

AMWG Public Outreach Ad Hoc Group Progress Report

AMWG Meeting
October 2004

What AMWG decided at its last (August 2004) meeting:

- Keep the Public Outreach committee as a standing committee (do not hire PR person);
- Approve the short-term Public Outreach Strategy and draft budget (including using news sheets instead of a newsletter in the short term);
- Roll over any unexpended funds for public outreach from FY 2005 to the same line item for FY 2006;
- Task the Public Outreach committee to develop a long-term Public Outreach Strategy;
- Task the Public Outreach committee to determine an appropriate AMWG response when there is a news story/media release on the AMP.

Progress since August: Short-term strategy

Visual Identity: Ginger Reeve, with BOR, is working on options for a logo. Idea of using a “catch phrase” – simple, direct, easily remembered. Public outreach committee and BOR PR staff are brainstorming options.

Progress since August: Short-term strategy

Fact Sheets: BOR PR staff are currently working on 5 baseline fact sheets, 3 are in draft for the Public Outreach committee to review. All 5 will be ready for AMWG to review and approve at its next meeting.

- *Need for AMWG approval of all baseline fact sheets?*

Progress since August: Short-term strategy

Displays: BOR PR staff have begun work on a display at the Glen Canyon Dam Visitor Center. We are exploring options for displays at Lees Ferry and Phantom Ranch. We are also looking into the feasibility of having a portable display ready in time for the Colorado River Water Users Association annual meeting in Las Vegas in mid-December.

Progress since August: Short-term strategy

Public Outreach committee met in early October and began work on the long-term strategy. Additional meetings/conference calls are scheduled for November and December.

Additional Issues

Who issues press releases in regards to the Secretary's actions? PO committee is seeking legal/policy clarification.

What authority does the AMWG give the PO committee to act in response to media issues between AMWG meetings? E.g.:

- Response to news story/media release on AMP
- News Sheets

Additional Issues (cont.)

Which products does AMWG need to approve before use? Which is it willing to leave to the PO committee to approve?

(visual identity, fact sheets, website, displays, river guide resources)

Assistance from AMWG members – audiences

Public outreach committee needs help from AMWG members to compile two lists:

- Places to take portable display
- Directory of who to send outreach materials to

Sheet going around, also handouts to fill out and send back.