

Volunteer Job Description

Title: Development of Public Outreach Material

Purpose:

CPAWS-Yukon is frequently asked to set-up displays or booths at a variety of events. We would like to have ready-to-go material on a variety of different topics that we could use for these events so that preparations for events take minimal amount of staff effort.

Deliverables:

- Text boxes for a display on a selected theme (suitable for a ~ 6 ft. x 7 ft. display case).
- Ideas for images and maps to accompany text*
- Background information on a selected theme in point form, with a list of references used

Note, you are not being asked to create maps but should let us know what maps are required, if any, to get your message across. Similarly, it would be helpful if you could gather images, but if you can not, then we would like ideas on what images are required.

Tasks:

1. Staff have developed a series of themes for which we would like to see some public outreach material developed. Volunteers can pick one (or more) of the themes to work on. The following themes are available:
 - Conservation Economics
 - Mining in the Yukon
e.g. what are the environmental concerns, where are the active mines, what's wrong with our mining laws, etc.
 - Forestry in the Yukon
e.g. what are the issues, where is it taking place
 - The Boreal Forest
e.g. where is it, why is it important, what is CPAWS doing to protect it, why should you care?
 - Conservation in Your Backyard
A series featuring different areas of high conservation value in the Whitehorse area (e.g. I bex Valley) - discuss with staff to determine which areas should be featured
 - Park Profile
A series featuring existing protected areas in the Yukon (history of the park, unique features, management concerns, etc.)
 - Wetlands
e.g. why are they important, why should we protect them
 - Climate Change and Protected Areas
e.g. what role can protected areas play in coping with climate change
 - Hunting and Protected Areas

e.g. why are protected areas beneficial to hunters? What are some precedents set in other parts of the country with respect to grandfathering in hunting rights?

2. Once a general theme has been selected, you should flesh out some ideas and messages, then get together with the supervising staff member to run by your ideas and develop a plan:
 - What is the overall message we want to get across to the general public
 - What staff members should be consulted or used as resource people
 - What other resource people would be worth talking to
 - Ideas on ways to present information (e.g. what kind of maps and images would help in presenting the information)
3. Conduct background research, including talking to resource people. Research may also involve searching for appropriate images (via internet or by contacting relevant organizations)
4. Write up background information in point form, including a list of references used
5. Write final text for display, gather images and request maps from GIS Coordinator. Material will be reviewed and may be edited by staff prior to final production.
6. If we think it would be useful and you are interested, we may ask you to take background information and develop further communications material, such as handouts, brochures, newsletter article, material to be placed on our website, etc.

Qualifications

You must be able to conduct basic research, including searching the internet and the Yukon library system. You must be able to compile a large amount of information into a concise summary. But most importantly, you must be interested in the theme they are researching!

Timeframe

There is no set timeframe for this project. The sooner is always the better. It should take a person no more than a couple of weeks to develop the display material, but that is of course dependent on your existing knowledge of the theme and how much time you are able to devote to the project.

Site

Most of the work can be carried out from any location. However, you should spend some time discussing your project with the supervising staff member and familiarize yourself with existing CPAWS Yukon display material. If you do not have access to a computer or the internet you can use the spare computer in the CPAWS office.

Supervision

One of our staff will be assigned to assist you. You should get in touch with them to discuss the project at the beginning, including ideas on messaging and presentation (see step 2 above). Once you have done your research the supervising staff will get together with you and review the background information compilation as well as the proposed text display. Other staff and our communications contractor may want to help as well.

What do you get out of it?

A chance to develop research skills, use your creativity, get to know some of the environmental issues we are faced with today, learn something new, help us become better communicators...