

APPENDIX F

Information Needs

Compiled from the conversational responses obtained in the open-ended telephone survey

1. Facts and information on local:
 - a. Geography.
 - b. Geology.
 - c. Water history.
 - d. Water issues.
2. Up-to-date information (e.g., current topical information and cutting edge water-related research).
3. Audience-ready material (i.e., material that requires very little value to be added by outreach educator).
4. Information on living resources and in-stream water uses (as opposed to extractive water uses).
5. Guidance in watershed management planning and decision making:
 - a. Structured decision making.
 - b. Participatory planning and decision making.
6. Synthesized research on education, outreach, and marketing.
7. Community perspectives.
8. Group and community facilitation techniques.
9. Success stories of education and outreach programs. (One informant specifically suggested creating an on-line list of all the different types of water management, education, and outreach programs that are each linked to the local sites around the country that report on successful conduct of that type of program.)
10. Guides and manuals for resource care and management.
11. Guidelines and instructions for turning a technical document into a practical guide for the layperson.
12. Prevention-oriented material.
13. Desired qualities of water education and outreach materials:
 - a. Conclusion oriented.
 - b. Action directed.
 - c. Quick.
 - d. Credible.
 - e. Easily adaptable to local needs.
 - f. Requires little value added by first-order audience.
 - g. Addressed to lay audiences.
 - h. Easy to use.
 - i. Clear.
 - j. Easy to understand.
 - k. Hard hitting.
 - l. Direct.
 - m. Based on current research.