

TO: Dr. Karen Cannon
FROM: Thomas Slagle
DATE: September 11, 2017
SUBJECT: Client Memo 1 – Nebraska Game and Parks Commission

The Nebraska Game and Parks Commission (NGPC) has been a longstanding tradition in Nebraska since its beginning. Its efforts to produce the best possible experience for park goers and hunters makes it such a fantastic organization.

Being a government agency, the NGPC does have its fair share of complications. Many practices conducted by the NGPC are not seen as 'correct' for many residents and nonresidents. An example such as mountain lion protocols brings about a buzzing conversation with each encounter.

WHAT IS IT

The Nebraska Game and Parks Commission maintains Nebraska's natural resources such as public lands and wildlife. The NGPC welcomes hunters and visitors from all over the world. Residents and nonresidents have the same opportunity to take in Nebraska's beautiful landscape, but do have differing options when hunting. *The mission of the NGPC is stewardship of the state's fish, wildlife, park, and outdoor recreation resources in the best long-term interests of the people and those resources.*

IMAGE

The Nebraska Game and Parks Commission takes seriously the work they put into making everyone's outdoor experience the best possible. As previously stated, the NGPC receives its fair share of flack, but the organization serves hundreds of thousands people each year with many returning and referring their friends and family to visit Nebraska. The NGPC displays their hard work and love for Nebraska on several social media platforms including: Facebook, Twitter, Instagram and Youtube.

Social Media

Facebook (facebook.com/NEGameandParks): Nearly every post provides information about opportunities to discover a new hobby outdoors whether it be fishing or horseback riding.

Twitter (@NEGameandParks): Many of the posts are similar to the Facebook account with several entertaining and light-hearted posts.

Media Spotlight

Omaha World Herald (http://www.omaha.com/news/nebraska/nebraska-s-state-park-areas-enjoy-successful-summer-thanks-to/article_c0aa6b24-4276-5a3d-a537-bef39fd223f3.html): The Labor Day weekend provides an informal ending to summer, but parks across the state saw an increase in park entry permits compared to last year.

Ashland Gazette (http://www.wahoo-ashland-waverly.com/ashland/news/another-vendor-leaving-mahoney-restaurant/article_d98e5c6c-9334-11e7-8b8a-1b4f10ebe97e.html): The

restaurant at Mahoney State Park has lost the vendor that has been serving for the last two years. The commission is in the process of finding a temporary and permanent vendor to fill the opening.

Scottsbluff Star Herald (http://www.starherald.com/news/local_news/busy-tourism-season-winds-down-at-lake-minatare/article_2a454712-3faa-53e3-82b6-4faeb9ea54cb.html): Lake Minatare State Recreation Area is the second most visited park in the panhandle. With help from the Great American Eclipse, the park saw a great surge in visitors this year.

AUDIENCE ANALYSIS

The Nebraska Game and Park Commission (NGPC) attracts a wide variety of audiences. With numerous opportunities to explore Nebraska's outdoors, people such as hunters and anglers are most likely to take advantage of these chances. Another dominant audience would be campers and boaters. Nebraska has over 70 parks with camping and boating being their main attractions.

Hunters – Hunting in Nebraska has been a cherished tradition since its statehood over 100 years ago. The NGPC regulates wildlife populations in the state, and allots a number of permits that hunters must purchase in order to hunt. Hunters hold the NGPC in high regard each and every year ensuring appropriate and ample populations of wildlife are available for hunting seasons.

- Demographic Characteristics: Men, 16-65+ years old, live in Midwest, \$30,000 to \$100,000+ income
- Psychographic Characteristics: Enjoy the outdoors, blue-collar, wildlife viewing, high expectations

Anglers – Nebraska is home to hundreds of lakes, streams and rivers. The NGPC regulates fish populations in nearly each and every one of these bodies of water. Similar to hunters, anglers must purchase a permit in order to fish in Nebraska. Anglers spend long hours on the water in hopes of reeling in a prize fish, and the NGPC does their part to guarantee this happens.

- Demographic Characteristics: Men, 16-65+ years old, live in Midwest, \$30,000 to \$70,000 income
- Psychographic Characteristics: Enjoy the outdoors, blue-collar, alternative food sources, value free time

Campers – With over 70+ parks across the state, campers have several opportunities to spend the day or even the week in a state park. Upon arriving at a park, campers must pay an entrance fee in addition to a fee for camping. Campers take pride in their campsite, and by having the sites clean and maintained the NGPC is warranting their claim.

- Demographic Characteristics: Families, multiple children, 30-65+ years old, \$45,000 to 100,000+ income
- Psychographic Characteristics: Enjoy the outdoors, active/energetic, value free time, wildlife viewing

Boaters - Boating in Nebraska is becoming a more and more popular form a recreation each year. Visitors from all over the United States are attracted to Nebraska's several large reservoirs and other

bodies of water. Before launching their boats, boaters must pay an entrance fee to a park. Boaters highly regard lakes which are patrolled for safety, and provide lasting memories on a sunny day.

- Demographic Characteristics: Families, 25-45 years old, \$50,000 to \$100,000+ income, live in Midwest
- Psychographic Characteristics: Enjoy the outdoors, value free time, watersports, active/energetic

The Nebraska Game and Parks Commission encompasses everything their mission states. They continue to update facilities once again providing the best possible experience for park goers. Hunters and anglers are offered some of the best opportunities in the Midwest with annual fish stockings and plentiful public hunting land.