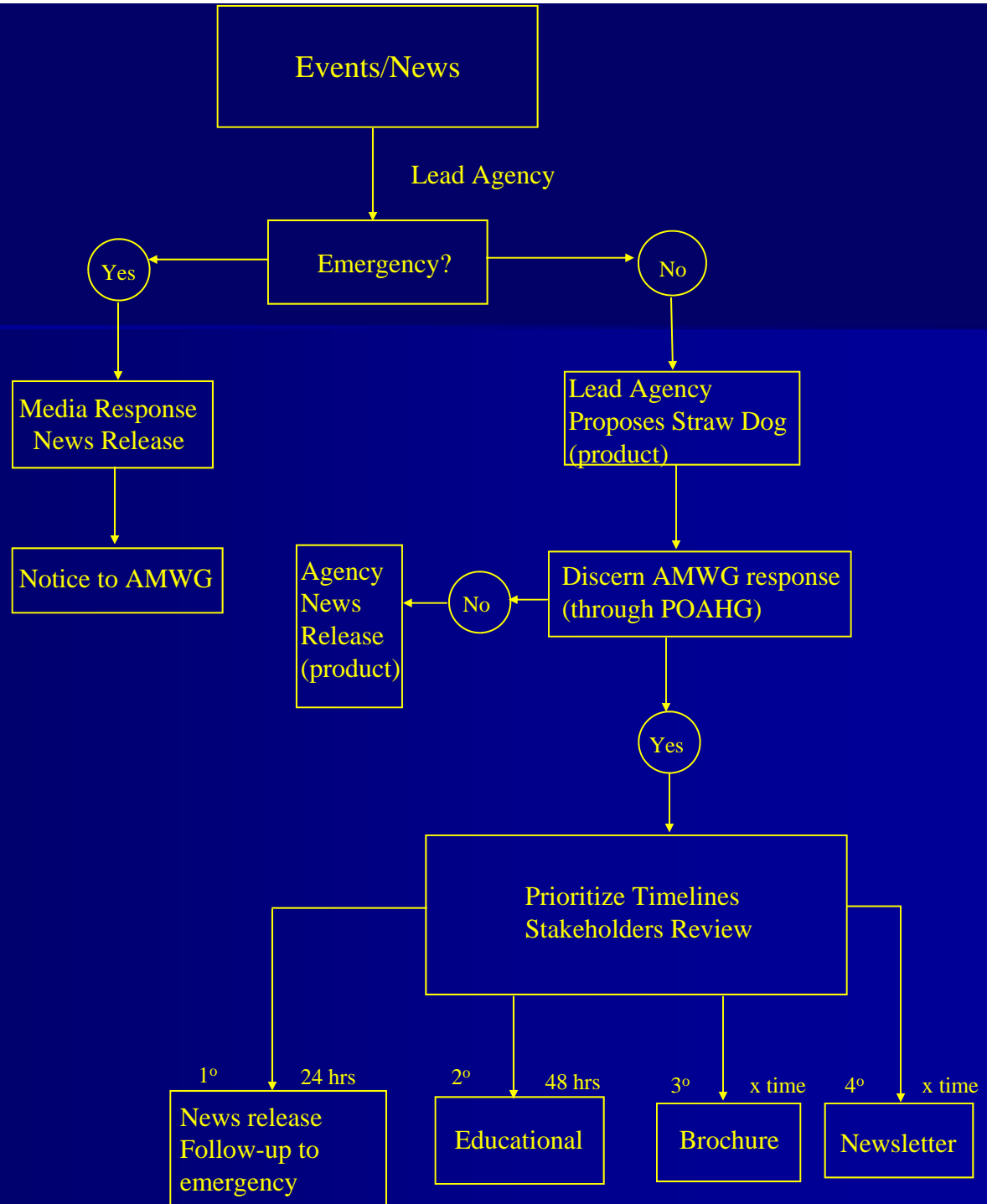


Press Releases

	Lead Agency	Review by POAHG?	Time for Review	Advance Notice only to POAHG/AMWG?	Audience
1.a. Agency Operations Impacts -- Routine	BOR	Yes	5 days	No	General Public
1.b. Agency Operations Impacts -- Emergency	BOR	No	N/A	Yes, with follow-up and review	General Public
2. NEPA compliance	Action agency (e.g., BOR, USGS, NPS)	Yes	10 working days	No	General Public
3. Broad Program Objectives or Charges	AMP/AMWG (or any stakeholder)	Yes	5 days	No	General Public
4. Science Results	GCMRC	Yes	10 working days	No	General Public
5. AMWG Advice to Secretary	BOR	Yes!	5 days	No	General Public

Press releases



Public Outreach Strategy

- Options for immediate action = short term strategy
- Still need long term strategy
- POAHG developed goal and brainstormed objectives, audiences, messages : are we on the right track? Will be more refined in long term strategy.

Short-term Public Outreach Strategy

1. Visual Identity Creation	\$6,000
2. Project Fact Sheets	\$13,500
3. Website Creation	
Phase I	\$10,000
(Phase II - FY 2006)	\$25,000)
4. Stationary Display	\$14,500
5. Traveling Display	\$15,500
6a. Newsletter	\$14,924
-or-	
6b. News Sheets	\$6,000
7. Guide Resources/Instructional Packets	<u>\$3,000</u>

TOTAL

With Newsletter option **\$71,424**

With News sheets option **\$62,500**

Available \$135,000

Action Items

1. Keep Public Outreach committee as standing committee? And/or...
2. Hire Public Relations person for AMP?
3. Approve short-term Public Outreach Strategy and draft budget (include newsletter or news sheets)?
4. Roll over any unexpended funds for public outreach from FY 2005 to same line item for FY 2006?
5. Task Public Outreach committee to develop long-term Public Outreach Strategy (and are we on the right track with goal, objectives, audiences, messages)?

Feedback - Identifying successes of the program