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INDIANA DNR | CREATIVE BRIEF | 2025

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Program: Division of Fish & Wildlife Property Video Series

Program background:	<p>The Indiana Department of Natural Resources, Division of Fish & Wildlife (DFW) has a mission to enrich the quality of life for present and future generations by balancing the biological, ecological, recreational, and economic benefits of Indiana's fish, wildlife, and their habitats.</p> <p>The division pursues their mission, in part, by managing public lands for all, and inviting all to experience the outdoors at Fish and Wildlife Areas (FWAs) and State Fish Hatcheries (SFHs).</p> <p>Additionally, funding for the Division of Fish & Wildlife primarily comes through hunting, fishing, trapping, shooting sports and boating. Promoting these activities and our state managed FWA's is necessary to ensure the Division has the revenue needed to fulfill our mission.</p>
What is our challenge or opportunity?	<p>Everyone in Indiana has an equal opportunity to enjoy the public lands offered by FWAs and SFHs, yet many do not know these lands are available to them, or what recreation opportunities are available on them.</p> <p>Having engaging, high quality videos for each property we manage available as a resource will inspire more visits to those properties and may inspire more folks to enjoy fishing, hunting, or trapping-which would positively impact DFW funding.</p> <p>Having engaging, high quality video resources to inspire folks to get into hunting, trapping, fishing, or recreational shooting OR to help enable them to do those activities through educational videos would positively impact DFW funding overall.</p>
What greater problem is being created or is there a larger opportunity?	<p>As a population, we all share an equal stake in the conservation of our natural resources. As conservation professionals, the DNR's job is to inform the public about conservation needs, manage species and habitats on behalf of the public, encourage the sustainable use of our natural resources, and inspire future stewardship of our natural resources.</p> <p>In order to increase public passion about conservation and inspire this future stewardship, we need to inspire a love for the outdoors in more people. We can do this through inviting</p>



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	<p>everyone to experience the wonder of our natural areas firsthand by promoting access to our properties.</p> <p>Additionally, the Division of Fish & Wildlife is funded by the sale of Indiana hunting, fishing, and trapping licenses, as well as by an apportionment of federal funds, derived from the sale of hunting and fishing gear. By promoting these outdoor recreational activities, it could increase the number of licenses and appropriate equipment sold, and in turn, increase funding for the important work that is carried out by the agency. This video project would give us an opportunity to increase awareness of hunting, fishing, recreational shooting, and trapping opportunities and to increase the number of licensed customers taking part in those activities on public land.</p>
What is our solution?	<p>Finish the series of property introduction videos (started in 2021) on an accelerated timeline, through partnering with a fast moving-dedicated video producer, and produce 12 additional R3 videos on a parallel timeline, which will be filmed at locations already visited as part of the property video series-with a goal of creating high quality video resources and maximizing our ROI with regards to logistical travel and planning at each filming location.</p>
What is the communication objective we must meet with this creative?	<p>FWAs are unique, wild areas throughout Indiana and SFHs offer an interesting view into the world of stocking our public waters. Together, they offer visitors an opportunity to explore Indiana's natural resources.</p> <p>FWAs and SFHs are interesting opportunities the public should visit and explore.</p> <p>Hunting, fishing, trapping, and recreational shooting opportunities are available on FWAs and participating in these activities on public land is an exciting opportunity.</p>
What measurable goals are we trying to achieve?	<p>An increase in total visits to FWAs and SFHs and an increase in total hunting, fishing, trapping, and recreational shooting efforts on DNR managed properties.</p>
Who are we talking to and what makes them move? Demographic/Psychographic	<p>Outdoor recreators and individuals interested in nature and conservation in Indiana and/or individuals who are interested in hunting, fishing, trapping and recreational shooting.</p> <p>Anglers and fisheries enthusiasts in Indiana.</p>
What is our call to action?	<p>Visit a FWA or SFH in Indiana and participate in hunting, fishing, recreational shooting and trapping activities while there.</p>
How do we want people to feel about our solution?	<p>We want everyone to feel they are welcome, valued, and wanted at FWA and SFH properties. We also want everyone to feel they understand that FWAs are wild areas, and what</p>



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	<p>that entails for visitors so folks can be prepared upon their visit. Additionally, we want individuals who are interested in hunting, fishing, trapping or recreational shooting to know there are public access opportunities for them to participate in outdoor recreation opportunities on FWAs.</p>
Deliverables (if known):	<p>22 property videos, each featuring a FWA or SFH that has not had a video produced since 2020. A list is available. Each video should be 2-3 minutes in length.</p> <p>12 targeted R3 videos which should each be 1-3 minutes in length, and which will each be filmed on or near FWA properties being visited for the property video series. A list of videos is available. Each video was selected due to its priority within the R3 strategic plan and its expected logistical overlap with locations being visited for the property video series.</p> <p>Additionally, DNR will retain rights to, and files of all footage filmed (used or not used in the final videos) during this endeavor.</p>
Requirements:	<ul style="list-style-type: none">• Contractor must meet with DNR at regularly schedule intervals, every other week (with flexibility for scheduling concerns) to provide informal status updates about the project.• Contractor must provide all raw footage captured during this endeavor, and the rights to them to the DNR.• Contractor must visit each site 4-6 times to gain appropriate footage, more visits could be requested for some sites that have significant overlap between the property video series and R3 videos.• Each property video must contain seasonal variety (footage from different seasons). Each R3 video must take seasonality into account based on the videos content.• Each FWA video must include footage from at least one (and at times more) 'modeled' shoot. Models will be arranged and contacted by the DNR. DNR will retain rights to model footage.• SFH may include footage from modeled shoots, depending on the property.• Most, if not all, R3 videos must include footage from at least one 'modeled' shoot.• Contractor must secure rights to all music, externally sourced photos/graphics, and externally sourced videos. These rights must transition to the DNR with the video.• DNR must be able to post all videos to the DNR YouTube channel and can promote in any way aligning with DNR policy.



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	<ul style="list-style-type: none">• DFW must be able to utilize raw footage and/or segments from the final videos in re-cut promotional short videos (reels) on DFW social media. These may be reposted by DNR social media.• DNR will be responsible for meeting with staff from each property, evaluating property specific needs and highlights to be featured in the video, creating the script, and arranging for the scripted portions to be edited by the contractor.• DNR staff will be present at all modeled shoots and shoots of 'scripted' portions.• DNR will assist with b-roll shot lists for each video as needed and will provide recommendations on maximizing each trip into the field by advising the company to take a regional approach to filming.• Contractor will include DNR logo and other branding (such as a lower third for staff titles and an end slide) on each video to maintain continuity with the videos that have already been produced.• Contractor will provide a film crew of 1-2 people. One person can likely cover most filming days and a DNR staff person will be available to assist with modeled shoots and scripted shoots.• Contractor should have outdoor experience and be able to apply knowledge to the footage captured.• DNR must have review during the editing stage, and be able to ask for reasonable changes. DNR will have adequate time to review each video, as it will go through multiple review chains.
Timeline:	<p>All Bid paperwork submitted before deadline of 10/06/2025 @ 10:00am to nrramsey@dnr.in.gov</p> <p>Contract finalized as soon as possible. To allow for sufficient processing time in compliance with Indiana State Law, all quoted prices offered to the State under this Solicitation Event must be valid for thirty (30) calendar days after the Response Due Date (aka Finish Time) listed above.</p> <p>Videos must be completed by <u>6/30/2027</u>. The goal is to give 18 months for filming (to allow for all seasons to be covered for each property) <i>and</i> editing.</p>