

**COLORADO BASIN ROUNDTABLE EDUCATION COMMITTEE**  
**October 25, 2010 12:15-1:15 PM**

**Notes from the Education committee meeting of the full Roundtable membership**

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**AGENDA**

- Present Headwater Guidelines and expectations of committee role for magazine in general.
- Review the different uses of this particular Headwaters Magazine:  
CFWE list; CFWE Tour; Roundtable education plan potential uses; other?
- Discuss Target Audience and uses for the magazine. Will this be any different than other Headwater magazines?
- Review other basin specific Headwater Magazine content lists.
- What do we want our target audience to know about the Colorado Basin?
- What stories will help us share this information with Headwater's Magazine readers?
- Brainstorm to develop broad list of possible stories to pursue.
- Schedule next subcommittee meeting to refine this information and make plans for how this fits into any new Colorado Basin Roundtable education initiatives.

**SUMMARY**

There were approximately 20 people in the room at the start of the meeting--more came in toward the end--although unfortunately the sign-in sheet was not circulated. All present are regular attendees of the Colorado Basin Roundtable meetings. (Several folks who usually participate in the Education committee were not able to make it—possibly due to the snowstorm.) Hard copies of CFWE Headwater guidelines and other related material were distributed and reviewed. Emphasis was placed that this is CFWE publication with input from this group. They are in charge of all final decisions. It is our goal to gather ideas then narrow down list of stories/themes to a list of 12-14. Then the publications committee will work with CFWE to narrow that list down further.

There was a wide range of feedback in response to the agenda questions that were posed by Bradford. Ideas were suggested and recorded on the flip chart pages. These bulleted notes are not prioritized and are only intended as a first step towards discussing how our Basin Roundtable can best use the opportunity presented by the CFWE's Colorado Basin Headwater's Magazine. There seemed to be general agreement that we are trying to determine how to use the magazine as a starting point for broader educational objectives so the comments and discussion included this as well as suggested topics for the magazine. With only one hour, this just got the conversation going though there was not enough time to edit list into themes or determine what to really focus on.

The next meeting of the Education subcommittee was tentatively set for Friday, November 5 in GWS with conference call in capability. (CB will ensure this date works for the other members of the EC as well as the CFWE.) The goal of the next Education Committee meeting is to further refine both the CBRT Education initiatives as well as refine the list of topics below to discuss with CFWE Headwater's editorial committee. The next draft will be discussed at the next full Roundtable meeting on November 22.

## **TARGET AUDIENCE FOR COLORADO BASIN ISSUE OF HEADWATERS**

We assume that all county and municipal elected officials as well as all Roundtable members around the state receive Headwaters but there were questions about how this happens. The group discussed submitting a few names to CFWE to double check this. The same question was raised for water board members around the state. Water and Sanitation companies, Ditch board members? What about County staff distribution? Understanding CFWE distribution helps us decide how many more copies might need to be funded and how we can expand distribution. It was mentioned that we should be using the writer's stories in different media (online, ect) rather than only print in this magazine.

- All science school teachers in Colorado. Ensure all River Watch teachers receive copy.
- Environmental groups, land trusts, watershed groups, etc. Ensure that these groups can have access to enough copies to incorporate into their public education plans. (Needs refinement in cooperation with these groups. Who will really use it? How many will they need?)
- Mesa State College Water Program. Other Universities in general. CSU Water program.
- CWC conference attendees; Gunnison Water Workshop participants; other water conference attendees.
- Ditch Companies.
- Commercial Outfitters.
- Other Roundtable members around the state.
- Out of State, downstream western water folks in general. All of California!
- BOR; State Parks; Colorado River Commission; TNC/Taylor Hawes group.
- Ski Industry management; Nordic trails groups.
- Chambers of Commerce; Civic Clubs. (In conjunction with presentations by BRT members)
- All journalists on the west slope. All journalists in the state.
- The whole front-range is our audience!
- Teaching leaders on the west slope is equally important!
- Mass distribution electronically in pdf/HTML to with strategy to reach all these audiences with mechanism to measure success (determine hits/links). This was discussed as part of the expanding CBRT education initiative that will require additional funding beyond just the Headwaters Magazine. Efficiencies of scale with authors...need further discussion and refinement.

## **BRAINSTORM LIST OF TOPICS FOR CONSIDERATION FOR MAGAZINE**

- Importance of Shoshone; latest operating agreement explained; what are the options?
- Global Negotiations (Later in meeting E Kuhn was asked about this idea: 'What was public was old news and new news wouldn't be available in time for publication.')
- 7 States agreements.
- Myriad Demands on River: 10,825 (ESA); Compact; Shoshone; Selenium; Ag; municipal growth.
- Water Banking concept being pursued (re pre 1922 rights)

- Recreational Economy: How much money it generates, central to lifestyle of all Coloradoans, postcard expectations of tourists will not be met if we don't protect the water.
- Ruedi/Fryingpan: 10,825 impacts, debt, compensatory storage
- West Slope Ag: What it produces (food); Importance of way of life, ag/rural 'postcard', connection to tourism economy.
- Economics of CO Basin: Recreation, Energy and Ag are all tied to water. (Headwaters/mid valley/lower valley)
- Natural Resources
- Ag: land use change, (rich bottom land being developed) temporal component, Food future-local food future.
- Water Institutions (that operate within the Basin) Policy focus.
- Recovery Program (all encompassing) [All agreed could fill a whole magazine!]
- Recreation Amenities. Skiing, rafting require water. How to show this and quantify? Talk about non-consumptive attempts to deal with water. "Usable days" explanation.
- Wild & Scenic process. How this is tied to ISF on Colorado River. (Might explain why we don't have INF protection on Colorado River already.)
- Water Quality: Mining, Salt/Selenium. Impact on Ag.
- Clarify misconceptions (myth busting): Reservoirs aren't the ONLY answer to water supply challenges.
- CRWAS-Explain what it is, why it is important and where it is (or isn't) going next.
- Past hydrology is not the predictor of the future. Climate change. (How climate and runoff has changed, not an expose on 'why.')
- Dust on Snow.
- ILLUSTRATE what a dewatered stream means and what it looks like. Don't just use words.
- What would it look like in the rest of the state without the Colorado River water?
- Balancing act is out of balance.
- Pace of growth in Colorado Basin—much greater than other parts of the state.
- Show that Colorado Basin is where the water comes from for the whole state to thrive.
- Restoration. Conservation efforts in our own house/basin.
- Green Mountain 101. This is so important to all of our rivers. Explain the Wednesday HUP Phone call and how it works to control stream flow in all the rivers in the Colorado Basin all summer.
- The way we use Colorado River water in Colorado (Rec, Energy, Ag) allows for the quality of life on the Front Range and the economic development of the whole state.
- Augmentation Myth: The way we use pipes and buckets to "Augment" diversions does NOT equal a healthy ecosystem. (This is a fake balancing act for the streams.)
- Include personal profiles to personalize the stories.
- Understanding the geography is very important to understanding Colorado River Basin. What is the best way to show this?
- Tell the story of the plumbing...the tunnels are interesting and really help people understand "where their water comes from."

## **OTHER CONSIDERATIONS/SUGGESTIONS/GRAPHICS**

- One long story that weaves all these shorter stories together with the shorter ones explaining small key points in greater detail. Still want longer stories on the web.
- Longer stories posted online with magazine being a sort of executive summary approach. Must have strategy to really push the online version so it is used.
- Use of maps will be very important.
- Maps of diversions, tunnels... (not the same old arrow diagram...it doesn't work really.)
- Centerfold maps?
- Use more and larger photographs to help tell the stories.
- Don't go too deep into all topics, maybe one page stories with facing photos.
- This approach (above bullet) is outside scope of magazine and should be explored by education committee. How would we do this?
- Graphics: Please don't put print over photos or white font over dark background. Very tough to read. (Widespread agreement on this point.)
- Clean look but not so much print on the facing pages that it doesn't feel interesting to read.
- Ed Committee should include money for speaker's tours to ensure distribution is accompanied by presentations. (As part of CBRT education/outreach plan.)
- Colorado River District has a lot of good resources, videos, ect for any expanded magazine web site. River District may be willing to add money to magazine budget to expand writer's budget for more stories or longer stories. (As long as we're hiring journalists to write...capitalize on economies of scale.)
- Use call outs / shadow boxes.
- Have one or two line exec summary of long stories at start of story or in front or centerfold of mag. (Use this strategy for web distribution of content also.)
- Lots of one pagers VS In depth coverage on fewer stories. (Both comments repeated throughout so we really don't have consensus on this point.)

## **EXPLORE WEB EXPANSION: USE THIS MAGAZINE AS A STARTING POINT ONLY.**

**NEXT MEETING:** Next meeting of CBRT Education Committee tentatively set for morning of Friday, November 5 in GWS with conference call in capability. Goals of meeting are to discuss CBRT education plan and narrow down list of bullet points to share with CFWE.

We are seeking new members of the Education Committee and specifically those interested in participating on the ad hoc "Publications sub-committee for Headwaters. Contact Caroline Bradford at 970-688-0812 or [carolinebradford@wildblue.net](mailto:carolinebradford@wildblue.net) if you want to be added to the committee distribution list.