

Rocky Mountains Cooperative Ecosystem Studies Unit
Project Summary

Project Title: Digital Media Technical Assistance

Discipline: Interdisciplinary

Type of Project: Technical Assistance

Funding Agency: National Park Service

Other Partners/Cooperators: Colorado State University

Student Participation: Yes

Effective Dates: December 1, 2020 – June 30, 2022

Funding Amount: \$ 132,464

Investigators and Agency Representative:

NPS ATR: Sara Melena, Communication Specialist, National Park Service, NRSS Natural Resource Office of Communications, 1201 Oakridge Drive, Fort Collins, CO 80525, Phone: (970) 225-3525, Email: sara_melena@nps.gov

Investigator: Dr. Donald E. Zimmerman, Research Scholar, Morgan Library, Colorado State University, Campus Delivery, Fort Collins, CO 80523-1019, Phone (970) 491-3435, Cell (970) 420-6788, don.zimmerman@colostate.edu

Project Abstract:

Project Goals – The goal of this project is produce digital media about natural resource topics for web and social media platforms.

Project Objectives – To produce visual media for use on digital platforms. This will include producing and providing guidance and assistance in the development of web content, photography, infographics, and video. Enhance format and delivery of natural resource science topics on digital platforms. Develop, implement, evaluate, and provide recommendations for increasing engagement with the public on digital platforms.