

White River National Forest Media, Legislative and Partnership Outreach Activities and Opportunities 2015

Category	Date	Event/Activity	Current Activities	Opportunities
Media	Jan.14	Avalanche Season awareness	Tweet news about avalanche danger and accidents https://avalanche.state.co.us/index.php	Create podcasts forest Winter Sports coordinators about avalanche danger and warning signs, near misses, etc.
Media	January 28-32 for 2016	Winter X-games	Coordinate with ESPN contact http://xgames.espn.go.com/xgames/asp/en/	Press kits?available on the web?
Partner/ Media	February 19th	Rifle Snowmobile Club Poker Run	See: http://www.snowmobilecolo.com/content.aspx?page_id=2&club_id=45117 for Rifle Snowmobile Club meeting dates	Outreach on social media and talk about snowmobile safety.
Partner/ Media	April 19-25th	National Environmental Educator Week	See: http://eeweek.org/	Coordinate with local schools and partners such as ACES to show how we are working to promote environmental/conservation education This year the theme is taking technology outdoors.
Partner/ Media	April 22 and 24	Earth Day and Arbor Day	Varies from year to year http://www.earthday.org/ http://www.arborday.org/arborday/	Unknown – need to look for opportunities.
Media	Late April	Fire Season Awareness in conjunction with Regional Fire Team spring meetings.	Participate in press release or conference. Follow up information requests and interviews. For 2015 Fire Season Outlook: http://www.predictiveservices.nifc.gov/outlooks/monthly_seasonal_outlook.pdf	<ul style="list-style-type: none"> Package FS fire season outlook for distribution and follow up. (Could package items for web site to include maps, interview with fire meteorologist/fire

Category	Date	Event/Activity	Current Activities	Opportunities
				behavior analyst which could include podcasts, YouTube video, etc.)
Media	Mid May to Memorial Day	Kick off for beginning of summer recreation season for camping, hiking, sightseeing, etc. Recreation safety awareness, including safety around beetle-killed trees.	Respond to media and public questions about status of campgrounds, bark beetle treatments and other fuel treatments that impact FS recreation facilities <i>VIS NOTE: This is late, people plan a year ahead. We have calls and need updated info constantly. Campers need access to the rec.gov schedule year-round too.</i> http://www.recreation.gov/	Host media open house and highlight recreation opportunities, changes for the season, campgrounds closures, openings, etc.
Media/ Partner	June 4-7	GoPro Mtn. Games	See: http://www.mountaingames.com/summer	Opportunity for District to participate and show case the Forest.
Partner/ Media	Mid June	Pulling for Colorado – noxious weeds awareness event throughout the State	Central location event to raise awareness: http://www.cwma.org/p4c.html	Coordinated multimedia outreach for events throughout the state.
Partner/ Media	June 14-20	Ride the Rockies	Find out if route goes through the forest. Feb. 2 route announcement. https://www.facebook.com/RideTheRockiesFans	Same as the Pro Bike Challenge later this year
Partner/ Media	June 13	National Get Outdoors Day	Coordinate communication with Regional Office http://www.nationalgetoutdoorsday.org/	community and media outreach
Partner	June	Great American Backyard Campout	See: http://www.nwf.org/Great-American-Campout.aspx for different dates in June depending on the event location.	Partnership events throughout the region.
Media	July 4 Holiday	Fire messages/fireworks 2 weeks leading up to July 4	Safety messages about fireworks: http://www.safekids.org/tip/fireworks-safety-tips?gclid=CluDyomtgMYCFQSVfgodcJ0Aawg and wildland fire safety: http://www.smokeybear.com/wildfires.asp?gclid=Clr44-6sgMYCFUjsfgodaGQAvQ	Media field trips, bark beetle safety messages, wildland fire safety delivered via podcasts, Tweets, press release, etc.

Category	Date	Event/Activity	Current Activities	Opportunities
Media	July 11 - 12	Triple Bypass bike ride	2 day ride in the thousands from Evergreen to Avon & back again: https://triplebypass.org/Home.php	
Media	July 18-20	Courage Classic	3 day ride in the thousands: Vail, Cooper Loop, Keystone, Hoosier Pass, Breck/ For more info. click here	
Media	Aug. 7-8	Ragnar Relay	Running relay race from Copper Mountain to Aspen/Snowmass: http://www.ragnarrelay.com/race/colorado?gclid=COkh752lgMYCFQQWdfgodUioAoA	
Media	Aug 11 - 16	Trans Rockies	Multi day run event from Buena Vista to Beaver Creek See: http://transrockies-run.com/gore-tex-transrockies-run-event-info/	
Media	August 17-23	USA Pro Cycling Challenge	Communication planning coordination began in Jan. http://www.prochallenge.com/ On the White River NF: Aug. 18=Steamboat Sps.-Arapahoe Basin; Aug. 19=Copper Mtn.-Aspen; Aug. 20=Aspen-Breckenridge; Aug. 21=Breck. time trial.	Increase awareness to the public about the U.S. Forest Service. Inform an international audience about public lands
Media	Sept	Fall Colors	Respond to media and public inquiries about peak areas and times. Be advised that there is a Fee Free Day on Labor Day (Sept 28) but this applies only to the Maroon Bells Entrance Station.	<ul style="list-style-type: none"> Produce video podcasts from across the Forest. Host a Flickr slideshow with current photos from areas throughout the region. Host a photo contest from visitors through a social media campaign.
Partner/ Media	Sept. 12-13	Tough Mudder	Snowmass http://toughmudder.com/events/	Do we want to take advantage of opportunities
Media/ Partner	Sept. 26	National Public Lands Day	Coordinate activities with local BLM office http://www.publiclandsday.org/	<ul style="list-style-type: none"> Post information to web site, with links to local activities. Host centralized media

Category	Date	Event/Activity	Current Activities	Opportunities
				event with key partner(s).
Media	Aug.-Dec.	Hunting Seasons: Archery Aug. 31-Sept. 29; Oct. 1-25; Nov. 6-30; Dec. 15-31/ Muzzle ldr. Oct. 12-20; Rifle Oct. 26-Nov.5; Dec. 1-14; Jan. 1-31.	News releases about forest conditions and safety reminders (see page 1 of See the 2015 Colorado Big Game brochure: "Check FS Closures."	Outreach bout safety conditions due to bark beetle trees. Coordinate outreach with area Colo. Parks & Wildlife.
Media	Nov/Dec	Christmas Tree Permit Sales	Respond to media and public inquiries about permit sales.	Produce video of Forest Supervisor cutting a Christmas tree with family, Smokey Bear and discuss how this activity also helps with forest management.
Media	Nov/Dec	Avalanche Season	Tweet news about avalanche danger and accidents See: https://avalanche.state.co.us/index.php	Create podcasts with FS Winter Sports coordinators about avalanche danger and warning signs, near misses, etc.
Media? Partner	Dec	Christmas Bird Count	Coordinate activities with local chapters of the Audubon Society. See: http://www.audubon.org/conservation/science/christmas-bird-count	Let public know via social media, outreach about citizen science.