

## White River National Forest Media, Legislative and Partnership Outreach Activities and Opportunities 2013

Category	Date	Event/Activity	Current Activities	Opportunities
Media	Jan.14	Avalanche Season awareness	Tweet news about avalanche danger and accidents <a href="https://avalanche.state.co.us/index.php">https://avalanche.state.co.us/index.php</a>	Create podcasts forest Winter Sports coordinators about avalanche danger and warning signs, near misses, etc.
Media	January 24-27	Winter X-games	Coordinate with ESPN contact <a href="http://espn.go.com/action/xgames/blog/_/post/8457954/x-games-aspen-2013">http://espn.go.com/action/xgames/blog/_/post/8457954/x-games-aspen-2013</a>	Press kits?available on the web?
Partner/Media	February 19th	Rifle Snowmobile Club Poker Run	None	Outreach on social media and talk about snowmobile safety.
Partner/Media	April 14-20th	National Environmental Educator Week	None	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 27	Earth Day and Arbor Day	Varies from year to year <a href="http://www.arborday.org/arborday/">http://www.arborday.org/arborday/</a> <a href="http://www.earthday.org/">http://www.earthday.org/</a>	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.	<ul style="list-style-type: none"> <li>Package FS fire season outlook for distribution and follow up.</li> </ul> Could package items for web site to include maps, interview with fire meteorologist/fire behavior analyst which could include podcasts, YouTube video, etc.

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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>	Host media open house and highlight recreation opportunities, changes for the season, campgrounds closures, openings, etc.
Partner/ Media	Mid June	Pulling for Colorado – noxious weeds awareness event throughout the State	Central location event to raise awareness.	Coordinated multimedia outreach for events throughout the state.
Partner/Media	June 8-14	<a href="#">Ride the Rockies</a>	Find out if route goes through the forest. Feb. 2 route announcement. <a href="https://www.facebook.com/RideTheRockiesFans">https://www.facebook.com/RideTheRockiesFans</a>	Same as the Pro Bike Challenge later this year
Partner/ Media	June 8	National Get Outdoors Day	Coordinate communication with Regional Office <a href="http://www.nationalgetoutdoorsday.org/">http://www.nationalgetoutdoorsday.org/</a>	community and media outreach
Partner/Media	June 15-16	Tough Mudder	Beaver Creek <a href="http://toughmudder.com/events/">http://toughmudder.com/events/</a>	Do we want to take advantage of opportunities
Partner	June 23	Great American Backyard Campout	In 2011 partnered with several organizations to host campout at Chatfield State Park, Denver.	Partnership events throughout the region.
Media	July 4 Holiday	Fire messages/fireworks 2 weeks leading up to July 4	Safety messages about fireworks and wildland fire	Media field trips, bark beetle safety messages, wildland fire safety delivered via podcasts, Tweets, press release, etc.
Media	July 13 - 14	Triple Bypass bike ride	2 day ride in the thousands from Evergreen to Avon & back again	•
Media	July 20 -22	Courage Classic	3 day ride in the thousands from Leadville to Cooper to Keystone to Breck and back to Leadville	
Media	Aug 13 - 18	Trans Rockies	Multi day run event from Buena Vista to Beaver Creek	
Media	August 19- Aspen 20-Snowmass	<a href="#">USA Pro Cycling Challenge</a>	Communication planning coordination began in Jan. <a href="http://www.prochallenge.com/">http://www.prochallenge.com/</a>	Increase awareness to the public about the U.S. Forest Service. Inform an

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	21-Breckenridge 22-Beaver Creek 23-Vail			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"> <li>Produce video podcasts from throughout the region.</li> <li>Host a Flickr slideshow with current photos from areas throughout the region.</li> </ul> Host a photo contest from visitors through a social media campaign.
Media	Sept 6 - 7	Ragnar Relay	Running relay race from Breckenridge to Aspen	
Media/ Partner	Sept. 28	National Public Lands Day	Coordinate activities with local BLM office <a href="http://www.publiclandsday.org/">http://www.publiclandsday.org/</a>	<ul style="list-style-type: none"> <li>Post information to web site, with links to local activities. Host centralized media event with key partner(s).</li> </ul>
Media	Aug.-Dec.	Hunting Seasons: <b>Archery</b> Aug. 31-Sept. 29; Oct. 1-25; Nov. 6-30; Dec. 15-31/ <b>Muzzleldr.</b> Oct. 12-20; <b>Rifle</b> Oct. 26-Nov.5; Dec. 1-14; Jan. 1-31.	News releases about forest conditions and safety reminders (see page 1 of <b>2013 Colorado Big Game</b> 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,

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				Smokey Bear and discuss how this activity also helps with forest management.
Media	Nov/Dec	Avalanche Season	Tweet news about avalanche danger and accidents	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	Let public know via social media, outreach about citizen science.