



Association for Conservation Information
Making the Message: Communicating Conservation
Conference Agenda
July 25-30, 2003

Saturday, July 26				
Publications	Marketing/ Public Relations	Electronic Media	Education	Conservation
In the Beginning, there Was the Word: Writing to Inform and Educate	Case Study: Grizzlies in the Greater Yellowstone Area	Playing the Big Leagues	Draper Museum- Innovation in Interpretation of the Outdoors	Keynote: The Importance of the Conservation Message
	A Study in Success: Saving the Yellowstone River			On the Shoulders of Giants: The Legacy of Communication in Conservation

Sunday, July 27				
Publications	Marketing/ Public Relations	Electronic Media	Education	Activities
Making Photoshop Work Better For You	Case Study: Chronic Wasting Disease	The Tech Side of The Web	The Ugly Hunter	ACI Auction
Advanced Photoshop		DVD and Digital Technology in Television	Conservation and the Politics of the Classroom	

Monday, July 28				
Field trip day				

Tuesday, July 29				
Publications	Marketing/ Public Relations	Electronic Media	Education	Activities
The Digital Image	Case Study: The Arkansas Eighth Percent	Playing the Big Leagues	Stalking Science: Outdoor Education	Awards Banquet
The Outdoor Image		The Outdoor Image	The Outdoor Image	