

**COLORADO RIVER RECOVERY PROGRAM  
FY-2000 ANNUAL REPORT**

**Project No.:12**

I. Project title: Information and Education Program

II. Principal investigator:

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III. Project summary:

The Information and Education Program uses a variety of methods to inform targeted publics about endangered Colorado River fish and the Recovery Program. The I&E program was established in 1988 and has been responsible for the creation of a variety of educational materials. These include a newsletter, brochure, fish identification card, poster, slide program, video, media kit, signs, historical report, permanent display, portable display, fishing license holder, information clearinghouse, annual report, media relations training packet, bookmark, magnet and web site. In recent years, the I&E effort has been expanded to include public involvement for all “significant” activities of the Recovery Program and has been working to set up a process for coordination and collaboration among these public involvement plans. The I&E program is ongoing for the duration of the Recovery Program.

IV. Study Schedule:

Initial year: 1988.  
Final year: Duration of Recovery Program.

V. Relationship to RIPRAP:

VI. INCREASE PUBLIC AWARENESS AND SUPPORT FOR THE ENDANGERED FISHES AND THE RECOVERY PROGRAM.

Task VI.A. Conduct survey to measure public awareness of and attitudes toward endangered Colorado River fish and the Recovery Program.

Task VI.B. Train Recovery Program managers and researchers in media relations.

Task VI.C. Plan and implement information and education activities for all significant Recovery Program actions, such as presentations, public meetings, public involvement training.

Task VI.D. Promote technical publication of study results.

Task VI.E. Produce, distribute and evaluate information and education products such as the newsletter and brochure; manage media relations including contacting reporters, producing news releases and fact sheets.

Task VI.F. Participate in development and circulation of educational exhibits about the Recovery Program and the endangered fish.

Task VI.G. Maintain Recovery Program technical library and library web page.

VI. Accomplishment of FY 2000 objectives and tasks:

- Tactic: I&E Committee to meet to develop strategic public involvement plans for program and related activities and to evaluate and alter plans as needed.
- Status: The I&E Committee developed a strategic communications plan that serves as an umbrella for all Program I&E activities. Individual projects that require public involvement are subsets of this plan.
- Tactic: I&E Committee and I&E Coordinator to meet with each public involvement plan principal investigator as needed to monitor progress, providing technical assistance when appropriate.
- Status: I&E Committee members have actively participated in Program activities this year and communicate regularly with the I&E Coordinator.
- Tactic: Offer to pay public involvement training tuition costs for up to three key Recovery Program participants.
- Status: Debbie Felker, Mark Hadley and Tom Pruitt attended this training.
- Tactic: Provide public information and involvement support for the key Recovery Program activities.
- Status: Key activities: Program represented by CDOW at Denver Sportsman's Show and Gart Bros. International Sportsman's Show. Participated in Rocky Mountain Arsenal's EagleFest 2000. Completed and distributed a video on Program activities in the Grand Valley. Worked with Colorado's Ocean Journey Aquarium to obtain volunteers to help with recovery efforts in the field, drafted outreach plan for publication of draft recovery goals in *Federal Register*. News releases, print and broadcast media coverage of the need for private landowners to lease suitable ponds to raise endangered fish resulted in 20 potentially interested respondents. Of those, 10 leases were obtained.

- Efforts to encourage more private landowner participation in the Grand Valley and Vernal communities are ongoing.
- Tactic: Provide regular I&E and program updates on program listserv.  
 Status: News releases and announcements of key news media issues are posted to the listserv. I&E meeting summaries, including a written I&E update, are also posted.
- Tactic: Update all program materials, including the brochure, fact sheets, fish identification cards and the display.  
 Status: The Program logo was updated. Bookmarks replaced the fish identification cards. Fact sheets and a magnet were prepared. The brochure was put on hold pending I&E discussion regarding its need. Design work began on the display which will be completed in November 2000.
- Tactic: Develop a Colorado River “plumbing” map/graphics.  
 Status: Work began on this project. The I&E Committee gave guidance regarding an initial draft and will continue work on this project which is slated for completion in FY 2001.
- Tactic: Maintain and update newsletter mailing list, to include all key publics.  
 Status: The list was distributed to I&E Committee and Program staff for review and updating. The list is updated regularly.
- Tactic: Produce and distribute newsletter.  
 Status: Two issues of the newsletter were produced and distributed. Every effort was made to provide content of interest to both the public and Program participants/partners.
- Tactic: Produce and distribute annual report.  
 Status: The I&E Committee determined that the purpose of the annual report is better served with the D.C. briefing book and the newsletters and thus elected not to prepare this report.
- Tactic: Produce and distribute fishing license holders and field identification card to anglers, fishing groups and license agents.  
 Status: In setting priorities for FY 2000, the I&E Committee recommended reprinting the license holders if funds are available. The I&E Committee also recommended printing a bookmark to replace the field identification card. Funds were not available for the license holders. That project will be reviewed again in FY 2001. The bookmarks were produced.
- Tactic: Redesign and reprint poster.  
 Status: This tactic was to be accomplished as funds became available. Funds were not available and this project was not done.

Tactic: Produce signs about endangered fish to post along rivers in Utah and Colorado.

Status: This task was accomplished. NOTE: A permanent interpretive exhibit about the endangered fishes of the Upper Colorado River for Brown's Park National Wildlife Refuge was funded in FY 1999 and installed in FY 2000. This was a cooperative effort between the Recovery Program and the U.S. Fish and Wildlife Service's Refuges Program.

Tactic: Produce Congressional briefing packet(s) for distribution to members of Congress and their staff.

Status: A Congressional briefing document was completed and distributed in March 2000.

Tactic: Write and distribute news releases on newsworthy Recovery Program topics.

Status: Key news coverage: Highline Lake barrier net installation; long-term funding legislation; growout ponds needed and provided; bonytail stocking.

Tactic: Write and distribute op-ed pieces.

Status: No op-ed pieces were generated.

Tactic: Meet with key reporters and editors to discuss local Recovery Program issues and projects.

Status: The I&E Coordinator, Program staff and I&E and Management Committee members maintained regular communication with key reporters.

Tactic: Maintain Recovery Program World Wide Web site on endangered fish and the Recovery Program.

Status: Plans are under way to update the public site in FY 2000, including incorporating the new graphic design that has been developed for print publications and other program materials.

Tactic: Obtain stock videotape footage of key Recovery Program activities.

Status: All footage was obtained to produce two videos. A 10-minute video on Program activities in the Grand Valley was completed. A second video on the entire Recovery Program is slated for completion in FY 2001.

Tactic: I&E Coordinator to meet with each committee to discuss I&E activities.

Status: Debbie Felker continues to participate in all Management and Implementation Committee meetings. She regularly discusses I&E issues with key project leaders and Program staff.

