

Project Summary
Rocky Mountains Cooperative Ecosystem Studies Unit

Project Title: White-Nose Syndrome in Bats Outreach Communication Plan

Discipline: Natural
Type of Project: Education and Technical Assistance
Funding Agency: National Park Service
Cooperators: Colorado State University
Effective Dates: 9/1/2017 - 12/31/2017
Funding Amount: \$177,601

Investigators and Agency Representatives:

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Project Abstract: The goal of this project is to develop a public communication plan and product that help the NPS communicate the importance of bats and the threat of white-nose syndrome. The NPS contact millions of individuals each year through personal services (ranger and classroom programs, informal visitor contacts) and media (print, web). This reach creates an opportunity to raise awareness about bats, the white-nose syndrome, the NPS response, and actions people can take to protect bats. This plan will help the NPS take advantage of its public out-reach and educational role.

Keywords communication plan, bats, white-nose syndrome, Colorado State University, National Park Service, NRSS-Office of Education and Outreach