

# Information and Education Committee Conference Call June 30, 2009 – 10 a.m. to Noon

## Summary

Participants: Kara Lamb, Justyn Hock, Martha Moore, Debbie Felker, John Shields, Matt Kales, Joann Perea-Richmann, Randy Hampton, and Angela Kantola (Mark Hadley was unable to join the call).

- 1. Discussion of FY 10-11 Proposed Scopes of Work and recommendations for Management Committee.** Justyn asked if a scope of work is needed for Reclamation's Grand Junction public relations work and Angela said that is now included in Brent's Capital Projects Coordination SOW (#C-21 under Program Management).

**12: Umbrella** – During discussion about the news clipping service, John Shields asked if Debbie got Reclamation's news clips—there were Recovery Program stories in those clips he had not yet seen from Debbie. Kara clarified saying that Reclamation uses an on-line public relations tracking program that searches all media for Reclamation-related stories. But, in the end, it catches the same stories Debbie's service does, only just a few days earlier than Debbie's hard copy service. John Shields asked if any of our materials are being provided at the Aspinall and Flaming Gorge work group meetings where the public has the opportunity to provide input. Justyn said she thinks there generally is information at the Aspinall meetings. >Debbie will check with Jana on this and add it to PIP-12 (perhaps under strategy #2). John noted that Congressional field office representatives attend these meetings.

**12C: Coordinated Reservoir Operations** – Debbie and Kara both felt that the strategy of doing several news releases was a good improvement in this process this year. >Angela Kantola will contact Andrew Gilmore regarding whether this work will continue to be billed to the Recovery Program account or if the Loveland office will absorb these costs as they have for Ruedi.

**12H: Interpretive Exhibits** – John Shields said he thought there was an exhibit at the Flaming Gorge Visitor Center; >Debbie will contact Reclamation's Public Affairs office in Salt Lake City and ask if there are self-guided tours, and if they would be interested in Recovery Program materials.

**12I: Ruedi** (annual operations meeting)

**12L: Nonnative Fish Management**

The Committee approved the foregoing scopes of work.

- 2. Discussion of draft key messages.** Kara noted that two versions were submitted, one brief and one more detailed and that she thinks both are good. Kara noted that it's not necessary to repeat messages verbatim for every use. The briefer format might work for a radio interview, for example, and we might use the longer versions with written media. Randy agreed these are good structural elements we can work from in our various outreach efforts. The two sets of messages each target a slightly different audience. These are more of a guide than a "requirement." With regard to the need to help the public understand the connection of the

Recovery Program to water, Angela noted >she would resume posting quarterly depletion updates to the Program's listserv. The group agreed to revise the first short point to "Recovering endangered fish while water use and development continues." Randy suggested adding the word "continuing" before "collaborative." The group agreed. Matt asked if we might have a bit more time to review these. >Debbie will e-mail the foregoing changes to the Committee with a 2-week comment deadline.

- 3. Congressional contacts.** Matt said the Service continues to actively reach out to the Program's Congressional delegation. Today he's meeting with a member of Congressman Jared Polis' staff, culminating a week-long tour of meetings to introduce the Fish and Wildlife Service and answer questions. Matt mentioned the Recovery Program during each briefing.
- 4. Update on San Juan River Recovery Program outreach.** Joann said she unfortunately had to cancel participation in the San Juan Water Commission's water festival this year due to a death in her family, but she plans to participate next year. She is reaching out to schools to encourage students to pursue careers in resource management and conservation. She will participate in a fishing day on August 1, for children ages 3 to 10, at the Seven Springs Fish Hatchery. She continues to pursue outreach opportunities as time and resources permit. Joann and Debbie are working together to provide information signs about the fish to Uvalde and Willow Beach National Fish Hatcheries (and another set for Dexter). The new signs will include both programs' logos. (These updated signs will also be provided as replacements to hatcheries in the Upper Basin Program.)
- 5. Need for Increased Outreach in the Yampa River Basin.** Randy said we'd considered another public meeting in Craig, CO, as a community update about the Recovery Program, including nonnative fish management, but decided that targeting a few anglers isn't the best strategy. Instead, the Recovery Program will work proactively to identify and implement strategies to reach general community members (e.g., editorial board meetings, presentations to community/civic clubs, etc.) >Debbie will contact Betsy and Geoff Blakeslee to brainstorm ideas for positive outreach in the Craig/Hayden communities. (Debbie noted that the Program will be sending a framed Tomelleri art print of the razorback sucker to Betsy to thank her for her time on the I&E Committee.) Martha is moving forward with design and production of our interpretive signs at Elkhead Reservoir. The project was stalled as the park sought funding for a more elaborate kiosk approach. Because funds are not available, we will go with the original plan for wayside signs similar to those at Wolford Mountain Reservoir. The Yampa River Basin Partners don't hold regular meetings anymore, but the former staffer, Audrey Danner, is now a County Commissioner, so she's an excellent contact for us.
- 6. Schedule next meeting/conference call.** As one agenda item, Kara would like to continue to brainstorm additional tools (e.g., e-mail, social networking, phone trees, web sites, etc.) that we use, or can use, as we work to promote the Recovery Program among our different audiences. John Shields suggested there might be an opportunity to talk to Taylor Hawes since she became director of TNC's Colorado River Program, to make sure she is fully aware of our Program so she can carry our message forward. Sharing tools and people to target

with messaging will be a topic on our next call. We'll want to do a news release about the signing of the extension of the cooperative agreement when that happens. >Debbie will talk to Matt about whether or not the Recovery Program should host a congressional tour of our facilities for all of the new folks. John suggested that the Recovery Program consider producing a calendar some year (to distribute with the newsletter in November, at the Colorado River Water Users meeting in Las Vegas in December, and in Denver in January). >Debbie will check on costs (perhaps a smaller version than the one the Virgin River did) and brainstorm ideas for (or before) the next call. The next call is scheduled for Monday, September 21 from 2-3:30 p.m.

**7. Adjourn.** The call adjourned at 11:20 a.m.

I & E Update – June 2009 (Provided by Debbie Felker in advance of the call)

Proactive News Media -- The Recovery Program received significant media coverage as a result of three news releases issued this spring:

1. The Colorado pikeminnow captured in the Colorado River above Price-Stubbs Diversion Dam and the razorback sucker captured on the Yampa River
2. Coordinated reservoir operations (two releases issued on this subject)

Denver Zoo Classroom Project – This project has temporarily stalled due to the zoo's request that endangered fish raised in the classroom and subsequently placed on exhibit at the zoo be tagged and released in the river after two years. CDOW is not able to agree to this due to potential disease-related concerns. We are seeking another alternative that would satisfy all parties, such as possibly relocating the fish to permanent displays at one of the Recovery Program exhibits or possibly Denver's Downtown Aquarium.

Colorado River Water Workshop, July 22-24, 2009, Gunnison, Colorado – Angela Kantola and Jana Mohrman will be speakers and, as a result, the Recovery Program will receive free exhibit space.

Elkhead Reservoir Interpretive Signs – Martha Moore continues to work with the state park to complete this project on behalf of the Recovery Program.

The Program Director's office is currently working to obtain signatures of the Secretary of the Interior, Governors of Colorado, Utah, and Wyoming, and the Administrator of Western Area Power Administration, to extend the Recovery Program's cooperative agreement from 2013 to 2023.