

Notes for breakout group: educational brochure for the southeast

A. Audiences

1. Real estate agents
2. Conservation organizations
3. Online customers
4. Travel, visitor centers
5. Inside crab pots
6. Crab pot producers
7. Extension services

B. Do we really want to focus on a brochure?

1. Environmental responsibility – paper
2. Alternatives that would be just as effective, if not more
 - a. more permanent tabletop display
 - b. website that includes downloadable brochure – general consensus that the website should come **before** the brochure.
 - c. Bumper stickers
 - d. door hangers
 - e. DVDs
 - f. posters
 - g. laminated terrapin-shaped educational flyer in crab pots
 - h. book mark

C. Funding

1. Concerns about funding expensive brochure, then not being able to pay for reprints in future.
2. Nice brochure is expensive

D. Brochure content, layout

1. One customizable panel
2. Generic brochure that covers terrapins of southeast (ecology, conservation threats, etc)
3. “What you Can Do” section

E. Website

1. Simple, attractive home page with memorable URL (eg terrapin.org)
2. Charismatic photos
3. Navigation
 - a. About – explanation of working group mission, about terrapins.
 - b. What you can do – links to outside info
 - c. Resource library – links to outside info
 - d. Conservation issues
 - e. Contact – link to all partners, workgroup affiliations
4. Downloadable brochure available on website
5. Website funding
 - a. pro-bono services?
 - b. low cost, professional looking site with Microsoft Office Live, Google Sites that can be edited by anyone, anywhere. Need someone with design experience to help set up.
6. Who will maintain website? Undecided.
7. David Lee offered to host the draft on his site for everyone to comment on. He also offered photos.
8. Need for website committee composed of folks from different disciplines