

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

## Summary

Participants: Kara Lamb, Mark Hadley, Justyn Hock, Martha Moore, Debbie Felker, John Shields, Randy Hampton, Angela Kantola

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 overarching 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).

Kara asked the committee to identify at least three major activities that will occur this year that might generate news media interest. Debbie mentioned the planned extension of the Program's Cooperative Agreement from 2013 to 2023 with a possible signing ceremony in Denver with Secretary Salazar. The Committee discussed whether the general public would be interested in this. Randy suggested including this information (and perhaps information on nonnative fish management) *within* stories of activities the public would consider positive. It was also suggested that incorporating a message about other programs that are modeled after ours, might broaden the media interest to include the states where these programs are being developed.

More story ideas:

**10,825.** Key message: collaboration – what we do when both people and fish need water. Media market: Denver & Front Range, western slope.

**2009 nonnative fish management (traditional news release, Q&As, fact sheets).**

Randy suggested asking Tom Pitts to ask local water agencies to release information to announce that research crews will be on river conducting nonnative fish management and how that relates to water use. Martha said the River District could also help with this. Media market: News media, members of congress, and tribes in CO, UT, and WY.

**Coordinated Reservoir Operations (As in the past, Program to issue news release for unified front).** Kara said a decision will be made in the near future regarding whether or not coordinated reservoir operations will occur this year. Media market: Kara's list of media contacts that serve the affected communities.

**Human-interest stories (such as the Stewart Brothers, Fat Albert, Hatchery Babies).** Debbie asked for help to identify human-interest stories. Angela asked if there is a reporter in the Yampa River area who would write a story about John Hawkins. Media market: Perhaps a story in the CSU alumni magazine? >Debbie will talk to Bob Muth about this.

**Fish Passage** – The committee did not consider this a flagship promotional piece at this time, but agreed that talking points should be developed in anticipation of follow-up questions about fish use of passages in Grand Valley (how fish use is being tracked, etc.)

Kara asked the committee to develop three short, overarching key messages for the program as a whole. John Shields suggested an important key message is a clear statement that the Program provides ESA compliance for water users. He also mentioned “success story;” and Randy Hampton expanded this to “collaborative success story and a model for other programs around the country.” >Committee members will send their ideas for the 3 top “sound byte” messages to Debbie by April 30, 2009, to jumpstart the Committee's brainstorming on this. The Committee will further discuss the boilerplate language used on news releases after reaching consensus on key messages.

More comments re: media market brainstorming: *Headwaters* from Colorado's Water Education Foundation has written good articles about our Program. John asked about the North Forty News and mentioned [Southwest Hydrology](#) from the University of Arizona. Randy suggested the Colorado State University alumni publication is the kind of outlet where we can promote other Programs modeled after our Recovery Program. Randy also mentioned David Frye with newwest.net. Online water newsletters are listed on CSU's site. >Committee members will review related links they use and provide them to Debbie who will compile a list to provide to the Committee. Kara will follow-up to identify outlets for the Klamath Program.

Following a short discussion about blogs, >Committee members agreed to provide Debbie with blog sites they are aware of that relate to the Colorado River Basin and its stakeholders, e.g., [Coyote Gulch](#). She will compile a list and provide these to the Committee.

b. Proactive topics. Consider climate change, invasive mussels, mercury, selenium... (Not really discussed.)

c. Materials & activities – Seek outreach from water user partners (see above).

d. Opportunities for promotion - Angela suggested the recent article Tom Pitts wrote for CSU's water publication; The committee agreed this could be a good tool to use to promote more local stories.

2. Public involvement scopes of work for FY 2010 and 2011 –The Committee needs to review final draft scopes of work in late June/early July (by July 15) before they are sent to the Management Committee for approval. Debbie outlined the umbrella scope of work for FY 08-09 (PIP12) and asked for feedback on strategies in that scope of work; >Committee members will provide that feedback to her no later than the end of April. Debbie will work with Randy, Mark, and Matt Kales to draft the nonnative fish scope of work (PIP12L). The interpretive exhibit scope of work (PIP12H) has a \$10K placeholder for 2010; two potential projects are helping the Denver Zoo establish an aquarium (see below) and an aquarium at the Field House Museum (“Dinosaur Museum”) in Vernal, UT. (>Debbie will talk to USFWS and UDWR folks in Vernal to see what they think would be appropriate here, and also check with Dinosaur National Monument to see if they still want to use the aquarium we placed there). >Committee members will let Debbie know of other potential interpretive sites. In 2009, Debbie hopes to finish existing projects/ideas to get signs at Island Acres State Park, put one or two interpretive signs at the Visitor Center in Jensen, Utah, (tying to the Stewart Brothers story), and possibly signs at the boat ramp at the Unaweep-Charolais Ranch.
3. Request from Denver Zoo to help establish an aquarium with endangered fish – Zoo staff heard about CDOW's classroom program and asked if Front Range schools could participate. Instead of releasing fish raised in the classrooms into the river, the fish would be placed in an aquarium exhibit at the zoo. Debbie told the zoo contact that the Recovery Program is interested in helping with this project if CDOW is also on board. The Committee liked this idea and gave their approval for Debbie to pursue this project. >Debbie will follow-up with her zoo contact, including finding out about costs. (The Program can likely provide some one-time funding from PIP 12H). Randy will talk to CDOW's northeast education folks to confirm his agency's interest in this project.
4. Other business –

Kara announced that the annual Ruedi Operations public meeting will be held Thursday, May 21, in Basalt (following the River District's State of the River meetings the previous week). Martha said the District provides these meetings to give folks an update on river conditions. The Roaring Fork meeting will be Tuesday, May 12 at 4 p.m. Kara noted that the meeting in Grand County has expanded to cover broader water issues. >Martha will send a schedule and agendas for these meetings to the Committee.

Debbie said the Recovery Program was invited back to Denver's Downtown Aquarium on May 15 for Endangered Species Day (>Justyn will send Debbie one of the fish cut-outs from the old exhibit for this event, since students like to take pictures of them with their cell phones). Justyn will staff the Water Festival in Grand Junction on May 18-19. Fish & Wildlife staff will also participate in the festival and will bring endangered and nonnative fishes to teach the children about both. Debbie said the San Juan Water

Commission in Farmington is hosting a water festival for students and teachers, May 17-20. The San Juan Program will provide banner stands for both programs, as well as appropriate outreach materials.

Randy said CDOW and USFWS law enforcement personnel provided training to crews that will conduct nonnative fish management work on the Colorado River (and training will be provided to those working on the Yampa, also). Angela Kantola thanked Randy and CDOW for providing this training.

Kara Lamb's e-mail address will change to klamb@usbr.gov on April 10 and Justyn Hock's e-mail will change to jhock@usbr.gov on April 26. The old addresses will still work for 90 days.

5. Schedule next meeting/conference call – A conference call is scheduled for 10 a.m. to noon, Tuesday, June 30, 2009.
6. Adjourn. The call adjourned at noon.