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"Outside of a dog, a book is man's best friend. Inside of a dog it's too dark to read." — Groucho Marx

Take It Outside!



Marketing **Take It Outside!** Activities

Getting The Word Out

How badly does this dog want to go hiking?

Take It Outside!

on a leash



Hiking Program

A good program loses public interest and fades away. This is how we brought it back.



Twenty five years ago, El Centro had a popular and well attended hiking program. More people than a hike could handle signed up. People were turned away, or languished on waiting lists. An office policy was developed. A special phone line, the “Hiker Hotline” was activated.



Take It Outside!

up a dune



And then, about 10 years ago (and why or how it happened unknown or forgotten), the people lost interest. The community forgot about the BLM, the freedom of the hills, the 10 wilderness areas surrounding them. And we let them.

The hiking program was dead.

Take It Outside!

with a kid



Fast forward a few years.

What will bring the hikers back?



What's the angle?

Take It Outside!

in a canyon



DOGS!



Take It Outside!

on 2 leashes



Oh, America!

We travel with them,

Check into hotels with them,

Take them to work more often than our children.

We build entire parks for them.

Who says we can't take them into wilderness?

Take It Outside!



OK, so now you know where I'm heading with this.

Getting The Word Out

means –

- Knowing your intended audience
- Using all sorts of media
- Using all sorts of platforms
- Incorporating modern technology



Take It Outside!



Know your Audience.

#1 rule for interpreters applies here. So, market to them:

Duners with dogs.



BLM

Duner Dogs Hike Too!

Vehicle problems have you sidelined? Kids need to burn off some energy? Dog need a walk? Then you are in luck! Bring your best friend and join a BLM Park Ranger for a moderate hike to view the Indian Pass Arches, located just east of the dunes in the Chocolate Mountains. Find out what's beyond the boundary...

Presidents' Day Weekend!

When: Saturday, February 16, 2013

Where: Indian Pass Arches (Indian Pass, California)

Who: 10 canines (limit) and their people (max 20). No more than one dog per handler, please. (Children under the age of 18 years old must be accompanied by an adult.)

Flyers are made in MS Publisher, following BLM publication standards.

Why?

Because BLM is not a common household word in the local community, I keep it pretty official.

Amateur photographers.

50th Anniversary of the Wilderness Act
1964 - 2014

Take it Outside!
with a camera

Photo Hike!

Indian Pass Arches - Saturday, February 8, 2014
Take your landscape photography to the next level!

Want to learn how to use that DSLR you got over the holidays? Or finally figure out how to use the one you already have? Photographers from the *Imperial Valley Friends of Photography Club* will join us on the hike to give you pointers on composition, exposure, techniques, etc. All photography buffs welcome!

Hikers will meet the park ranger at the intersection of Ogilby Road and Indian Pass Road (approx. 12 miles north of Interstate 8) at 9:00am. The caravan will drive east on Indian Pass Road (high clearance/4WD vehicle recommended) for 8.5 miles to the parking area and hike starting point.

No dogs on this one, please. Sign up today!

Join a Bureau of Land Management (BLM) Park Ranger and celebrate the 50th Anniversary of the Wilderness Act by taking a hike!
Find more information online at <http://blm.gov/Sykd>, or call the El Centro Field Office at 760-337-4400

BLM
El Centro Field Office

http://web.blm.gov/internal/wo-600/610/design_standards/welcome.html

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Audience specific: Dog Hikers

Local pet stores (Petco, etc)

Vet offices

Field Office – available at Front Desk

Ranger Stations

Think about: local military bases,
humane societies (rescue groups),
dog clubs, pet grooming shops.



2014 Dog Hikes!

Date	Day	Where	Difficulty
11/23/13	Saturday	Indian Pass Wilderness Arches	Moderate
11/29/13	Friday	North Algodones Dunes Wilderness	Easy/Moderate
12/14/13	Saturday	Fossil Canyon (Coyote Mountain Wilderness)	Easy
1/25/14	Saturday	Wind Caves (Coyote Mountain Wilderness)	Strenuous
2/15/14	Saturday	Indian Pass Wilderness Arches	Moderate
3/15/14	Saturday	Pepperwood Springs (Sawtooth Mountains Wilderness)	Strenuous

Join a Bureau of Land Management (BLM) Park Ranger and help celebrate the 50th Anniversary of the Wilderness Act by taking a hike with your best friend!



Find more information online at <http://blm.gov/5ykd>, or call the El Centro Field Office at **760-337-4400**

El Centro Field Office



Take It Outside!



Because hikes are not limited to only people with dogs, and some hikes do not allow dogs, a comprehensive list is available.

This flyer is widely distributed:

Chamber of Commerce

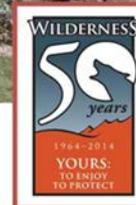
Field Office Front Desk

Other State or Federal Agencies

Partner Organizations

Local community organizations

Think about: local military bases.



2014 BLM Guided Hikes

Date	Day	Dogs	Location	Difficulty
10/18/13	Fri	No	Tumco Interpretive Night Hike	Easy
11/23/13	Sat	Yes	Indian Pass Wilderness Arches	Moderate
11/29/13	Fri	Yes	North Algodones Dunes Wilderness	Easy/Moderate
12/14/13	Sat	Yes	Fossil Canyon (Coyote Mountain Wilderness)	Easy
1/25/14	Sat	Yes	Wind Caves (Coyote Mountain Wilderness)	Strenuous
2/15/14	Sat	Yes	Indian Pass Wilderness Arches	Moderate
3/15/14	Sat	Yes	Wind Caves (Coyote Mountain Wilderness) Night Hike	Strenuous
5/24/14	Sat	No	North Algodones Dunes Wilderness Night Hike	Easy

Join a Bureau of Land Management (BLM) Park Ranger and help celebrate the 50th Anniversary of the Wilderness Act with a hike to your favorite wilderness area. Check out the dog-friendly hikes!

Sign up today!



Find more information online at <http://blm.gov/5ykd>, or call the El Centro Field Office at 760-337-4400

BLM

El Centro Field Office



Take It Outside!



BLM > California > El Centro > Recreation > Hikes

Search

El Centro Field Office

Hikes 2013 - 2014

Schedule:

Date	Dogs	Day	Location	Difficulty
10/18/13	No	Friday	Tumco Interpretive Hike - Night Hike	Easy
11/23/13	Yes	Saturday	Indian Pass Arches*	Moderate
11/29/13	Yes	Friday	North Algodones Dunes Wilderness	Easy
12/14/13	Yes	Saturday	Fossil Canyon	Easy
1/25/14	Yes	Saturday	Wind Caves	Strenuous
2/08/14	No	Saturday	Indian Pass Arches* Bonus Photo Hike!	Moderate
2/15/14	Yes	Saturday	Indian Pass Arches*	Moderate
3/15/14	Yes	Saturday	North Algodones Dunes Wilderness Night Hike	Easy
4/12/14	No	Saturday	Tumco Interpretive Hike	Easy
5/24/14	No	Saturday	North Algodones Dunes Wilderness - Night Hike	Easy

*High clearance vehicles or 4WD required to access trailhead.



BLM Park Ranger leads a dog hike.
Photo courtesy of Ivan Soto



Dog Hikers have more fun! Join us!
Photo courtesy of Ivan Soto

Join a BLM Park Ranger on a hike to celebrate the 50th Anniversary of the Wilderness Act in 2014.

Call the El Centro Field Office at 760-337-4400 to reserve your spot!

Follow the links above to see the hike description and check out the gear list below.

Hiker Gear	Dog Gear
Water - 2 qts/person (minimum)	Water - 2 qts/dog
Day pack	water bowl
snack or lunch	leash required!
sturdy shoes/hiking boots	plastic bags/shovel (for poop)
sunglasses	dog snacks
hat	harness
sunscreen	booties
warm clothing	
flashlight/headlamp	

For more information contact:
Joya Szalwinski - Interpretive Park Ranger
El Centro Field Office - 760-337-4443

Web pages

Create web pages for your FO/SO site.

- Write good metadata for web searches.
- These links will be used broadly in email contact lists.
- Create QR codes or tiny URLs for use on posters, handouts. The BLM URL is ridiculously long!



<http://www.blm.gov/ca/st/en/fo/elcentro/recreation/doghikes.html>



<http://blm.gov/5ykd>

Try it! I'll wait!

Take It Outside!



Social Media

BLM pages:

Ask your state public affairs folks to post upcoming events.

If your location has its own FB page, post it there as well.

Partner FB pages:

Use community FB pages to your advantage. Have someone post your event, or share it from the BLM page. **These are sometimes more effective than BLM pages, especially if your community has little knowledge of BLM.**

Facebook is fleeting, though! Strategize when to post effectively.

"We should do this!"



The image shows a screenshot of a Facebook post from the 'Imperial Sand Dunes Recreation Area' page. The post is dated 'Yesterday' and contains text about a night hike in the North Algodones Dunes Wilderness. Below the text is a photograph of sand dunes with ripples. The post also includes event details for a 'North Algodones Dunes Night Hike' on Saturday, March 15 at 6:30pm in PDT, with 2 people going. At the bottom, there are interaction options (Like, Comment, Share) and a list of users who liked the post, including Ron Vickstrom, Eric Solis, Chris Robinson, and 10 others. A comment from Chris Robinson says 'Tiffany Bengtson we should do this' with 1 like and was posted 5 hours ago. A large blue Facebook 'f' logo is overlaid on the bottom right of the screenshot.

Imperial Sand Dunes Recreation Area
Yesterday

Interested in exploring the North Algodones Dunes Wilderness? Here's your chance! Join a Park Ranger for this night hike adventure! For more information about the hike contact the El Centro Field Office at: 760-337-4400.

North Algodones Dunes Night Hike
Saturday, March 15 at 6:30pm in PDT
2 people are going

Like · Comment · Share

Ron Vickstrom, Eric Solis, Chris Robinson and 10 others like this.

Chris Robinson Tiffany Bengtson we should do this
1 · 5 hours ago

http://www.blm.gov/wo/st/en/info/socialmedia/Socialmedia_policies.html

Take It Outside!



NEWS

BUREAU OF LAND MANAGEMENT CALIFORNIA **BYTES**

A publication of [Bureau of Land Management in California](#)

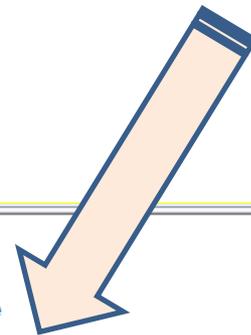
Issue 613-02/28/14- Visit us on [Facebook](#) -- Follow us on [Twitter](#) -- Share us with friends and colleagues!



Use your weekly state newsletter to help get the word out. When your event is finished, write it up and tell the world about it.

THIS WEEK IN NEWS.BYTES:

- [Military Veteran Crews](#)
- [Headlines and Highlights](#)
- [Off-Highway Vehicle Recreation](#)
- [Discover the Coast](#)
- [Renewable Energy](#)
- [Wildlife Trivia Question of the Week](#)
- [Upcoming Events and Activities](#)
- [Department of the Interior Weekly Video](#)



SELECTED UPCOMING EVENTS



Mar. 15: North Algodones Dunes Night Hike (BLM Facebook)

Join a park ranger for a fun night hike roaming the sand hills (dogs permitted). This moderately easy hike follows sandy washes and climbs the short dunes. <http://ow.ly/uhldh>



Feb - Mar: Wildflower Walks- San Joaquin River Gorge Special Recreation Management Area (BLM Facebook)

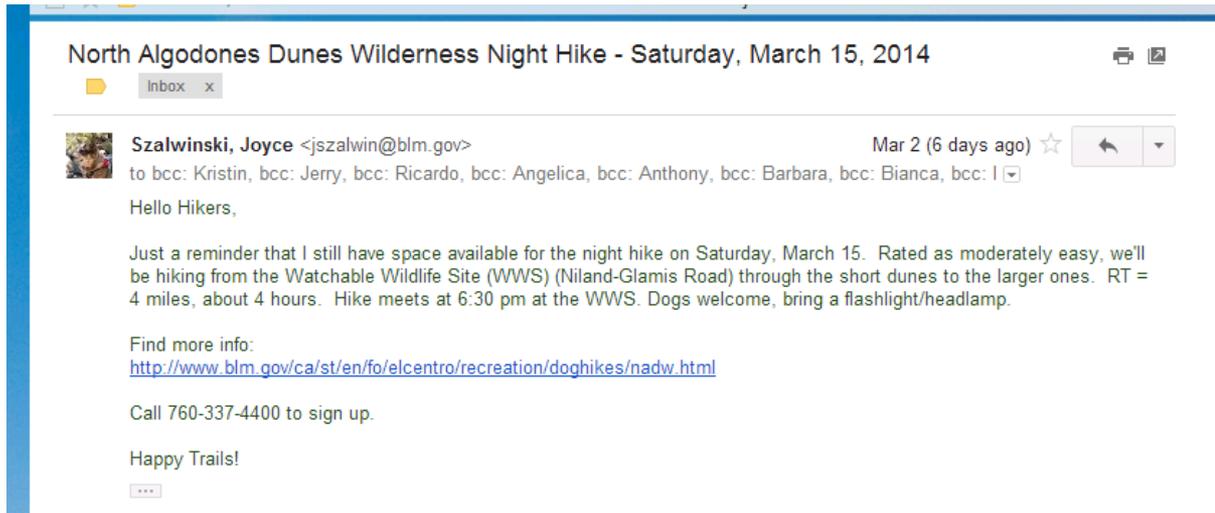
Every Wednesday Morning in February and March. <http://ow.ly/uhlJR>

Take It Outside!



Email Blasts

It may be old school, but my email contact list is my most effective method of getting the word out. And getting some feedback.



Hiker comment via email:

"Thanks for the hike last night but one complaint, when we got out of the truck we both almost collapsed. Those dunes were like 3 hours on a stair master. Lol. Seriously, we had a good time."

Included in this contact list are the contacts to other local hiking groups. This effectively doubles or triples the reach of this communication.

Take It Outside!



Word of Mouth

Do not under-estimate the power of word of mouth.

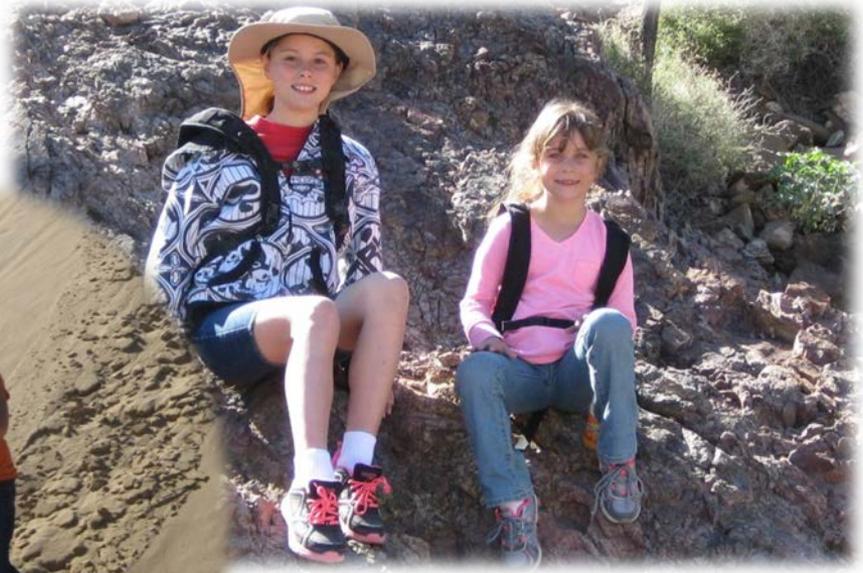
People having a good time discovering America's Great Outdoors will pass that information along. *"Did you know, BLM's hiking people around!"*

Before you know it, people are calling you.



Take It Outside!





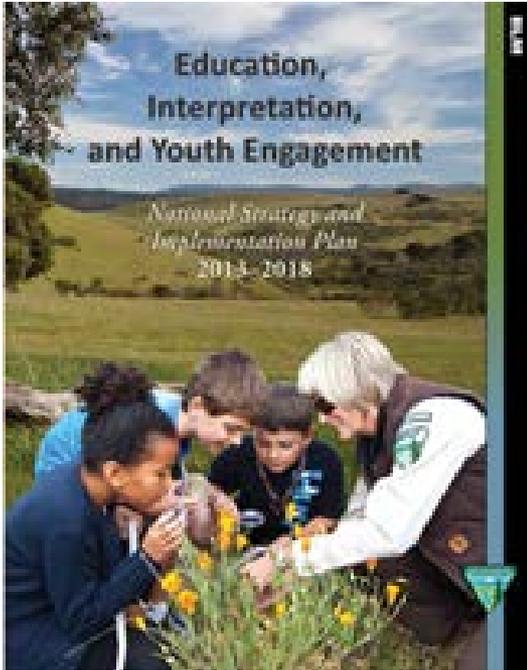
Take It Outside!

with these people

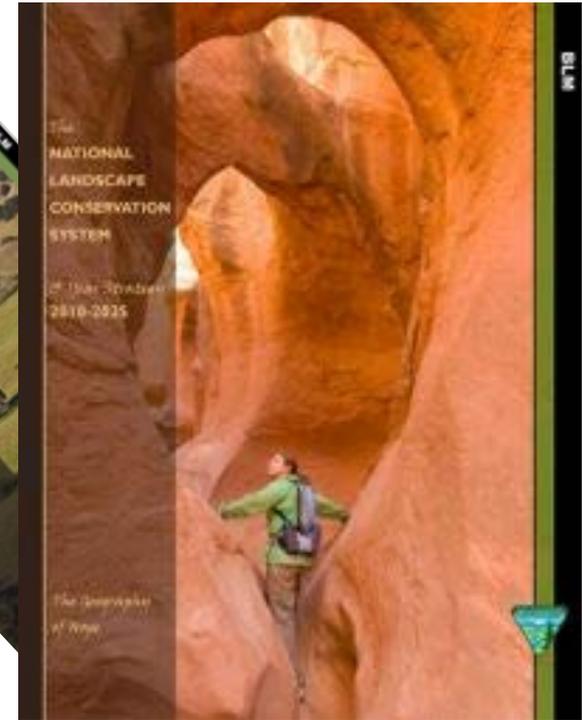
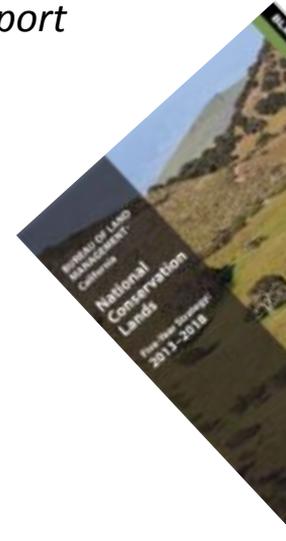


Getting A Word In

Taking It Outside! with management support



<http://blm.gov/ytlid>



<http://blm.gov/xtld>



Find your state's NLCS strategy here!

Take It Outside!

with your boss



This dog wants to hike badly.

Inside time over.
Now, get out
there!



Need more information?
Contact: Joya Szalwinski at
760-337-4443
jszalwin@blm.gov

Disclaimer:

Like any good interpreter, I stole the idea of dog hikes from my colleagues at the Palm Springs Field Office. Happy Tails, Tracy!

Take It Outside!

with a vengeance!

