



Adaptive Management Work Group – Public Outreach

**Quarterly Progress Report
AMWG Meeting – Phoenix, AZ
March 2, 2005**

AMWG Decisions – October 2004 Mtg.

POAHG granted authority by AMWG to respond to media issues on AMP w/ following stipulations:

- ❖ POAHG will check with GCMRC on science issues
- ❖ No editorializing
- ❖ Prior approvals for media strategies from Secretary's Designee and BOR & FWS Regional Management
- ❖ AMWG receives 5 day review window on media strategies with concerns expressed to Secretary's Designee

POAHG Accomplishments/Progress

Short-term Strategy

Visual Identity:

- **Logo:** BOR Public Affairs staff assisted POAHG with development of GCD AMP Logo (In packet for approval)
- **Catch Phrase:** *“Using Science to Manage River Resources in Grand Canyon”*

Logo & Tagline



*“Using Science to Manage River Resources
in Grand Canyon”*

POAHG Accomplishments/Progress Short-term Strategy

POAHG has developed the following Fact Sheets (In packet for approval):

- ❑ Adaptive Management Program – Purpose & Goals
- ❑ AMWG – Who's Involved
- ❑ CRSP and the AMP
- ❑ Glen Canyon Dam Temperature Control Device

POAHG Accomplishments/Progress Short-term Strategy

Stationary Display:

- **Location:** Display to be located at Carl Hayden Visitor Center – Mounted in main hallway near elevator
- **Featured components:** Program overview, history, application of research monitoring science, endangered species, dam operations & implementation of recommended courses of action
- **Production:** Developed using in-house design, copy and desktop publishing capabilities of BOR staff

POAHG Accomplishments/Progress Short-term Strategy

AMP Website Development:

- **Partnership focus:** Website to be developed through POAHG direction & AMWG to approve content/changes
- **Visual Identity & affiliation:** No apparent affiliation to DOI or BOR
- **Posting & Access:** Built & Maintained by BOR (UC Region) w/ POAHG direction
- **Features:** No chat room capabilities
- **Proposed Link:** www.gcdadaptivemanagement.gov

Motion 1

Approvals Requested by POAHG:

- Logo
- Catch Phrase
- Fact Sheets (4 total)
- Stationary Display Proposal
- Partnership Website Proposal

Motion 2

Authorities Requested by POAHG from AMWG:

- Responsibility for posting/updating of Website
- Identification of Fact Sheet topics
- Strategy for Carl Hayden Visitor Center display
- Comment authority to news media w/in recognized parameters
- Development of guide resources

Motion 3

AMWG Authorizes:

- Continuing Public Outreach budget of \$50,000/yr with carryover allowance
- POAHG the ability to enter service contracts for product development
- POAHG with approval to report budget details annually at TWG Budget Committee

Future Actions by POAHG

✓ New Fact Sheets

✓ Traveling Display

✓ River Guide
Resources

✓ Long-term Public
Outreach Plan

Next POAHG Meeting:

Glen Canyon Dam
March 17-18, 2005

Focus:

Development of Stationary Display

Roles & Responsibilities (DOI vs. POAHG)

(Security Clearance Required for Attendance)