

# Information and Education Committee Conference Call April 9, 2009 – 10 a.m. to Noon

**Call-in number: 1-888-842-7194, pass code: 209309#**

## AGENDA

1. Follow-up discussion to these issues as noted in the February 12, 2009, meeting summary:

Brainstorming methods & messaging:

- a. Three to five standard key points to promote the Program and provide necessary background. Something easily put in paragraph format and added as a boilerplate to the end of press releases\*. Points: collaboration; win-win; ESA recovering 4 endangered fish found in UCRB and nowhere else. Through the ESA, we've found ways to ensure there is water for people, wildlife, and communities now and in the future. Value/spirit of the ESA provides the over-arching context for our 3-5 points. More and more folks using these rivers are not native English speakers and have very different heritage, so we need to consider this in our messages, as well. Use more lay terms, steer clear of polarizations (e.g. consumptive/non-consumptive).
  - b. Proactive topics. Consider climate change, invasive mussels, mercury, selenium...
  - c. Materials & activities
  - d. Opportunities for promotion
2. Public involvement scopes of work for FY 2010 and 2011
  3. Request from Denver Zoo to help establish an aquarium with endangered fish
  4. Other business
  5. Schedule next meeting/conference call

\* Boilerplate language presently used on news releases: *The Recovery Program is a voluntary, cooperative program whose purpose is to recover the endangered fishes while water development proceeds in accordance with federal and state laws and interstate compacts. For more information, 303-969-7322, ext. 227, or coloradoriverrecovery.fws.gov.*