

Rocky Mountains Cooperative Ecosystem Studies Unit
Project Summary

Project Title: Science Communication through Mass Media

Task Agreement #: P17AC00606 **Modification(s):** 4

Discipline: Social

Type of Project: Technical Assistance/Education

Funding Agency: National Park Service

Other Partners/Cooperators: Colorado State University

Student Involvement: Yes, student

Effective Dates: May 1, 2017 to May 31, 2022

Funding Amount: \$526,357

Investigators and Agency Representative:

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Project Abstract:

The primary focus of this project is public outreach, education and communication. The project assists in the creation, promotion, facilitation, and improvement communication products that increase public understanding and engagement in natural resource topics. This project will provide significant benefit to the public; it will focus on distilling and refining technical information and reformatting it into a context that will be easy to digest and retrieve by the public through various communication channels. Communication topics such as white-nose syndrome in bats, invasive species, and air quality are broadly applicable to public lands and conservation areas. Additionally, this partnership project will assist Colorado State University by providing students with opportunities to produce science stories, work with professional scientists and communicators, and develop their portfolios.