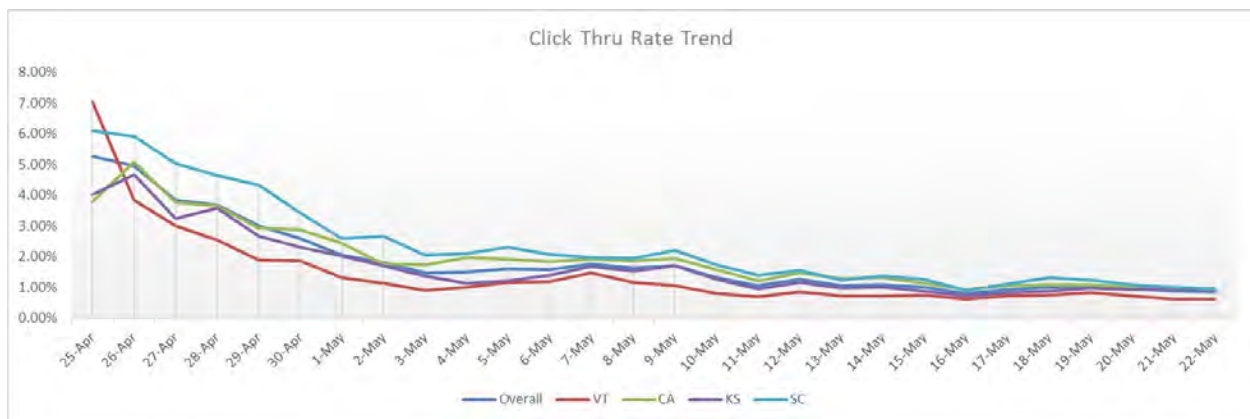


Figure 16. First half of the campaign – Results for Top Messages

	Ad	Impressions	Clicks	CTR	Likes	Shares	Comments	Total Engagement Rate
California	Control Hunting	23,680	951	4.02%	4	45	14	4.28%
	Clean Air/Water	10,467	368	3.52%	5	11	5	3.72%
	Species Noncons	7,713	245	3.18%	0	7	1	3.28%
	Control Fishing	12,802	382	2.98%	0	5	5	3.06%
	Access Fishing	271,444	7,620	2.81%	61	271	42	2.94%
	Habitat Noncons	6,029	159	2.64%	0	0	3	2.69%
	Control Noncons	38,573	973	2.52%	6	28	24	2.67%
Kansas	Control Noncons	28,733	1,036	3.61%	7	34	4	3.76%
	Access Noncons	34,789	1,196	3.44%	7	46	6	3.61%
	Control Hunting	91,845	2,846	3.10%	11	95	23	3.24%
	Species Hunting	12,638	349	2.76%	0	8	1	2.83%
	Species Fishing	98,409	2,050	2.08%	15	14	13	2.13%
	Habitat Noncons	35,933	632	1.76%	2	11	5	1.81%
	Clean Air/Water	24,027	417	1.74%	0	6	4	1.78%
South Carolina	Species Fishing	103,279	4,556	4.41%	22	28	13	4.47%
	Species Noncons	37,743	1,520	4.03%	8	52	2	4.19%
	Control Hunting	13,499	531	3.93%	0	9	7	4.05%
	Habitat Hunting	38,522	1,497	3.89%	9	24	18	4.02%
	Clean Air/Water	50	2	4.00%	0	0	0	4.00%
	Access Noncons	9,288	353	3.80%	0	4	3	3.88%
	Control Noncons	135,481	4,885	3.61%	26	113	16	3.72%
Vermont	Clean Air/Water	20,398	475	2.33%	0	15	5	2.43%
	Access Fishing	20,131	453	2.25%	5	16	3	2.37%
	Species Noncons	79,033	1,755	2.22%	8	66	22	2.34%
	Control Hunting	47,114	916	1.94%	2	26	46	2.10%
	Control Noncons	71,619	1,239	1.73%	3	31	33	1.82%
	Habitat Fishing	25,401	438	1.72%	0	11	6	1.79%
	Habitat Noncons	29,780	488	1.64%	0	20	16	1.76%

Three potential solutions to this issue include:

- 1) Running the ads fewer times for more people.
- 2) Stopping and starting the ads to make them “new” several times in a year.
- 3) Running only 1 ad at a time to give each ad a chance to be new, then disappear.

Facebook vs. Instagram

Both click-thru rate and the engagement rate were higher on Facebook than Instagram. However, Instagram users are younger and the visual nature of the platform is ideal for this campaign, so it still is an excellent investment, even with the lower engagement.

Platform	Impressions	Clicks	Click Thru Rates	Page Likes	Post Shares	Total Post Comment	Spend
Facebook	6,190,006	95,255	1.54%	444	2,100	761	\$44,039.52
Instagram	539,127	4,996	0.93%	0	374	87	\$15,956.68
TOTAL	6,729,133	10,025	1.49%	444	2474	848	\$59,996.2

Top Messages after first half of Pilot

Appendix A - Focus Group Recruitment

8 groups, 2/state, 9 participants/group for a total of 72 participants

Group 1 - DO participate in outdoor recreation BUT DO NOT hunt or fish

Group 2 – Do not participate in outdoor recreation

South Carolina

- Adults
- 50/50 male female
- 4 Caucasian
- 3 Black
- 2 Hispanic

Vermont

- Adults
- 50/50 male female
- 5 Caucasian
- 1 Black
- 2 Hispanic
- 1 Asian/Pacific Islander

California

- Adults
- 50/50 male female
- 3 Caucasian
- 1 Black
- 4 Hispanic
- 1 Asian/Pacific Islander

Kansas

- Adults
- 50/50 male female
- 5 Caucasian
- 2 Black
- 2 Hispanic

Appendix B - Focus Group Guide

Note: This is one of four guides as each was tailored for the specific state. The questions remain the same overall, but the agency name and images were changed with each group.

Warm Up:

To get to know everyone a little, can you each share your name and what you do for fun?

- 1) Does the government of Kansas take care of fish and wildlife?
 - a) What department does that sort of thing?
- 2) Does the government of Kansas protect the environment?
 - a) What department does that sort of thing?
- 3) Does the government of Kansas provide outdoor recreational activities?
 - a) What department does that sort of thing?
- 4) Do wildlife, environment and outdoor recreational activities matter to you, your family, or your lifestyle?
 - a) Please explain how it does or does not impact you?

Thanks everyone, now we would like to show you some messages about the issues we just discussed. We are going to show you a series of messages from the Kansas Department of Wildlife and Parks (DWP); we will do this one at a time and discuss each ad before moving on to the next message.



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



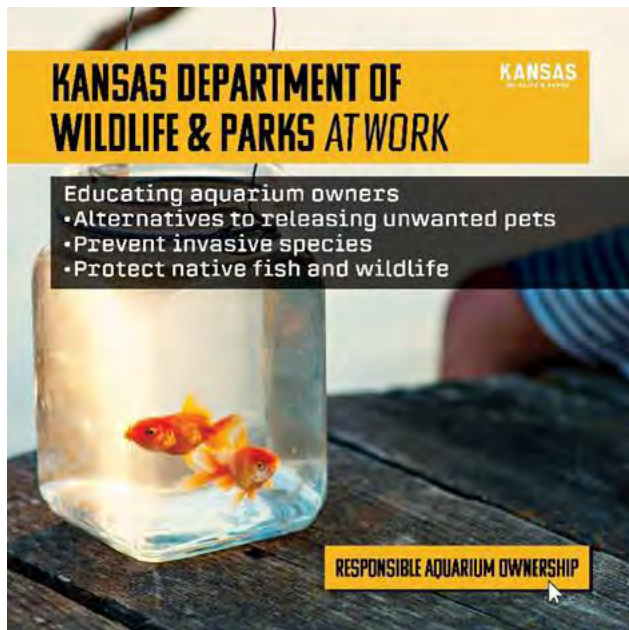
- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



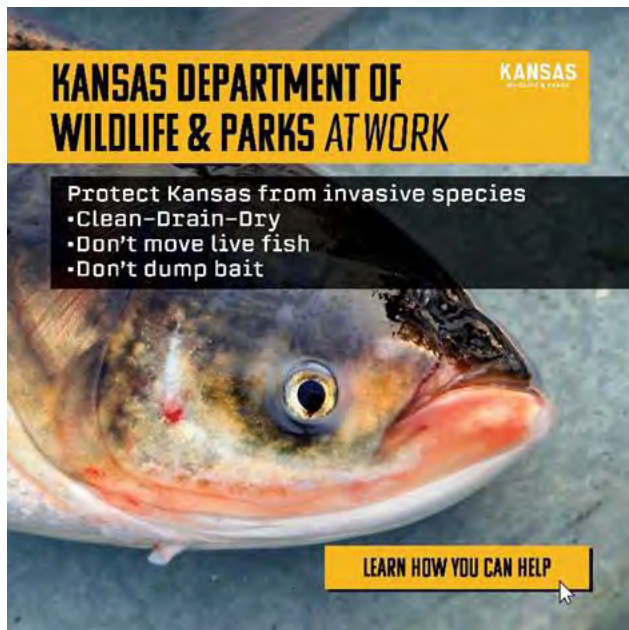
- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



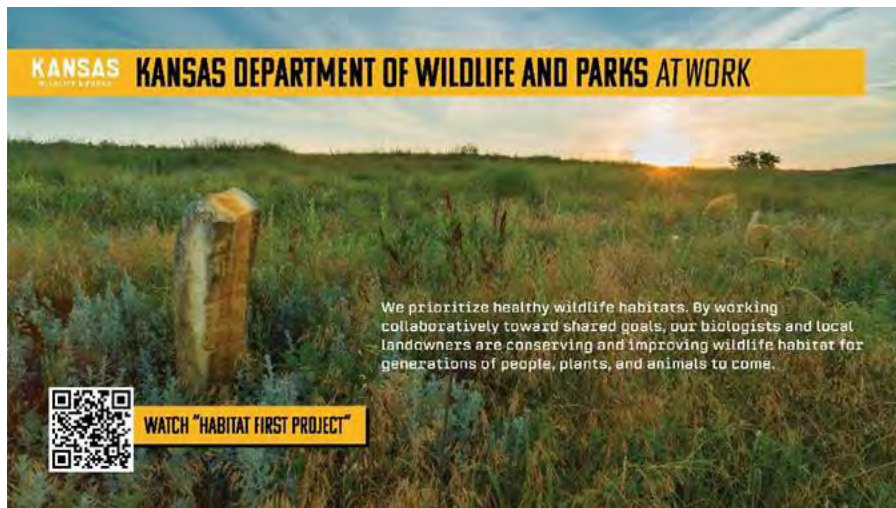
- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



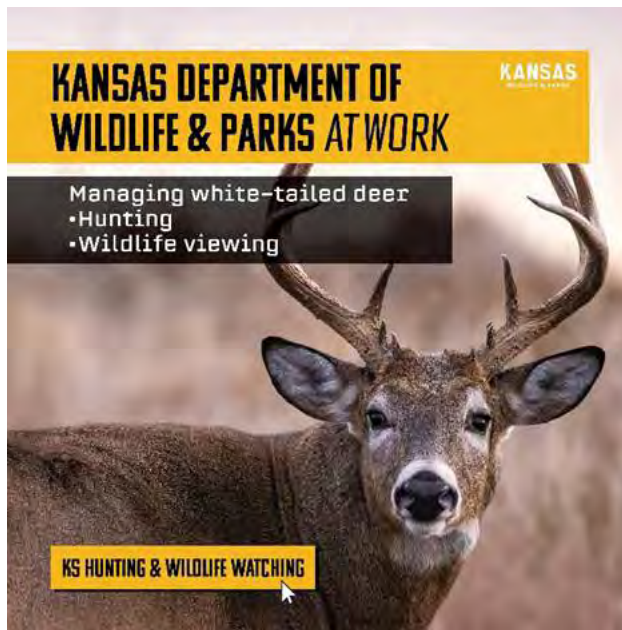
- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



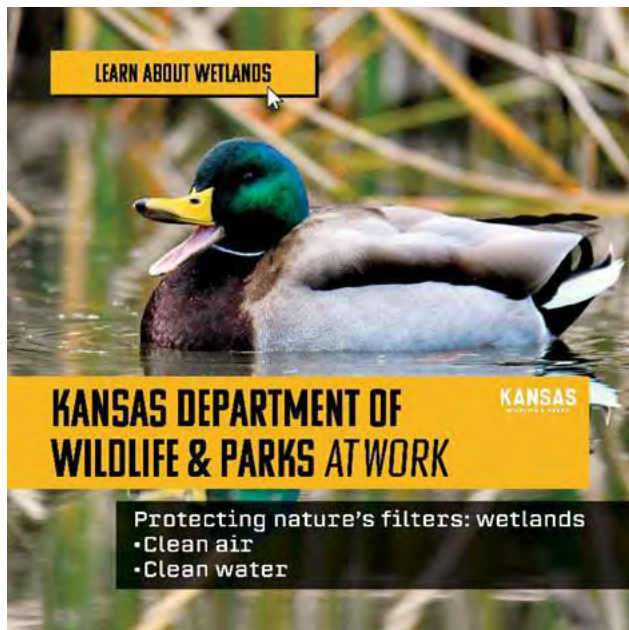
- 4) What would you change to make you click or share this ad more?



- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
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- 1) What does it say about the Kansas DWP?
- 2) How does the work in this message matter to you, your family, or your lifestyle?
- 3) Would you click on this ad or share it?
 - a) What would you expect to see if you clicked on this ad?
 - b) What about an image with more information like this?



- 4) What would you change to make you click or share this ad more?

Now that you've seen these messages, I'd like to ask you a few questions from the beginning of our discussion again and see if your answers have changed.

At Work



**Name
Only**



- 1) What are your thoughts on having the words “At Work” in the headline?
 - a) Does it help you to understand the message?
 - b) Would the message communicate just as much without it?
- 2) Based on these messages do you feel the Kansas DWP:
 - a) Takes care of wildlife?
 - b) Protects the environment?

- c) Provides outdoor recreational activities?
 - i) Now that you know that, does the work of the Kansas DWP matter to you?
 - (1) Why?
- 3) Please share any other ideas that would help you understand the work of the Kansas DWP.

Thank you very much for your time this evening.

Appendix C - Survey Copy

1. What is your age?
 - Younger than 18 years old
 - 18-34 years old
 - 35-54 years old
 - 55 years old or older
2. In which state do you currently reside? [Option for all 50 states, will filter out anyone not from Kansas, Vermont, California, South Carolina]
3. What is your sex?
 - Male
 - Female
 - Prefer not to answer
4. Are you of Spanish/Hispanic origin?
 - No, not Spanish/Hispanic
 - Yes
 - Prefer not to answer
5. What is your race? Please check all that apply.
 - White or Caucasian
 - Black or African American
 - American Indian or Native Alaskan
 - Asian
 - Native Hawaiian or Pacific Islander
 - Other
 - Prefer not to answer
6. Which of the following recreational outdoor activities have you pursued within the past 3 years (2022-2024) within your state of residence? Please check all that apply. Do not select an activity if you only do so as part of your profession.

- Biking (road, trail, mountain)
- Camping (backpacking, car, etc.)
- Snow sports (skiing, snowboarding, snowshoeing, snowmobiling)
- Non-motorized boating (kayak, canoe, sailboat, paddleboard)
- Motorized boating (including jet skiing, water skiing/tubing, etc.)
- Hunting or trapping
- Fishing/angling
- Hiking, rock climbing, or bouldering
- Horseback riding
- Recreational target shooting (either bow or gun)
- Wildlife viewing (bird/wildlife watching, photography)
- Swimming, SCUBA, snorkeling
- Gardening
- Foraging (berries, mushrooms)
- Running, walking, jogging
- Off-roading (OHV/ATV, overlanding, moto-cross)
- Racket, Ball, or Disc sports (tennis, soccer, softball, golf, disc golf)
- Other (please specify): _____
- I did not participate in any of these activities

7. *Knowledge check for ANGLERS: What does "tackle" refer to in fishing?*

- **The equipment and gear used to fish**
- To hold the line in place
- The weather report for a fishing trip
- To attract fish with sound
- To control the resistance when a fish pulls on the line
- None of the above

8. *Knowledge check for HUNTERS: Which of the following is most appropriate for hunting upland game birds?*

- **Shotgun**
- Bolt action rifle
- Semi-auto rifle
- Revolver
- AR style rifle

- Semi-auto pistol
 - Muzzleloader
9. Tell us in one word what you enjoy about living in [STATE]
10. How familiar would you say you are with your state's fish and wildlife conservation agency, [AGENCY]?
- Not familiar at all
 - Slightly familiar
 - Moderately familiar
 - Very familiar
 - Extremely familiar
11. Please check which statement best describes [AGENCY].
- They make the state a better place to live
 - They do not make the state a better place to live
 - I do not know what they do
12. Rate your agreement with the following statement:
I believe [AGENCY] shares the same values as I do.
- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
13. How unimportant or important do you believe [AGENCY] is to...
- | | | |
|---------------------------------|--|----------------------------|
| Extremely
unimportant
(1) | Neither
unimportant
nor important
(3) | Extremely
important (5) |
| 1 | | 5 |

You ()	
Your community ()	
Your state ()	

14. Which of the following work done by [AGENCY] is important or supports activities important to you? Please select up to five.

- Managing public lands for outdoor recreation
- Recruiting new hunters, anglers, and outdoor enthusiasts
- Providing “How To” education on outdoor recreation (such as, how to hunt, fish, camp, or paddle)
- Providing public access to the outdoors (piers, boat ramps, trails, campsites)
- Controlling pollution
- Enforcing hunting, fishing, and boating regulations
- Protecting the environment
- Protecting fish and wildlife habitat (i.e., land and water resources)
- Protecting fish and wildlife populations
- Managing nuisance/urban wildlife
- Providing technical guidance to citizens including private lands management
- None of the above

15. You noted these activities are important. Please indicate how much you agree or disagree with the following statements. Please select one answer for each.:

[AGENCY] can be trusted to make good decisions when deciding on....

- *{Piped responses from ABOVE}*

	Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree	NA
--	-------------------	-------------------	---------	----------------	----------------	----

PIPED 1						
PIPED 2						

16. Please don't select any of the following. Click the arrow to advance.

- Hiking
- Walking
- Playing sports
- Biking
- Jogging

17. Please rank the following issues in order of importance to you, from highest (1) to lowest (4).

- a. Protecting fish and wildlife populations
- b. Access to the outdoors (piers, boat ramps, trails, campsites, public lands)
- c. Protecting fish and wildlife habitat (i.e., land and water resources) *[includes the Clean Air/Water ad]*
- d. Enforcing hunting, fishing, and boating regulations

18. Please rank the following ads in order of which one you would be most likely to click to learn more, from highest (1) to lowest (3). Click and drag each item.
(Show 3 ads from top rated theme in Q17)

19. You indicated this was your preferred ad. Please tell us why: (top ranked ad from Q18)

You will be reviewing sets of ads in the next series of questions. The ads are almost identical except for the messaging provided in the informational text. You will be asked to select the ad you would be more likely to click to learn more after having the opportunity to review the information in each.

20. 28. *Narrow vs. broad messaging ad testing (evaluate if there is a strong preference and why) (4 ad pairs, example of one below)*

20. Please select the ad you would be more likely to click to learn more based on the information provided in the body of the ad.






21. Please tell us why you prefer the ad you selected:
(optional/requested)

After seeing the ads, please share your thoughts again on the following questions.

29. How familiar would you say you are with your state's fish and wildlife conservation agency, [AGENCY]?

- Not familiar at all
- Slightly familiar
- Moderately familiar
- Very familiar
- Extremely familiar

30. How unimportant or important do you believe [AGENCY] is to...

	Extremely unimportant (1)	Neither unimportant nor important (3)	Extremely important (5)
	1		5
You ()			
Your community ()			
Your state ()			

31. Which of the following ways would you like to learn more about the [AGENCY]?
(Select up to 5 choices)

- Mailed newsletters
- Online magazines or blogs
- Mailed magazine
- State agency website
- Facebook
- Twitter/X
- Local television or cable not through streaming services
- Instagram
- YouTube videos
- Radio shows
- Streaming services (such as Netflix, Amazon, or Hulu)
- In-person or virtual open-house with agency staff
- Podcasts
- Agency Mobile App
- Articles in local newspapers
- Subscription to agency email communication
- Text messages
- Trade shows
- Other
- I do not really care about learning or hearing more

32. In what year were you born? _____

Appendix D - Ad Creative

CALIFORNIA

Access Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Access Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT

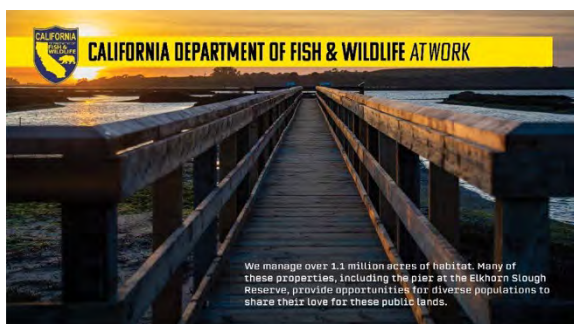


Access Non-Consumptive

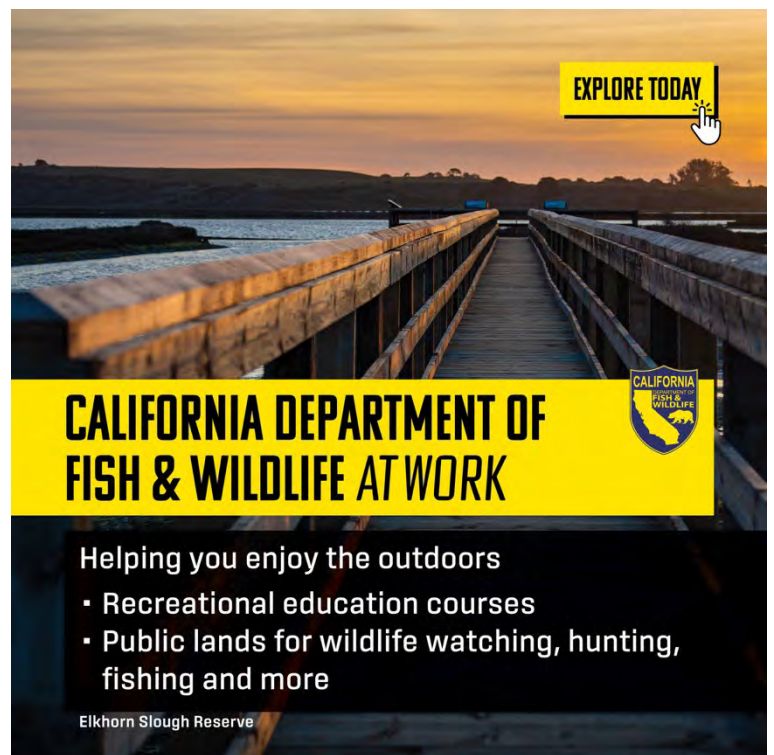
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Original Large Print



FINAL ADVERTISEMENT



Control Fishing

Original Social Media



Original Large Print

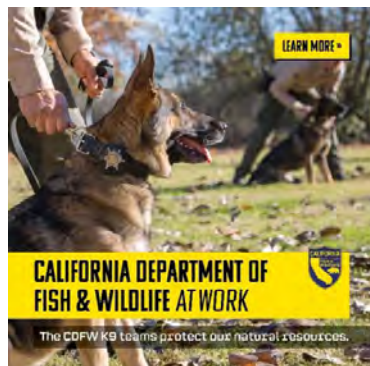


FINAL ADVERTISEMENT



Control Hunting

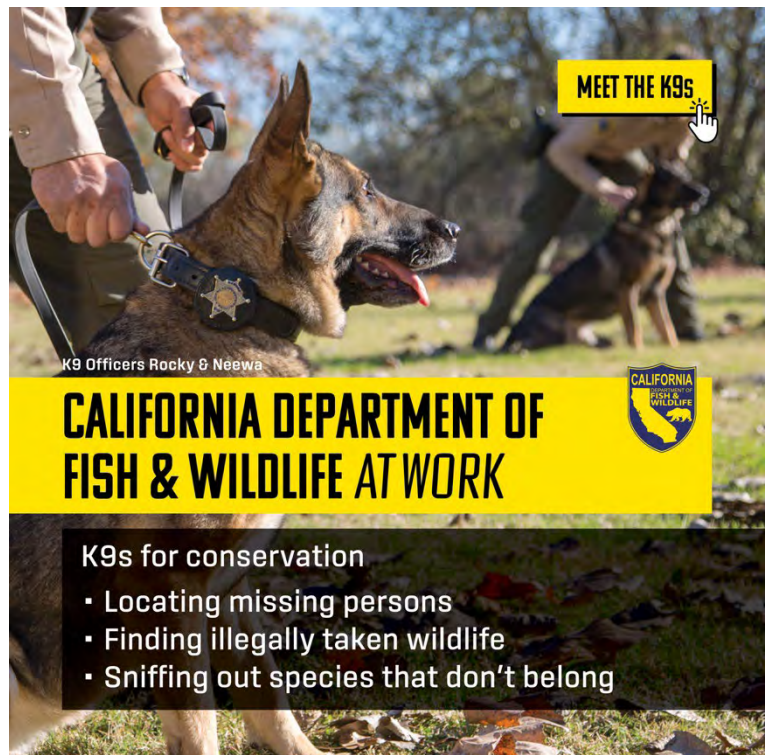
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Original Large Print



FINAL ADVERTISEMENT



Control Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Habitat Fishing

Original Social Media



Original Large Print

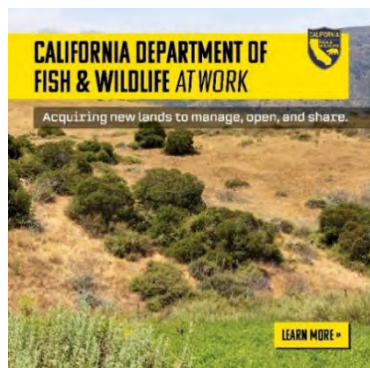


FINAL ADVERTISEMENT



Habitat Hunting

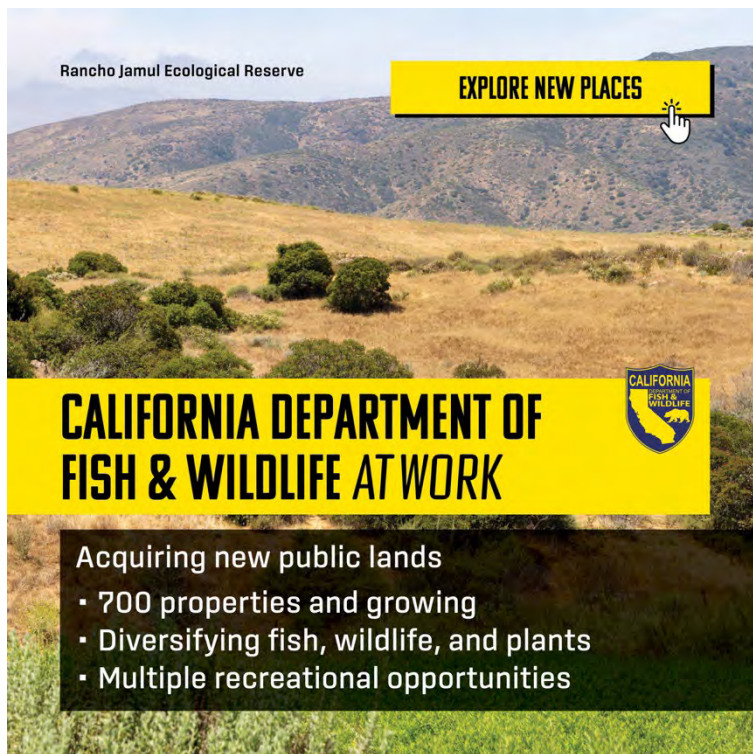
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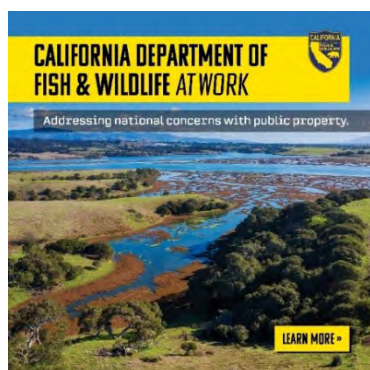


FINAL ADVERTISEMENT



Habitat Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Species Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Species Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Species Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Clean Air/Clean Water

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



KANSAS

Access Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Access Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Access Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Control Fishing

Original Social Media



Original Large Print

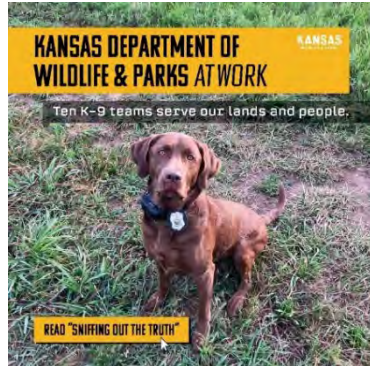


FINAL ADVERTISEMENT

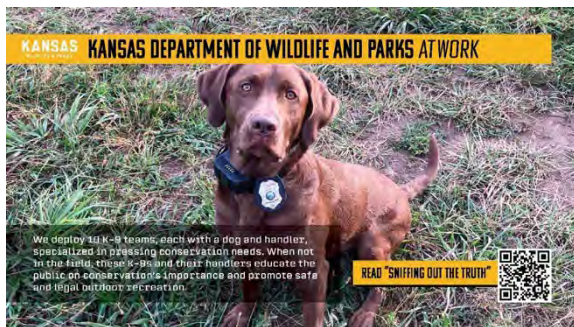


Control Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Control Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Habitat Fishing

Original Social Media



Original Large Print

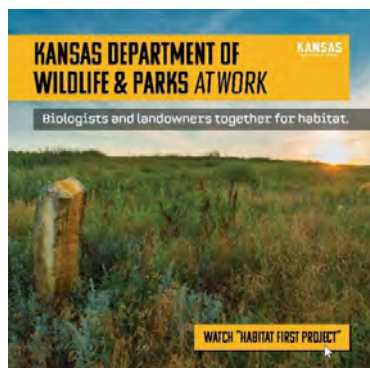


FINAL ADVERTISEMENT



Habitat Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Habitat Non-Consumptive

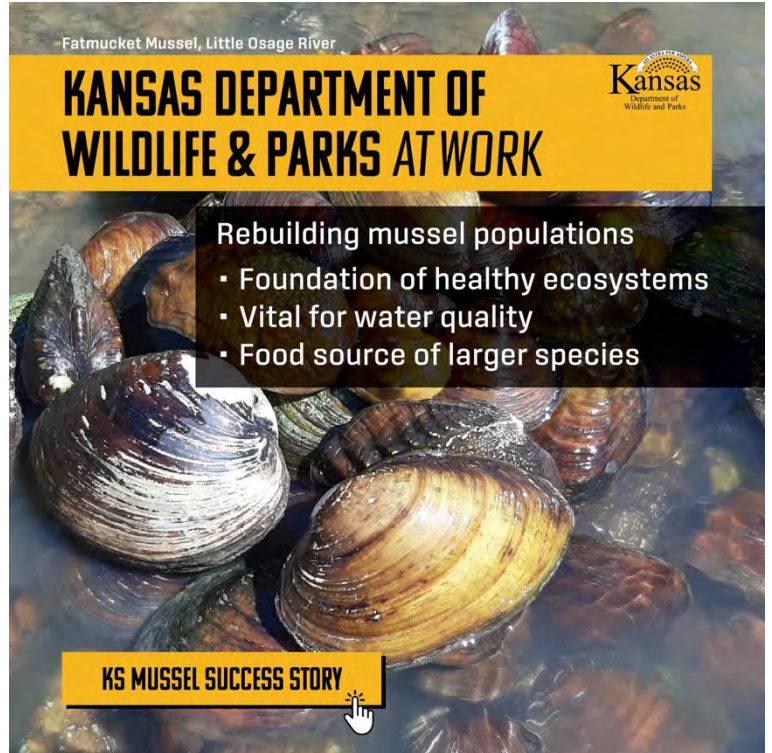
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Original Large Print

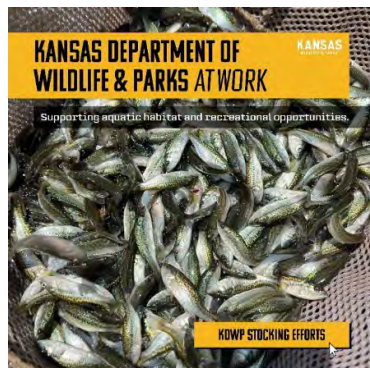


FINAL ADVERTISEMENT



Species Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT

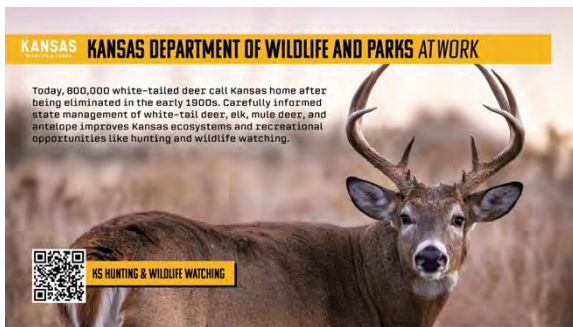


Species Hunting

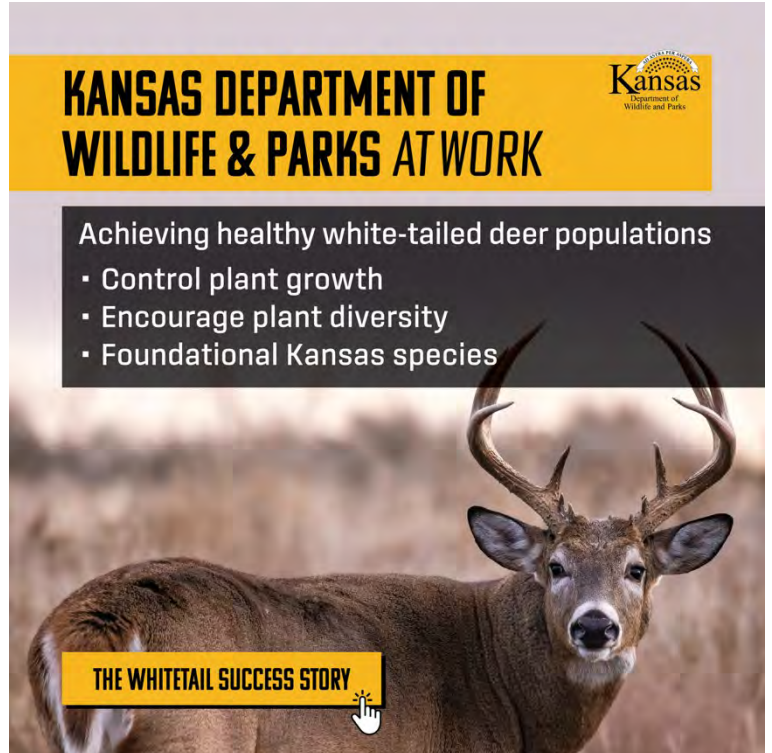
Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Species Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Clean Air/Clean Water

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



SOUTH CAROLINA

Access Fishing

Original Social Media



Original Large Print

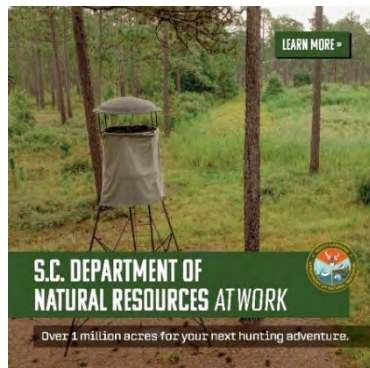


FINAL ADVERTISEMENT



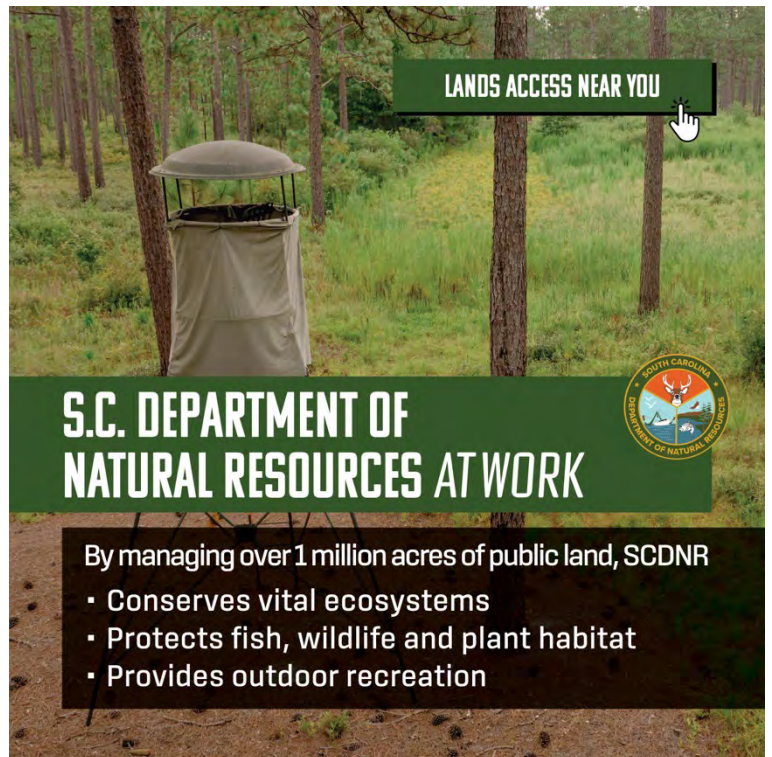
Access Hunting 1

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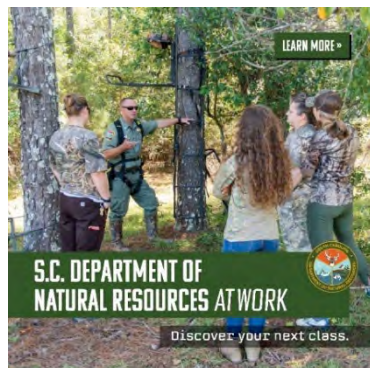
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FINAL ADVERTISEMENT



Access Hunting 2

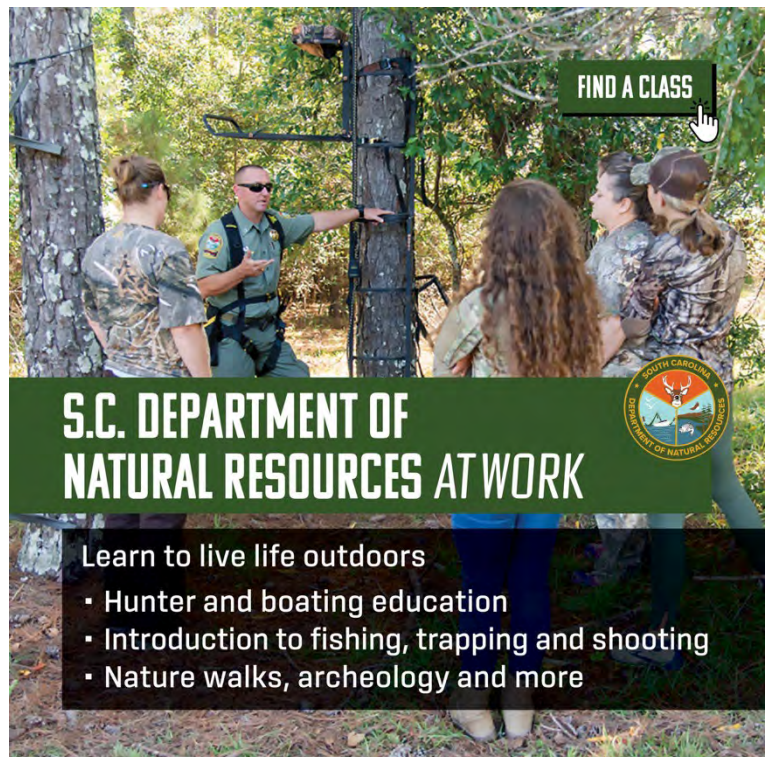
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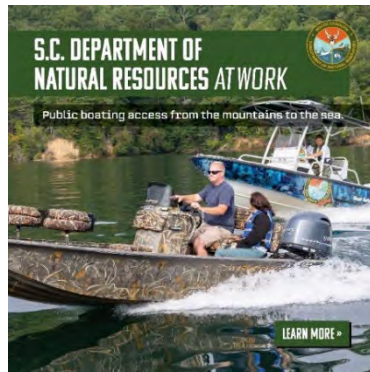
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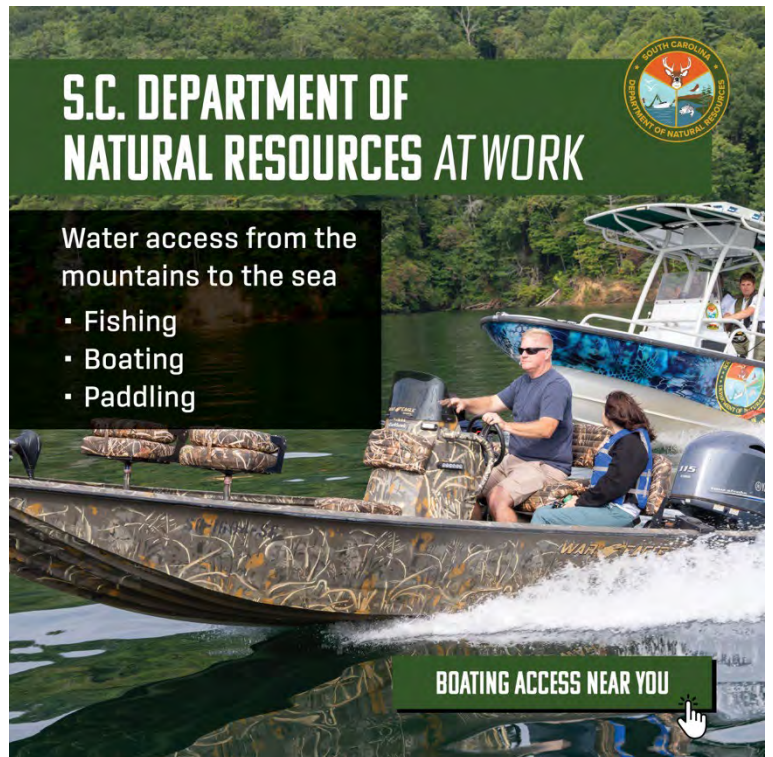
Access Non-Consumptive

Original Social Media

FINAL ADVERTISEMENT

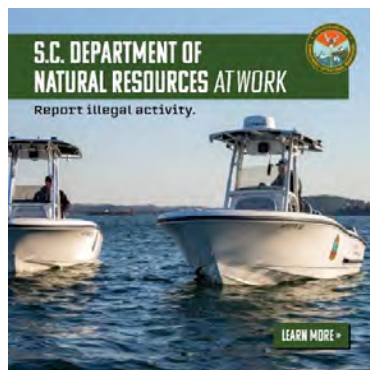


Original Large Print



Control Fishing

Original Social Media



Original Large Print



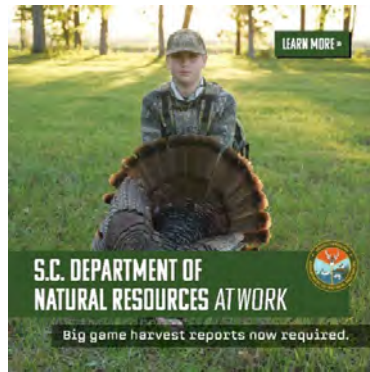
FINAL ADVERTISEMENT



Control Hunting

Original Social Media

FINAL ADVERTISEMENT



Original Large Print

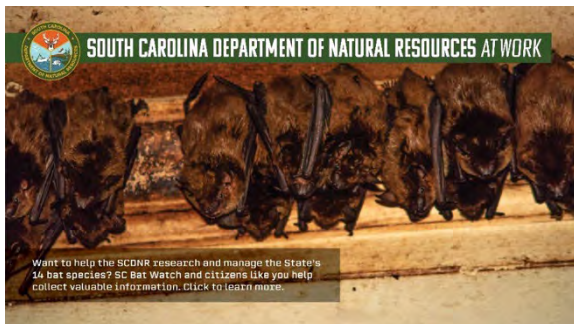


Control Non-Consumptive

Original Social Media



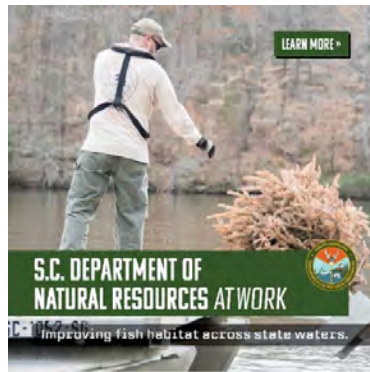
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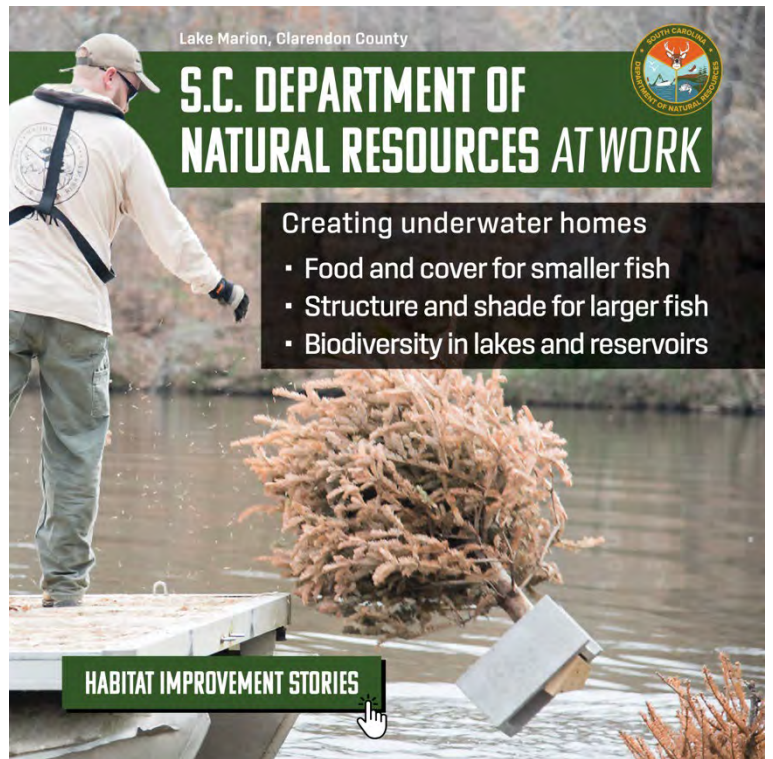
Habitat Fishing

Original Social Media

FINAL ADVERTISEMENT

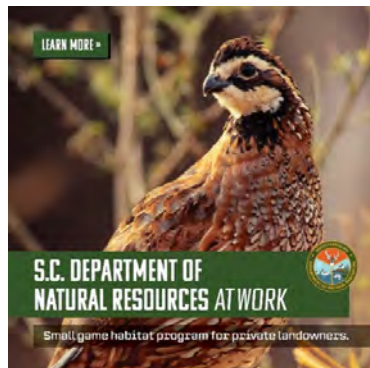


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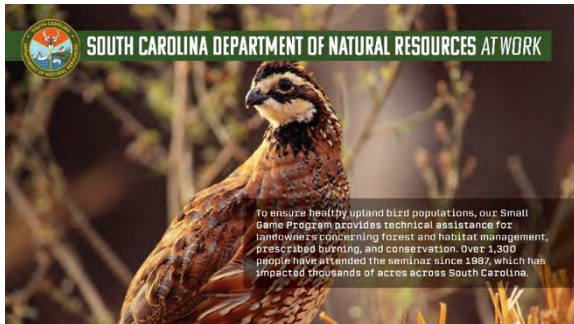


Habitat Hunting

Original Social Media



Original Large Print



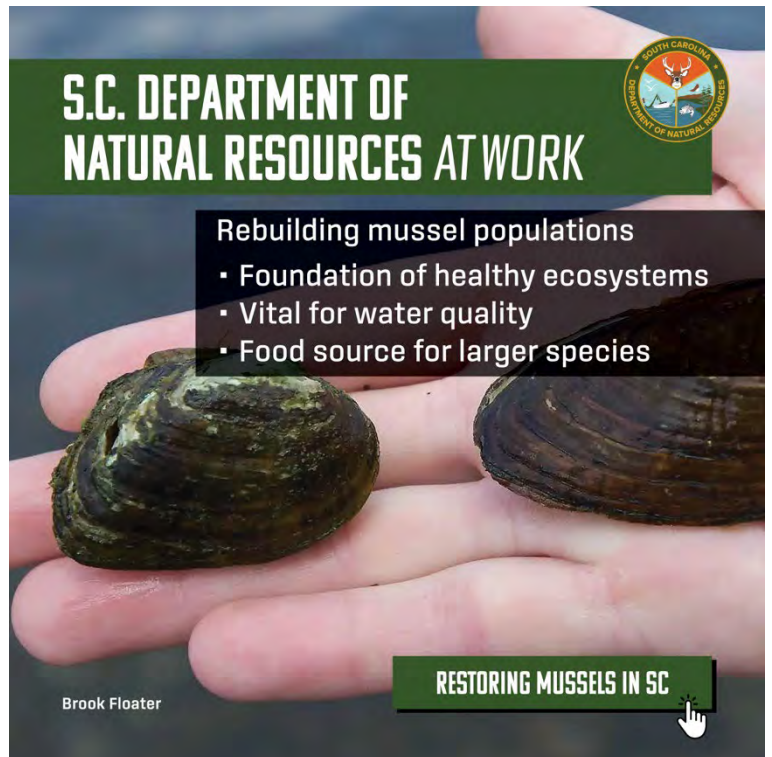
Habitat Non-Consumptive

Original Social Media

FINAL ADVERTISEMENT

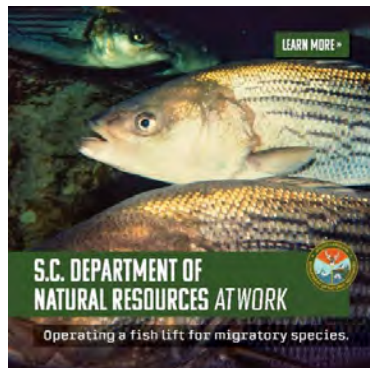


Original Large Print



Species Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



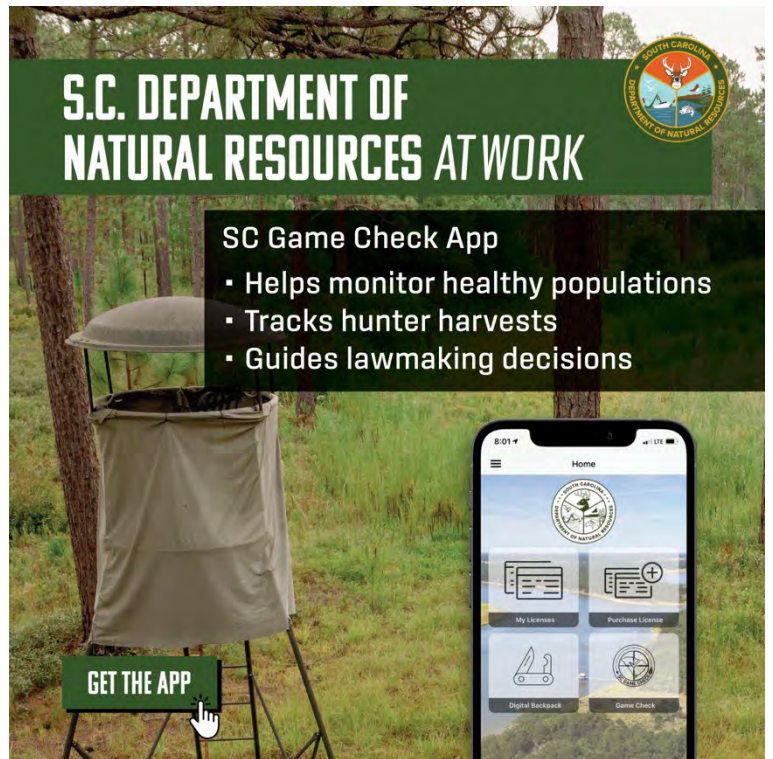
Species Hunting

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



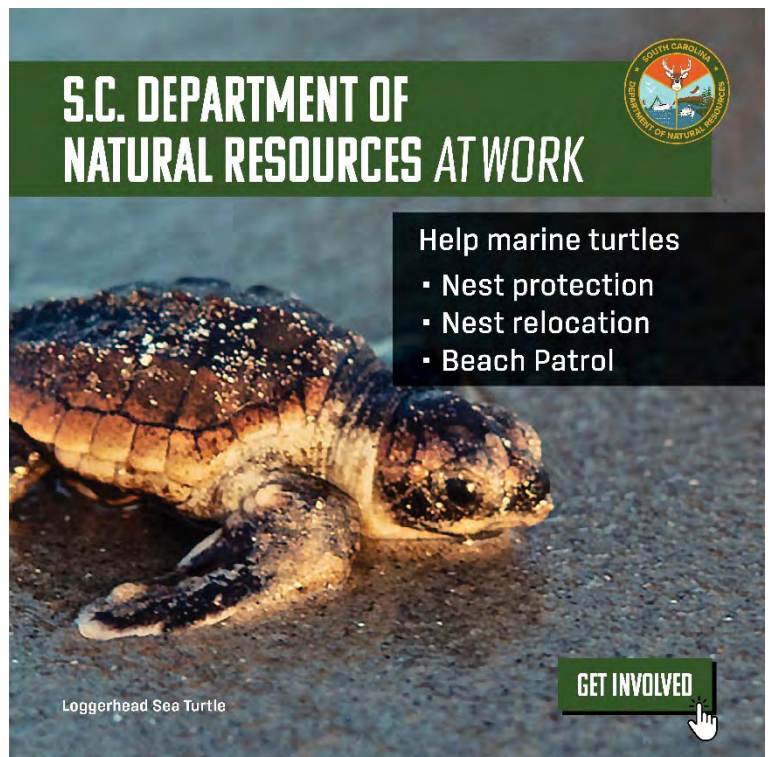
Species Non-Consumptive

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



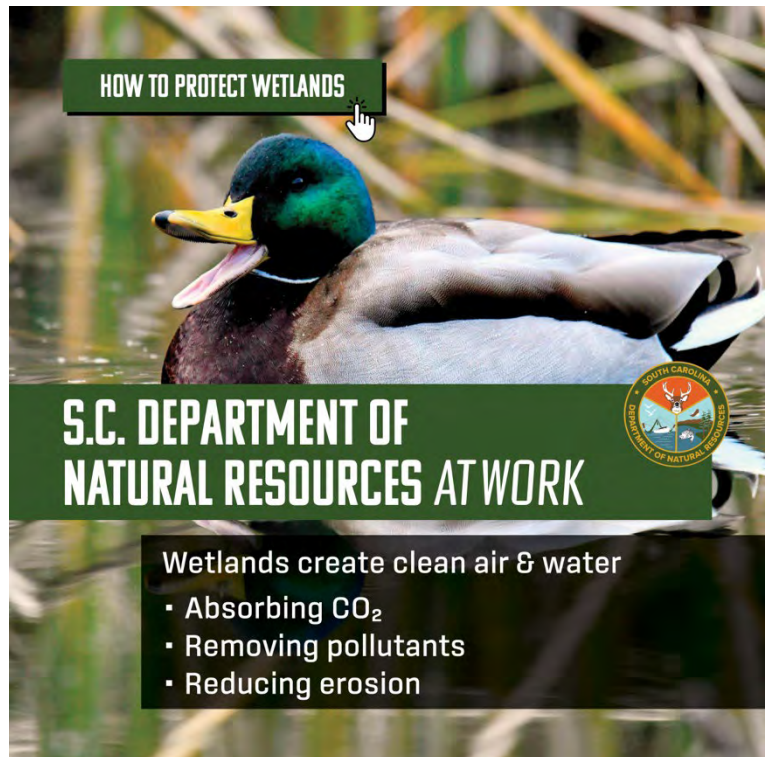
Clean Air/Clean Water

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



VERMONT

Access Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Access Hunting

Original Social Media



Original Large Print

FINAL ADVERTISEMENT



Access Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Control Fishing

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



Control Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Control Non-Consumptive

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



Habitat Fishing

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Habitat Hunting

Original Social Media

FINAL ADVERTISEMENT



Original Large Print



Habitat Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT

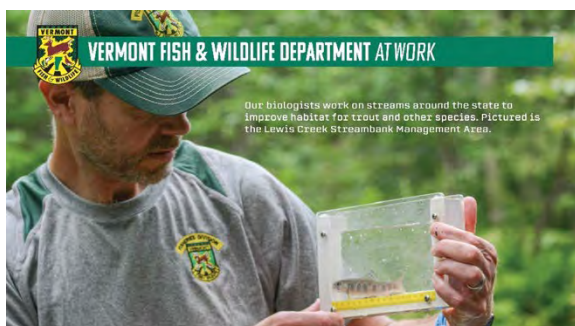


Species Fishing

Original Social Media



Original Large Print

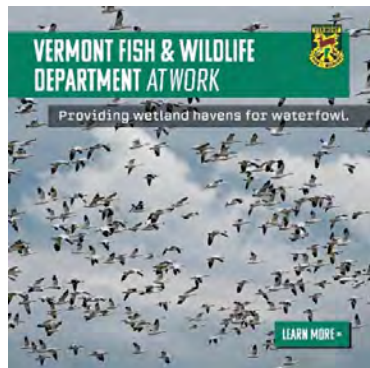


FINAL ADVERTISEMENT

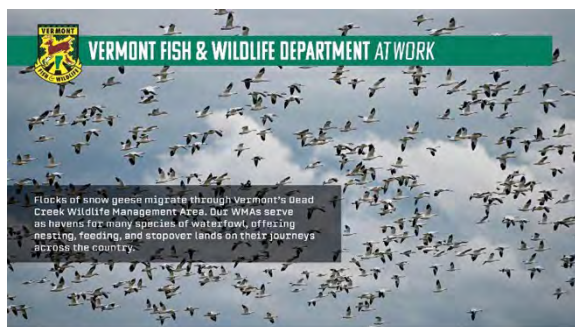


Species Hunting

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Species Non-Consumptive

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Clean Air/Clean Water

Original Social Media



Original Large Print



FINAL ADVERTISEMENT



Appendix E - Analytic Data

Note: Numbers may not add correctly when compared to their reported totals. Meta has complications with recording actual results between their multiple platforms. This is a known issue that can be caused by the following reasons:

- Comments could have been hidden or deleted.
- Total numbers report counts of shared results – but nested (shared content) may not be visible due to profile privacy settings.
 - o Nested comments react the same way, especially with replies.

The total provided in the comment breakdown are the results of visible comments sorted by researchers.

California Results

California	Impressions	Clicks	CTR	Page Likes	Post Shares	Positive Relevant Comments	Negative Relevant Comments	Positive Irrelevant Comments	Negative Irrelevant Comments	Total Post Comments	Spend
California - Access Fishing	923,242	14,320	1.55%	98	540	17	4	3	27	83	\$ 6,842.08
California - Access Hunting	19,463	236	1.21%	-	2	-	-	-	1	3	\$ 167.98
California - Access Noncons	10,306	218	2.12%	-	6	-	2	-	1	5	\$ 226.02
California - Clean Air/Clean Water	69,440	935	1.35%	5	23	-	1	-	2	6	\$ 1,162.76
California - Control Fishing	53,830	965	1.79%	6	17	-	1	-	7	15	\$ 738.50
California - Control Hunting	67,715	2,040	3.01%	8	103	5	1	-	3	28	\$ 1,617.58
California - Control Noncons	101,275	1,860	1.84%	7	53	4	5	-	10	36	\$ 1,803.00
California - Habitat Fishing	25,758	380	1.48%	-	10	1	2	-	13	11	\$ 370.34
California - Habitat Hunting	24,973	423	1.69%	2	4	-	5	-	3	6	\$ 262.16
California - Habitat Noncons	30,305	662	2.18%	1	15	2	3	-	3	16	\$ 617.22
California - Species Fishing	43,887	705	1.61%	5	11	-	2	1	5	5	\$ 432.22
California - Species Hunting	14,096	277	1.97%	-	4	-	3	-	-	7	\$ 200.10
California - Species Noncons	24,637	561	2.28%	-	14	-	-	-	1	4	\$ 559.30
TOTALS	1,408,927	23,582	1.67%	132	802	29	29	4	76	225	\$ 14,999.26

Kansas Results

Kansas	Impressions	Clicks	CTR	Page Likes	Post Shares	Positive Relevant Comments	Negative Relevant Comments	Positive Irrelevant Comments	Negative Irrelevant Comments	Total Post Comments	Spend
Kansas - Access Fishing	41,178	379	0.92%	1	7	-	-	-	-	-	\$ 225.00
Kansas - Access Hunting	48,546	651	1.34%	2	4	2	5	-	-	5	\$ 343.90
Kansas - Access Noncons	113,128	2,818	2.49%	18	116	6	1	-	-	19	\$ 1,783.12
Kansas - Clean Air/Clean Water	24,027	417	1.74%	-	6	2	-	2	1	4	\$ 250.18
Kansas - Control Fishing	51,162	537	1.05%	-	24	-	-	1	1	4	\$ 344.18
Kansas - Control Hunting	249,811	6,319	2.53%	23	210	13	2	5	5	39	\$ 4,042.16
Kansas - Control Noncons	99,033	1,916	1.93%	10	62	2	3	-	-	7	\$ 1,363.24
Kansas - Habitat Fishing	28,036	406	1.45%	1	10	-	-	-	-	-	\$ 255.92
Kansas - Habitat Hunting	38,912	476	1.22%	3	9	-	1	-	-	2	\$ 250.68
Kansas - Habitat Noncons	376,589	2,116	0.56%	3	26	2	1	-	2	8	\$ 1,348.22
Kansas - Species Fishing	530,901	5,097	0.96%	23	37	3	8	1	12	28	\$ 3,080.26
Kansas - Species Hunting	68,137	1,027	1.51%	4	19	1	-	-	-	4	\$ 712.86
Kansas - Species Noncons	124,953	1,902	1.52%	11	67	11	8		8	29	\$ 999.28
TOTALS	1,794,413	24,061	1.34%	99	597	42	29	9	29	149	\$ 14,999.00

South Carolina Results

South Carolina	Impressions	Clicks	CTR	Page Likes	Post Shares	Positive Relevant Comments	Negative Relevant Comments	Positive Irrelevant Comments	Negative Irrelevant Comments	Total Post Comments	Spend
South Carolina - Access Hunting 1	15,292	492	3.22%	-	9	1	1	-	5	6	\$ 232.16
South Carolina - Access Fishing	102,273	1,844	1.80%	13	9	1	-	1	-	8	\$ 563.10
South Carolina - Access Hunting 2	35,995	347	0.96%	1	5					3	\$ 166.36
South Carolina - Access Noncons	116,172	1,394	1.20%	3	11	3	2	-	4	6	\$ 782.68
South Carolina - Clean Air/Clean Water	39,238	682	1.74%	-	28	1	-	1	-	5	\$ 1,043.36
South Carolina - Control Fishing	19,677	386	1.96%	1	7	3	-	-	-	2	\$ 203.30
South Carolina - Control Hunting	49,161	1,110	2.26%	2	15	-	4	1	3	15	\$ 647.36
South Carolina - Control Noncons	770,620	11,072	1.44%	50	224	11	1	6	11	40	\$ 3,826.22
South Carolina - Habitat Fishing	50,827	1,628	3.20%	6	26	4	9	2	10	19	\$ 610.10
South Carolina - Habitat Hunting	100,671	2,720	2.70%	15	44	7	10	-	5	30	\$ 1,389.92
South Carolina - Habitat Noncons	23,152	491	2.12%	-	14	-	-	-	-	-	\$ 277.18
South Carolina - Species Fishing	361,684	9,241	2.56%	47	53	2	6	9	15	27	\$ 2,744.98
South Carolina - Species Hunting	17,964	236	1.31%	-	3	-	-	-	1	1	\$ 146.82
South Carolina - Species Noncons	177,603	3,733	2.10%	15	122	-	1	-	-	8	\$ 2,366.20
TOTALS	1,880,329	35,376	1.88%	153	570	33	34	20	54	170	\$ 14,999.74

Vermont Results

Vermont	Impressions	Clicks	CTR	Page Likes	Post Shares	Positive Relevant Comments	Negative Relevant Comments	Positive Irrelevant Comments	Negative Irrelevant Comments	Total Post Comments	Spend
Vermont - Access Fishing	110,805	1,149	1.04%	6	51	3	-	4	1	9	\$ 1,133.84
Vermont - Access Hunting	35,872	381	1.06%	-	5	-	2	2	3	10	\$ 310.84
Vermont - Access Noncons	41,101	474	1.15%	2	6	4	-	1	5	7	\$ 346.76
Vermont - Clean Air/Clean Water	20,398	475	2.33%	-	15	-	1	-	5	5	\$ 462.96
Vermont - Control Fishing	60,759	607	1.00%	3	14	-	-	4	5	8	\$ 402.50
Vermont - Control Hunting	412,763	2,973	0.72%	8	68	31	60	7	57	80	\$ 2,559.14
Vermont - Control Noncons	224,963	2,731	1.21%	13	80	9	22	4	13	53	\$ 2,183.86
Vermont - Habitat Fishing	111,009	1,276	1.15%	3	33	3	7	-	5	13	\$ 1,215.64
Vermont - Habitat Hunting	93,413	1,404	1.50%	5	46	7	9	4	16	28	\$ 1,059.12
Vermont - Habitat Noncons	197,135	1,357	0.69%	-	38	3	1	4	21	31	\$ 1,270.36
Vermont - Species Fishing	21,659	351	1.62%	1	13	-	-	2	3	2	\$ 280.86
Vermont - Species Hunting	75,118	615	0.82%	-	9	1	1	-	5	8	\$ 462.44
Vermont - Species Noncons	240,469	3,439	1.43%	19	127	21	5	1	15	50	\$ 3,309.88
TOTALS	1,645,464	17,232	1.05%	60	505	82	108	33	154	304	\$ 14,998.20