

**COLORADO RIVER RECOVERY PROGRAM
FY-2001 ANNUAL REPORT**

Project No.: PIP 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, interpretive exhibits, fishing license holder, information clearinghouse, annual report, media relations training packet, bookmark, magnet and web site. In recent years, the I&E effort has expanded to include public involvement for all “significant” activities of the Recovery Program and has worked 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 2001 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 actively participated in Program activities this year and communicated regularly with the I&E Coordinator.
- Tactic: Offer to pay public involvement training tuition costs for up to three key Recovery Program participants.
- Status: Although Chris Treese and John Shields expressed interest, their schedules did not permit them to attend. Hopefully they can go in 2002.
- 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. Exhibited at Colorado River Water Users Association Annual Meeting in Las Vegas (Dec. 2000); Researcher's Meeting in Moab (Jan. 2001); and the Gunnison Water Workshop in Gunnison (July 2001). Utah Division of Wildlife Resources hosted a live exhibit of endangered fish at the Utah State Fair (Sept. 2001) with estimated attendance of more than 200,000. The Program's exhibit was on display at the Museum of Western Colorado in Grand Junction for more than three months. The Program continues to make a concerted effort to raise its visibility by participating in more conferences and seeking public locations to place the Program's exhibit.

At the request of Sen. Craig Thomas, Wyoming, the Program held a public meeting in November in Rock Springs, to address community concerns related to operation of Flaming Gorge Dam.

An extensive outreach plan was developed and implemented in support of the draft recovery goals. Numerous briefings were completed to inform interested parties about the goals and address their concerns. These included Native American tribes, State Fish & Game Directors, and representatives of recovery and conservation programs. Congressionals were also kept informed.

The Spring 2001 issue of the Utah Division of Wildlife Resources' magazine, *Wildlife Review*, featured a story on high school students raising endangered fish in golf course ponds.

- Tactic: Provide regular I&E and program updates on program listserver.
Status: News releases and announcements of key news media issues are posted to the listserver. 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: Bookmarks replaced the fish identification cards. Endangered fish magnets have proved popular and a second was produced (razorback sucker). The I&E Committee wants to update the brochure and has included this in the budget for FY 2002-2003. The new Program exhibit was completed in Dec. 2000 and has received numerous compliments.
- Tactic: Develop a web-based, interactive map of the Colorado River.
Status: I&E Committee Chairman Chris Treese approached the Colorado River Water Users Association Public Affairs Committee to request that it develop the base map that could then be modified to meet Recovery Program needs.
- Tactic: Maintain and update newsletter mailing list, to include all key publics.
Status: The list is updated regularly. A newsletter sign-up sheet is promoted at each conference where the Program exhibits. This resulted in about 100 new names for the mailing list.
- Tactic: Produce and distribute newsletter.
Status: One issue of the newsletter was 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: In lieu of an annual report, the I&E Committee determined that the purpose of the annual report is better served with the D.C. briefing book. This publication was renamed "Program Highlights" and 1,000 were printed and

distributed. Making this a multi-use publication has enabled the Program to maximize its use throughout the entire year.

Tactic: Produce and distribute fishing license holders and field identification card to anglers, fishing groups and license agents.

Status: Last year, the I&E Committee recommended printing a bookmark to replace the field identification card and this has been done. Fishing license holders will be reordered in FY 2002-2003.

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

Status: As previously mentioned, this document was produced and renamed "Program Highlights."

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

Status: Key news coverage: Raising and stocking fish in the Grand Valley; passage of the long-term funding legislation; loss of fish at the 24 Road facility; draft recovery goals; bonytail reintroduction in the Colorado and Green rivers; nonnative fish removal in the Yampa River; growout ponds; reservoir storage/water agreements for low-water years; proposed expansion of Elkhead Reservoir; razorback sucker use of the Redlands fish ladder and the consensus approach to recovering endangered species. *The Rocky Mountain News* published a special three-part, 24-page series on the Program that ran in Dec. 2000. The *News* also prepared a teacher's curriculum as part of its Newspapers in Education Program. News clips are faxed routinely to I&E Committee and interested parties and to those Implementation and Management Committee members who ask to receive them.

Tactic: Write and distribute op-ed pieces.

Status: One op-ed piece was produced on the subject of draft recovery goals. It was signed by R6 Regional Director Ralph Morgenweck and published by *The Daily Sentinel* in Grand Junction.

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 maintain regular communication with key reporters.

Tactic: Maintain Recovery Program web site.

Status: Ellen Szczesny worked with Angela Kantola to update content on the public web site just before the *Rocky Mountain News* series published. An e-mail address, upstream@fws.gov, was established to enable the public to submit an online request for information. This address generated about 20 requests for

