

Nez Perce National Historic Trail Communications Update

Roger Peterson, Public Affairs Specialist
NPNHT

November 2012



- Consolidation of mailing lists
- More effective communication
- When people retire or move let us know
- Are you getting mailings?

If not contact:

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www.fs.usda.gov/npnht/



NPNHT Progress Reports Now Published Quarterly:

- You should all be receiving these either electronically or hard copy, if not let Roger know.
- Appreciate all the input we have received from the NPS Units along the NPNHT.
- We could use more input from BLM, Forest Service & US Fish & Wildlife Service units.
- Call for stories in: *(again if you are not getting these let me know).*
January, April, July, September
- Past reports can be viewed at:
<http://www.fs.usda.gov/main/npnht/maps-pubs#Publications>



News Releases Announcing:

-  Google Earth Project
-  Challenge Cost Share Program
-  135th Commemorative [Speaker Series](#)
-  Website highlighting [135th commemorative events](#)
-  Information about NPNHT use of Social Media
-  Website revisions
-  CMP Revision workshops
-  New NPNHT Coloring and Activity book
-  New NPNHT Visitor Map



These have resulted in some good “Traditional” Media Coverage

Articles in a number of major NW papers:

- ❖ Billings Gazette
- ❖ Great Falls Tribune
- ❖ Powell Wyoming Tribune
- ❖ Cody Enterprise
- ❖ Missoulian
- ❖ Missoula Independent
- ❖ Clark Fork Chronicle
- ❖ Idaho County Free Press
- ❖ Idaho Falls Post Register
- ❖ Island Park News
- ❖ Ravalli Republic
- ❖ Lewiston Morning Tribune
- ❖ Omak-Okanogan Chronicle
- ❖ Tacoma News Tribune
- ❖ Spokesman Review
- ❖ Oregonian
- ❖ Feature in the Oregonian that ran for a week on their Outdoor Travel Blog
- ❖ Oregonian Sunday Travel section feature
- ❖ Wallowa County Chieftain

Tribal Media:

- Ta'c Tito'oquan News
- Confederated Umatilla Journal
- Char-Koosta News
- Indian Country Today

TV:

- KPAX - Missoula
- KRTV – Great Falls
- KLEW- Lewiston

Partnership for the National Trails System:

- Pathways Quarterly Newsletter



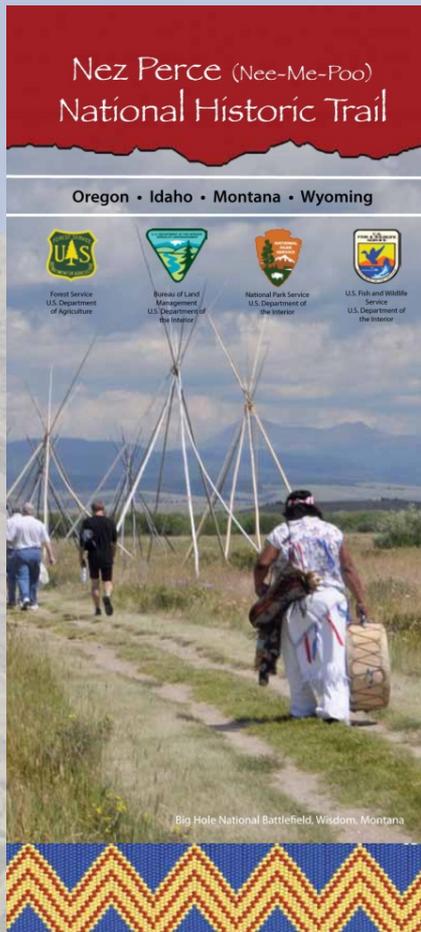
Ensure Good Internal Communications



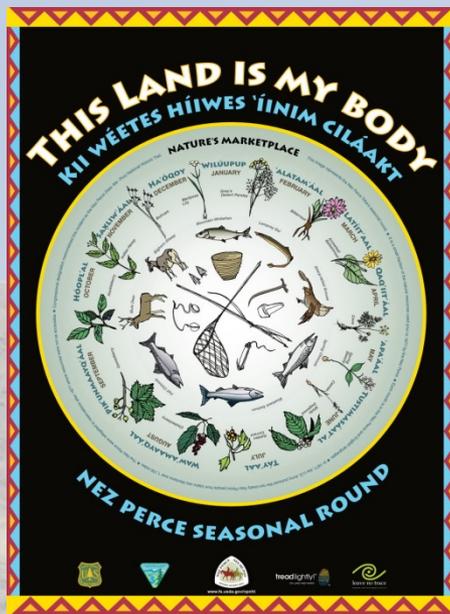
- NPNHT has been featured in:
USDA Blog: <http://blogs.usda.gov/2012/07/18/experience-history-and-nature-on-these-scenic-drives-in-the-northern-rockies/>
- US Forest Service Northern Region News (quarterly).
- National Forest Service Weekly Internal Newsletter (People, Places, Things).
- US Forest Service Northern Region Year In Review for 2012.
[Example: 2011](#)
- **Keep an open line of communication with agency PAOs along the NPNHT.**



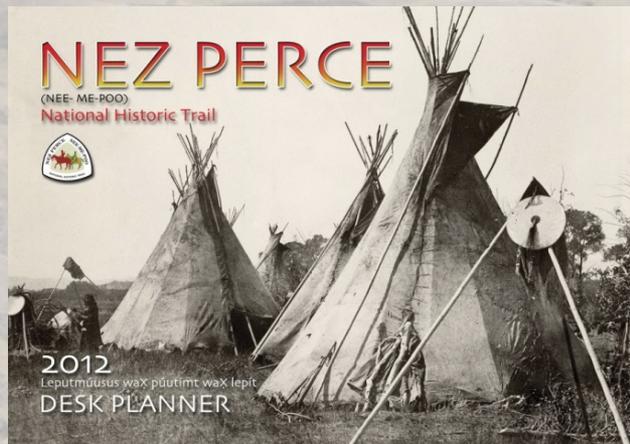
NPNHT Publications



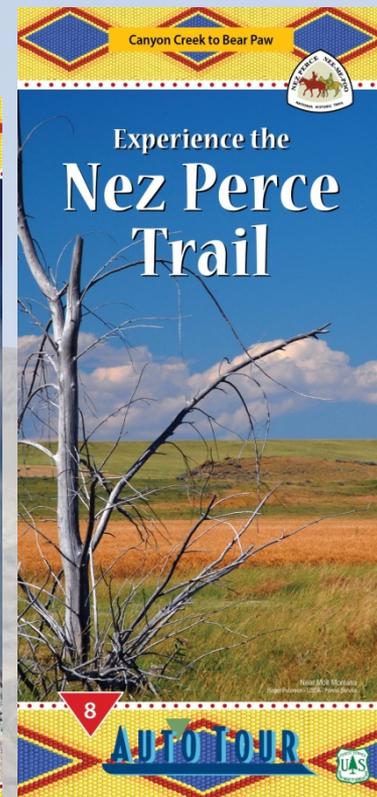
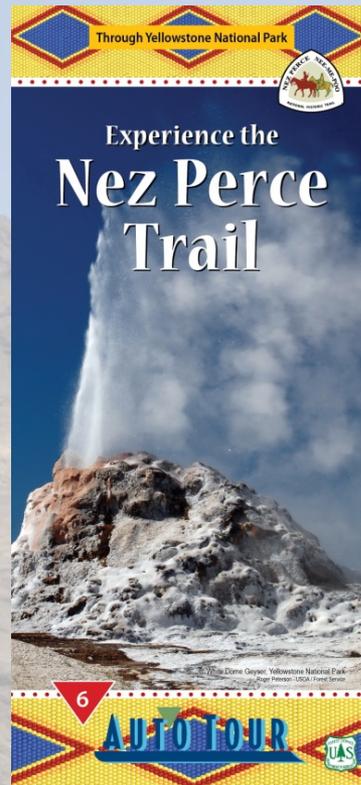
NPNHT General Brochure



Annual Poster



Annual Desk Planner

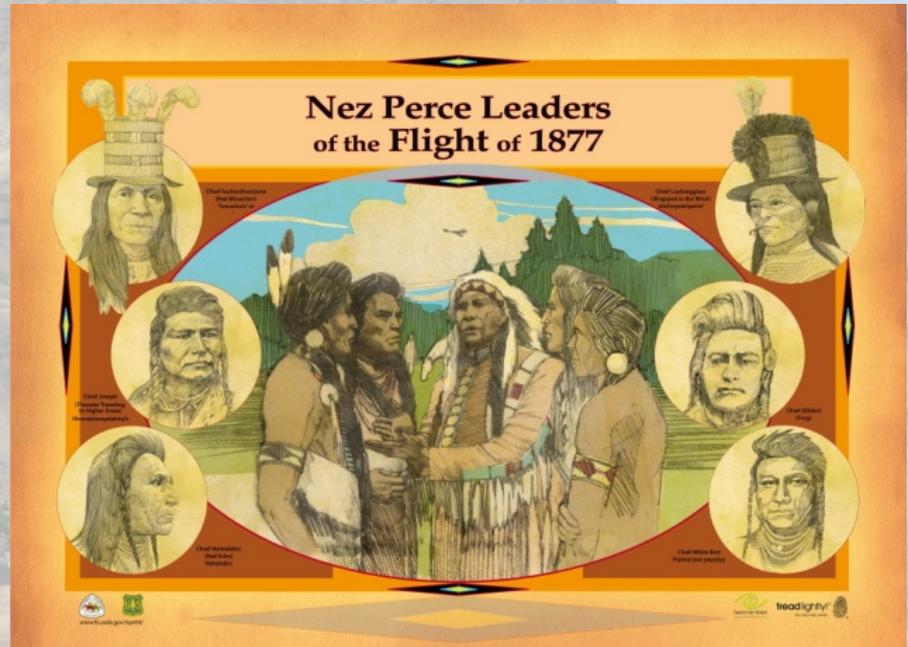


Auto Tour Brochures:
NEW: Yellowstone & Canyon
Creek to Bear Paw.

Other items “in the works”



Annual Desk Planner

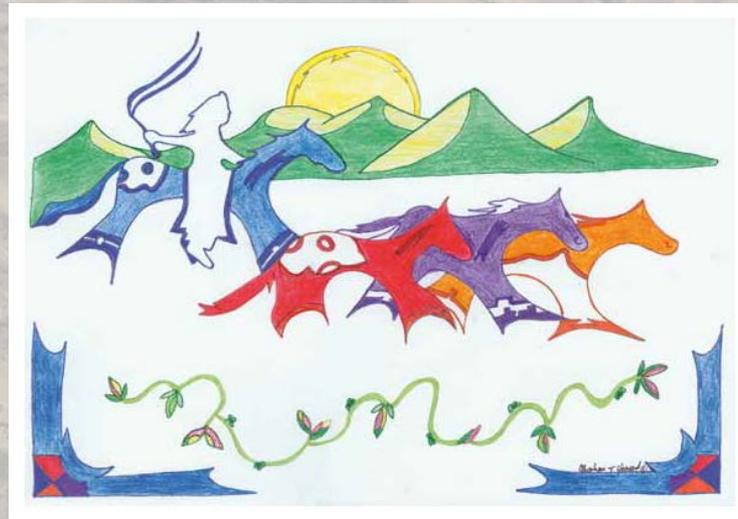
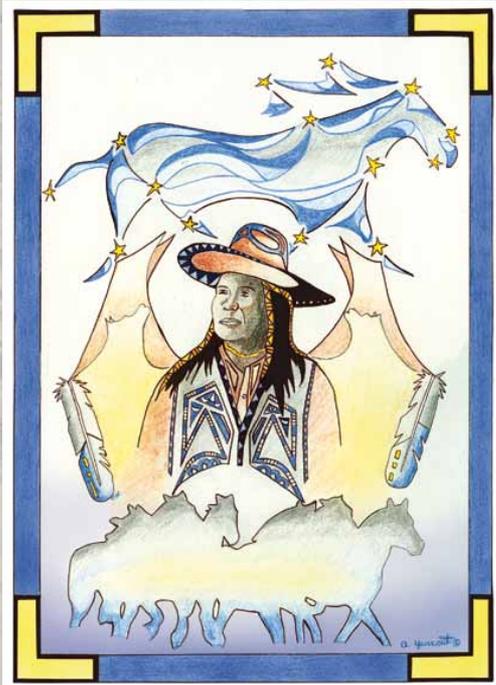


Annual Poster

New Item

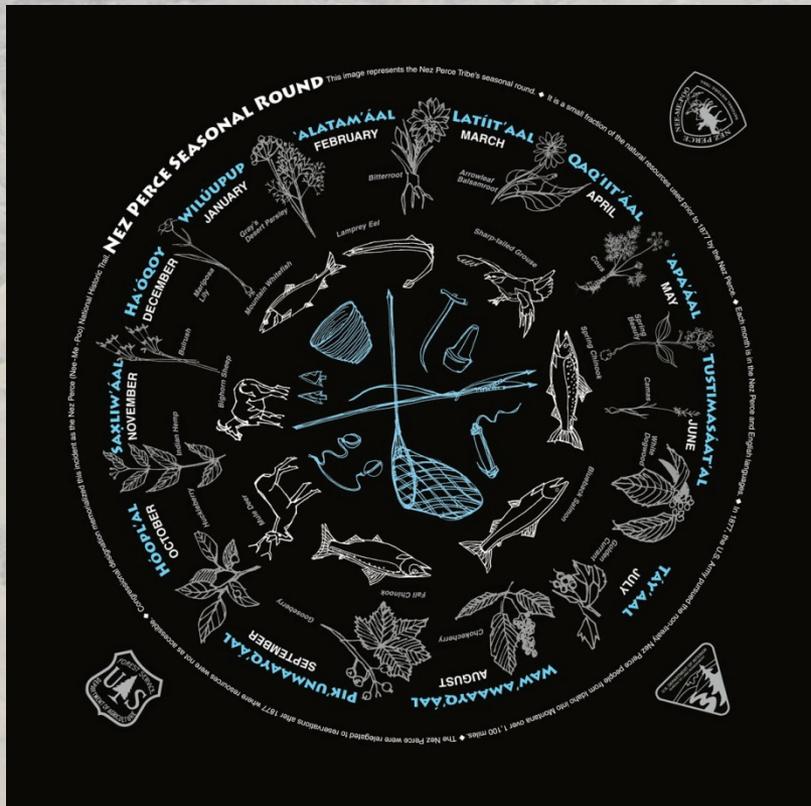
NPNHT Post Cards

- Printed Spring 2012.
- More than 18,000 copies distributed to visitor contact sites along the NPNHT this summer.
- This was purchased with Abraham Yearout NP Artist
- Text by Sandi and Roger
- Will reprint in 2013



NPNHT Bandanas

- Idaho BLM Partnership
- Given as appreciation awards to volunteers
- Educational
- Available in four colors



Displays



Current NPNHT Traveling displays

New Displays available in 2013.

Mounting Tension Before 1877

The Nez Perce, in their language Nimiitipu, lived in a land framed by the rivers, mountains, and valleys of present day southeastern Washington, northeastern Oregon and north central Idaho. The first traders and missionaries who arrived knew the Nez Perce Indians as friends.

In 1855, in the face of increasing settlement, Washington territorial governor Isaac I. Stevens met in council with Nez Perce leaders. The resulting treaty guaranteed the tribes rights to 5,000 square miles of their ancestral homeland in perpetuity.

www.fs.usda.gov/npnht

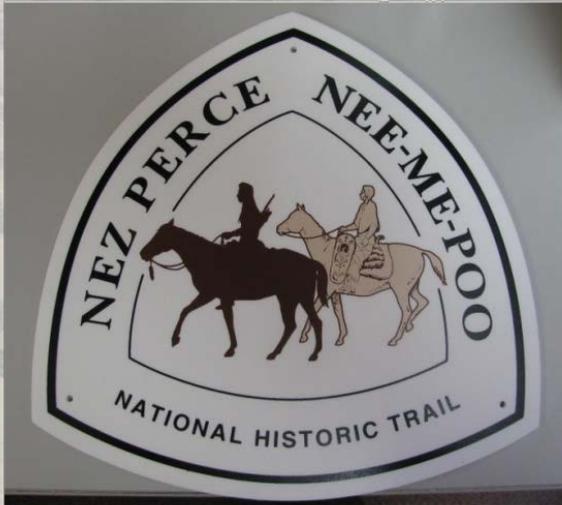
Displayed in 2012:

- BLM National Historic Trails Interp. Center, Casper, WY.
- RMMM, Missoula, MT.
- MT/ID Parks and Rec. Conference, Missoula, MT.
- National CCC Reunion, Missoula, MT.
- Appaloosa Horse Club Museum, Moscow, ID. (now through Jan. 2013)



Trail Markers

- NPNHT Auto Tour signs
- NPNHT Trail Marker



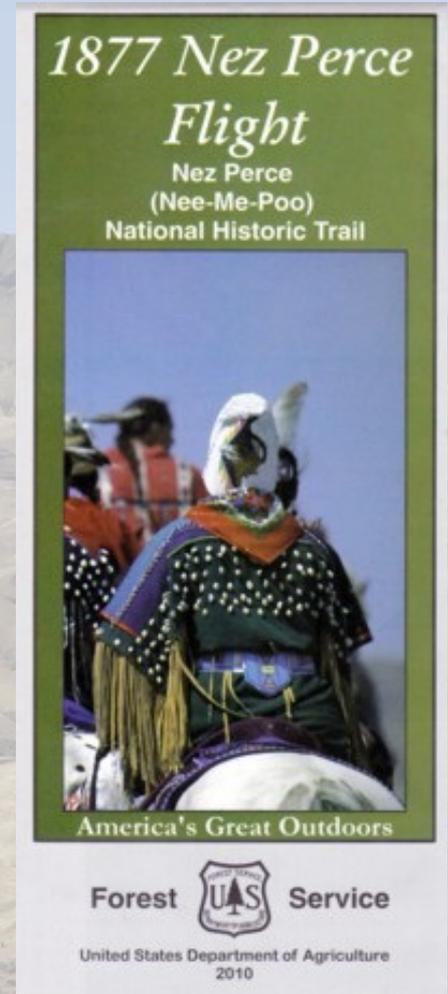
NPNHT Auto Tour sign in Idaho

Trail markers Available as
3, 9, & 18 inches



NPNHT Visitor Map

- Updated and printed in 2010
 - 3,000 copies printed
 - 1,500 have sold.
- 800 flat (being folded for sale).
- Revision 2013 and reprint in 2014.
- If you have comments/corrections please let us know.
- Does your office/visitor center sell these?
- How are they displayed for visitors?



NPNHT Education Trunks

- 2 fully functional education trunks
- Traditional Nez Perce crafts, games and stories, military clothing, and gear.
- Two videos on the war and flight of 1877.
- Designed for use by 4th through 5th grade.

See NPNHT website for ordering details:

www.fs.usda.gov/main/npnht/learningcenter/parents-teachers



PLEASE SHARE THIS INFO WITH
YOUR LOCAL EDUCATORS



NPNHT Passport Stamps

The first of the
NPNTHT Passport
Stamps were
created and
distributed in
2011 and 2012.



JUL 1 8 2012

Orofino, ID



JUL 1 8 2012

Spalding, ID



JUL 1 8 2012

Fort Benton, MT



JUL 1 8 2012

West Yellowstone, MT

If you would like a
stamp for your location
please let Roger know.



NPNHT Website

Moved to the new USDA “Portal” Format in early 2011

Key Features:

- [News](#) and events
- [Safety and Trail Ethics](#)
- A [publications](#) page
- [Learning Center](#) for youth, parents and teachers
- Land & Resources Management page
- Annotated bibliography
- [Web cams](#) along the NPNHT
- Key contact information

NOTE: Please ensure that any links you have pointed to the NPNHT from your sites are updated with this new URL/Address:

www.fs.usda.gov/npnht/



NPNHT Website Stats June 1 – Sept. 30, 2012

Statistics for June 1, 2012 to September 30, 2012 (no data from 2011 for comparison)

Visitors Overview

Page Views:	15,400	Visits via computer:	6,272
Visits:	6,628	Visits via mobile device:	572
Unique visitors:	4,581	Forest Service visits:	674
		USDA visits:	192
		BLM:	84
		National Park Service:	75

Top 20 Most Viewed Pages

Rank	Page title	Views
1.	Home	6,126
2.	Maps & Publications	1,537
3.	History & Culture	1,401
4.	Learning Center	1,393
5.	Just for Kids	1,250
6.	News & Events	952

Top Ten Metro Area Views	
Spokane	11,892
Boise	4,195
Seattle - Tacoma	2,261
Missoula	1,565
Portland	1,482
Denver	1,350
Tri-Cities	941
San Francisco – Oakland	727
Salt Lake City	673
Idaho Falls	662



Social Media

• **NPNHT Flickr** site now has more than 230 public domain images

✓ These can be used by anyone.

✓ Access this from the Flickr button on our home page:

<http://www.fs.usda.gov/npnht/>



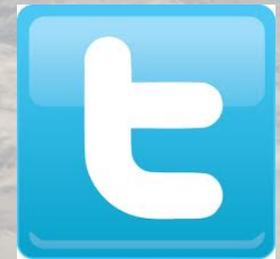
Follow NPNHT on Twitter:

✓ We are new to Twitter as of May 2012.

✓ Access from the Twitter button on our home page:

<http://www.fs.usda.gov/npnht/>

Or by searching: @npnht



YouTube:

✓ NPNHT Videos added in 2012.



Social Media

You might have noticed
a **BIG** one missing:

Facebook tops 1 billion users
October 4, 2012



This is where **YOU** can help share news about the NPNHT



Cactus Mountain Trailhead
Hells Canyon National Recreation Area



Where the “Rubber Meets the Road” Frontliners!

75 contacts and growing:

Recently added:

NPS:

- Little Big Horn National Monument
- Lake Roosevelt NRA

BLM:

- National Historic Trails Interpretive Center, Casper, WY
- Pompey’s Pillar National Monument, near Billings, MT
- Oregon Trail Interpretive Center, Baker City , OR

Numerous local visitor centers and chambers:

All contacted at least bi-annually to see what they need from the NPNHT

USFWS:

- Red Rock Lakes NWR

Tribal Interpretive Centers:

- Umatilla - Tamastlikt Cultural Institute
- Colville - Colville Tribal Museum

State:

- Bannack State Park
- Travelers Rest State Park



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**If you need something
let me know!**

