

**COLORADO RIVER RECOVERY PROGRAM
FY-2002 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, stickers 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 an 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 2002 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 and provide 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: Three people attended this FY: Management Committee Chairman John Shields, Wyoming State Engineer's Office; Matthew Andersen, Utah Division of Wildlife Resources; and Peter Roessmann, Colorado River Water Conservation District.

Tactic: Provide public information and involvement for the key Recovery Program activities.

Status: **Exhibits:** Museum of Western Colorado, Grand Junction (August through October); Wyoming Water Users Association Annual Meeting, Casper (October); Researcher's Meeting, Moab (January); Colorado Water Congress Annual Convention, Denver (January); Utah Water Users Association Annual

Meeting, St. George, featured live bonytail (March); Vernal Library as part of a nationally touring exhibit “Moving Waters, the Colorado River and the West” (entire month of June); Colorado Water Workshop, Gunnison (July); Live fish were on display at both the Colorado State Fair (August) and the Utah State Fair (September). Note: Wyoming would like the exhibit at the WY Water Association’s annual meeting in October 2003.

Aquariums: Razorback sucker are on exhibit in a new aquarium at The Nature Conservancy’s Carpenter Ranch. An aquarium is being established at the Montrose Pavilion in Gunnison.

Nonnative Fish Management: A comprehensive communication plan was prepared for nonnative fish management actions that will occur in FY 2003.

Special Projects: 1) Signing ceremony held for extension of the Recovery Program. Secretary of the Interior Gale Norton was joined by the Governors of Colorado and Wyoming and the WAPA Administrator in signing the extension. The event was held at the Colorado State Capitol; 2) Mural project at the Carpenter Ranch (high school students painted a mural of the Yampa River ecosystem to serve as a backdrop for the new aquarium. 3) Stewart Brothers – publicity of two brothers who fished for Colorado pikeminnow during the depression and who joined biologists to locate these fish today. The pitch was that with more of these fish being recovered, anglers may accidentally hook one. Publicity raised awareness re: how to identify the species, to understand they are endangered and should be carefully released alive. 4) Ute Tribe Elders Pond Dedication – the Program worked to help the Tribe publicize its new elders pond, made possible by the Program’s purchase and installation of a fish screen. 5) Utah Advanced Project Wild Workshop for teachers. 6) FWS annual water festival for fifth-graders, Grand Junction. 7) Article published in Utah Division of Wildlife Resources’ *Species on the Edge* publication.

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 are also posted.

Tactic: Maintain and distribute updated Recovery Program materials, ensuring consistent identity.

Status: The historic accounts publication and bookmarks were reprinted to meet increasing demand for these popular items. A third magnet, the Colorado pikeminnow, and stickers of all four fish species were also produced and

distributed. A four-color brochure is still requested and should be produced in FY 2003. A video about the Recovery Program is slated for completion in FY 2003.

Tactic: Maintain and update newsletter mailing list, to include all key publics.

Status: The list is updated regularly. A sign-up sheet at exhibits has resulted in the addition of about 20 new names per exhibit.

Tactic: Produce and distribute newsletter.

Status: One issue was produced and distributed.

Tactic: Produce and distribute Program Highlights document.

Status: Rather than produce both an annual report and a Congressional briefing book, these products were combined in FY 2001 into one document, "Program Highlights." The popularity of this publication led to printing an increased quantity in FY 2002 and increasing its size so that it also serves as a pocketfolder to include additional materials tailored to a particular audiences' interests. This document has been popular at exhibits.

Tactic: Write and distribute news releases.

Status: Key news coverage: *Federal Register* publication of draft and final recovery goals; Yampa River Management Plan public meetings and a proposed expansion of Elkhead Reservoir; signing of the extension of the Program's Cooperative Agreement; drought; northern pike removal in the Yampa River; Stewart brothers; Carpenter Ranch mural project; Elders Pond dedication; and the discovery of razorback sucker larvae in the Gunnison River. (News coverage included television and radio, as well as print media.)

Tactic: Actively participate in local community groups.

Status: The Recovery Program attends meetings and maintains active communication with the Yampa River Basin Partnership and CDOW angler roundtables.

Tactic: Maintain and promote updated web site.

Status: Ellen Szczesny continues to update the CRRP internal web site. She worked with the I&E Committee to outline a design for a new, updated public web site. This site is slated for completion in FY 2003. A new, user-friendly web address was secured for the public site: ColoradoRiverRecovery.fws.gov. This address is now printed on all publications produced for public distribution.

Tactic: Target key individuals for one-on-one meetings.

Status: This is being done as-needed by representatives of the Recovery Program,

including Management and Implementation Committee members and the Program Director and Program staff.

Tactic: Establish a Speaker's Bureau by formalizing the Program's existing task of making presentations to targeted groups. Identify short list of individuals who can serve as Program spokespersons.

Status: Although a formal Speaker's Bureau has not been established, Recovery Program staff made numerous presentations during the year. This tactic was developed to reach community groups, such as Elk's Clubs. More public presentations may be made in FY 2003 as the Program expands its nonnative fish removal efforts.

Tactic: Coordinate I&E efforts with the San Juan River Basin Recovery Program.

Status: The Recovery Program continues to share I&E materials with the San Juan Program to try to ensure consistent messages.

VII. Recommendations: The Recovery Program should continue to incorporate the coordinated look of its printed materials and display into all Recovery Program materials and the public web site. I&E Committee members should continue to work together to raise awareness of Recovery Program efforts. The Recovery Program should continue to identify partnerships with other government and private organizations to meet I&E goals. Emphasis will be made to maintain visibility through the news media.

VIII. Project Status: On-track and ongoing.

IX. FY 02 Budget:

- A. Funds provided: \$48,000
- B. Funds Expended: \$48,000
- C. Difference: -0-
- D. Percent of FY 02 work completed and projected costs to complete: 100%, none
- E. Recovery Program funds spent for publication charges: Not applicable.

X. Status of Data Submission: Not applicable.

XI. Signed: Debbie Felker
Info. & Education Coordinator

December 31, 2002
Date