



**Clean Michigan Initiative**  
**Clean Water Fund**  
 2001-0036



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 Conservation District  
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## Boardman River Outreach Campaign

August 20<sup>th</sup>, 2002---January 30<sup>th</sup>, 2004

The Boardman River is a state-designated "Blue Ribbon" trout stream and a Natural River flowing through Grand Traverse and Kalkaska Counties. Its 182,800 acre watershed supplies 30% of the inflows of Grand Traverse Bay. Land use is 55% forested, 17% agriculture, 3% wetlands, 17% open areas and waterbodies, and 8% urban uses. The watershed is heavily impacted from human activity. The District conducted an intensive outreach campaign that was intended to reduce the human impacts on the river and to garner greater public support for continued restoration work. Products included media tours, presentations to schools and youth groups, and public service announcements.



Grant Amount: \$ 117,172  
 Match Funds: \$ 92,129

Total Amount: \$ 209,301



River Jam 2003, Boardman River

### Partners involved:

- Adams Chapter, Trout Unlimited
- Traverse City Light and Power
- Northwestern Michigan College Water Studies Institute
- WTCM Radio
- TV 7 & 4
- National Park Service—Rivers, Trails and Conservation Assistance Program
- Grand Traverse Regional Land Conservancy
- CML Public Relations

### Boardman River Campaign included:

- Increasing awareness among the general public of the importance of a healthy watershed and its link to the region's quality of life.
- Creating a sense of urgency about the threats to the watershed.
- Building and strengthening relationships with key audiences and partners.
- Developing a strong identify for the Boardman River project as a credible, sustainable organization, distinguishing it from advocacy groups and other watershed groups with more diverse priorities.
- Supporting efforts to obtain sustainable funding for the Project's long-term continuation.



Boardman River mascot  
 Ollie the Otter.