

White River National Forest Media, Legislative and Partnership Outreach Activities and Opportunities 2014

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	Create podcasts forest Winter Sports coordinators about avalanche danger and warning signs, near misses, etc.
Media/Public	Different times during 2014	Celebrating the Wilderness Act 50 th anniversary in 2014	http://www.wilderness50th.org/ http://www.fs.usda.gov/whiteriver https://twitter.com/#!/WhiteRiverNews	Check the White River website and twitter for special events.
Media	January 24-27	Winter X-games	Coordinate with ESPN contact http://xgames.espn.go.com/	Determine extent of FS involvement.
Partner/ Media	April 22 and 27	Earth Day April 22 and Arbor Day April 27	http://www.earthday.org/	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.	Could package items for web site to include maps, interview with fire meteorologist/fire 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	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	Central location event to raise awareness.	Coordinated multimedia outreach for events throughout the state.

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Partner/Media	June 7-13	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 14	National Get Outdoors Day	Coordinate communication with Regional Office http://www.nationalgetoutdoorsday.org/	community and media outreach
Partner	June 28	Great American Backyard Campout	http://www.nwf.org/Home/Great-American-Backyard-Campout.aspx .	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	August 18-Aspen/Snomass 19-Aspen-Crested Butte 23-Vail	USA Pro Cycling Challenge	Communication planning coordination began in Jan. http://www.prochallenge.com/	<ul style="list-style-type: none"> • 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 throughout the region. • Host a Flickr slideshow with current photos from areas throughout the region. <p>Host a photo contest from visitors through a coordinated social media campaign.</p>

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Media/ Partner	September	National Public Lands Day	Coordinate activities with local BLM office http://www.publiclandseveryday.org/	Post information to web site, with links to local activities. Host centralized media event with key partner(s).
Media	Sept. (Bow season starts in Aug.)	Hunting Season	News releases about forest conditions and safety reminders as well as staffing the hunter info. centers .	Outreach bout safety conditions due to bark beetle trees. Coordinate outreach with area Colo. Parks & Wildlife.
Partner/Media	Sept. 6-7	Tough Mudder	Snowmass http://toughmudder.com/events/colorado-2014/	The forest has limited staff to advantage of the opportunities.
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	Create podcasts with FS Winter Sports coordinators about avalanche danger and warning signs, near misses, etc.

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