



Oregon

Tina Kotek, Governor

Oregon Department of Fish and Wildlife

Director's Office

4034 Fairview Industrial Dr SE

Salem, OR 97302

503-947-6044

FAX: 503-947-6042

dfw.state.or.us

February 2, 2023

Senator Michael Dembrow, Co-Chair
Representative Khanh Pham, Co-Chair
Joint Committee on Ways and Means Subcommittee on Natural Resources
900 Court Street NE
H-178 State Capitol
Salem, OR 97301

Dear Co-Chairpersons:

Thank you for the opportunity to provide an update at your January 31 committee meeting on the department's implementation of the 2022 drought package.

I am following up on a number of questions from committee members related to the drought awareness campaign funded under the drought package.

Were the drought awareness campaign materials provided to Outdoor School and other educators?

ODFW reached out to other natural resource agencies, Travel Oregon and its affiliates, and other partners with campaign content via email and phone calls.

Individuals that work closely with the outdoor schools were a part of that outreach effort. However, the campaign content was not sent directly to Outdoor School or educators. Direct outreach to educators, Outdoor School, and other youth education programs has been identified as a next step in our outreach efforts, and the [online toolkit](#) is formatted to provide valuable content that educators can leverage for their classrooms, at any time.

While educators were not directly targeted, we were excited to hear from one of our media partners in Bend that the toolkit was used by teachers in central Oregon as part of their early fall lesson plans.

Which videos were watched and by whom?

Three videos were developed for the campaign: [Sea Shanty \(English only\)](#), [Wildlife and Fish in Trouble \(English\)](#), and [Wildlife and Fish in Trouble \(Spanish\)](#). Below are detailed analytics about each video's performance.

Sea Shanty

- 415,611 is the number of times the video was served up to be watched (impressions).
- The shanty was watched a total of 5,291 hours with a video completion rate (VCR) of 96.39%. The VCR means that the video itself was watched to completion 96.39% of the

time the video was served to someone to watch. Industry average benchmarking for video completion rates of digital streaming ads that are 30 seconds or less in length is 62%. It should be noted that the sea shanty was the first video ad to be completed for the campaign which resulted it in being deployed for a few weeks longer than the other two videos (potentially explaining why this video had more impressions than the other videos).

Wildlife and Fish in Trouble (quiz show parody, English)

- 288,691 is the number of times the video was served up to be watched (impressions).
- The Wildlife and Fish in Trouble (English version) was watched a total of 4705 hours with a video completion rate (VCR) of 96.36%.

Wildlife and Fish are in Trouble (quiz show parody, Spanish)

- 589,358 is the number of times the video was served up to be watched (impressions).
- The Spanish version of the Wildlife and Fish in Trouble video was watched a total of 2,241 hours with a video completion rate (VCR) of 94.80%.
- These videos were deployed on Univision, and Spanish-language only digital streaming programs.

Please do not hesitate to contact me if you have any additional questions.

Sincerely,



Debbie Colbert
Deputy Director of Fish & Wildlife Programs