FINAL REPORT
Illinois Wildlife Preservation Fund Large Project Proposal
Special Edition of *Outdoor*Illinois Magazine
Submitted January 12, 2007

Project Title: Special Edition of *Outdoor*Illinois Magazine: Illinois Endangered and Threatened Species.

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Project Objectives:

1 Produced an expanded issue of *Outdoor*Illinois focused on Illinois endangered and threatened species. Content was determined by committee composed of staff from *Outdoor*Illinois, the Illinois Endangered Species Protection Board (IESPB), Illinois Nature Preserves (INPC) and DNR Office of Resource Conservation. Resource experts from throughout Illinois were recruited to write articles and/or submit photographs. Once the magazine went into production, an extensive review of articles/photographs was completed by key staff to ensure biological accuracy.

2. The original target publication for January 2006 was not met due to re-evaluation of the scope of the project and need to research high-quality photographs (an opportunity to purchase unlimited rights [for DNR, IESPB and INPC] to Illinois endangered and threatened species photos taken by professional photographer Carol Freeman arose during the process; INPC acquired these images for $5,000).

3. On January 12, 2007, distributed copies to approximately 3,750 Illinois schools having any of grades 7-12. Included a cover letter co-signed by the DNR Director and Executive Directors of the IESPB and INPC. Notice of the special edition and Web site access were sent via Educator List Serves maintained by the Division of Education.

4. Did not meet the objective of promoting the availability of a companion full-sized poster as final magazine content directed the space different than the original concept.

5. Tabulate responses received from *Outdoor*Illinois readers. Comments received to date provided on reverse. The reader survey has changed from monthly mailings to quarterly Web-based surveys. Results of the January-March survey will be available early April 2007.

6. PDF files of the articles were posted at www.dnr.state.il.us/OI on January 10, 2007 to provide Illinois educators and students access to the content. Links to the site are under way from pages maintained by DNR Education, IESPB and INPC.

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Reader comments/interest as of January 12, 2007

CF: Thanks for sending the magazines, THEY LOOK GREAT! What a wonderful issue. I got them just in time for my opening reception at the Lake County Discovery Museum where I have an exhibit that features T/E species! Would it be possible for me to purchase additional copies? If so how much would it cost to get 25 or 50 more? I would love to hand them out at my shows.

DN: It's a beautiful volume. Nicely done!! Thanks!

CA: Incredible job on the January issue. Layout is beautiful. Good content. Excellent photos. Very impressed—so much so we want to talk about "stealing" some content for The Nature Conservancy Web site.

JW: Just flat-out spectacular! I can barely imagine the effort you poured into this edition, but the product is so worth it.... Awesome job. Thank you!

DS: The January magazine is GORGEOUS!

JK; Thanks for all of your hard work on this issue—I think it looks GREAT!

CT: Congratulations on the Illinois Endangered and Threatened Species Special Edition! What a beautiful way to highlight our imperiled wildlife and our most unique and fragile communities! And a great idea for an issue. Kudos!

Brookfield Zoo: I recently received the January 2007 issue of *Outdoor*Illinois (Vol. VX, Number 1). I am so impressed with the content that I am requesting another copy of the issue. Is this possible and, if so, how much does this cost? What do I need to do? Thank you for such an outstanding publication! Keep up the good work!

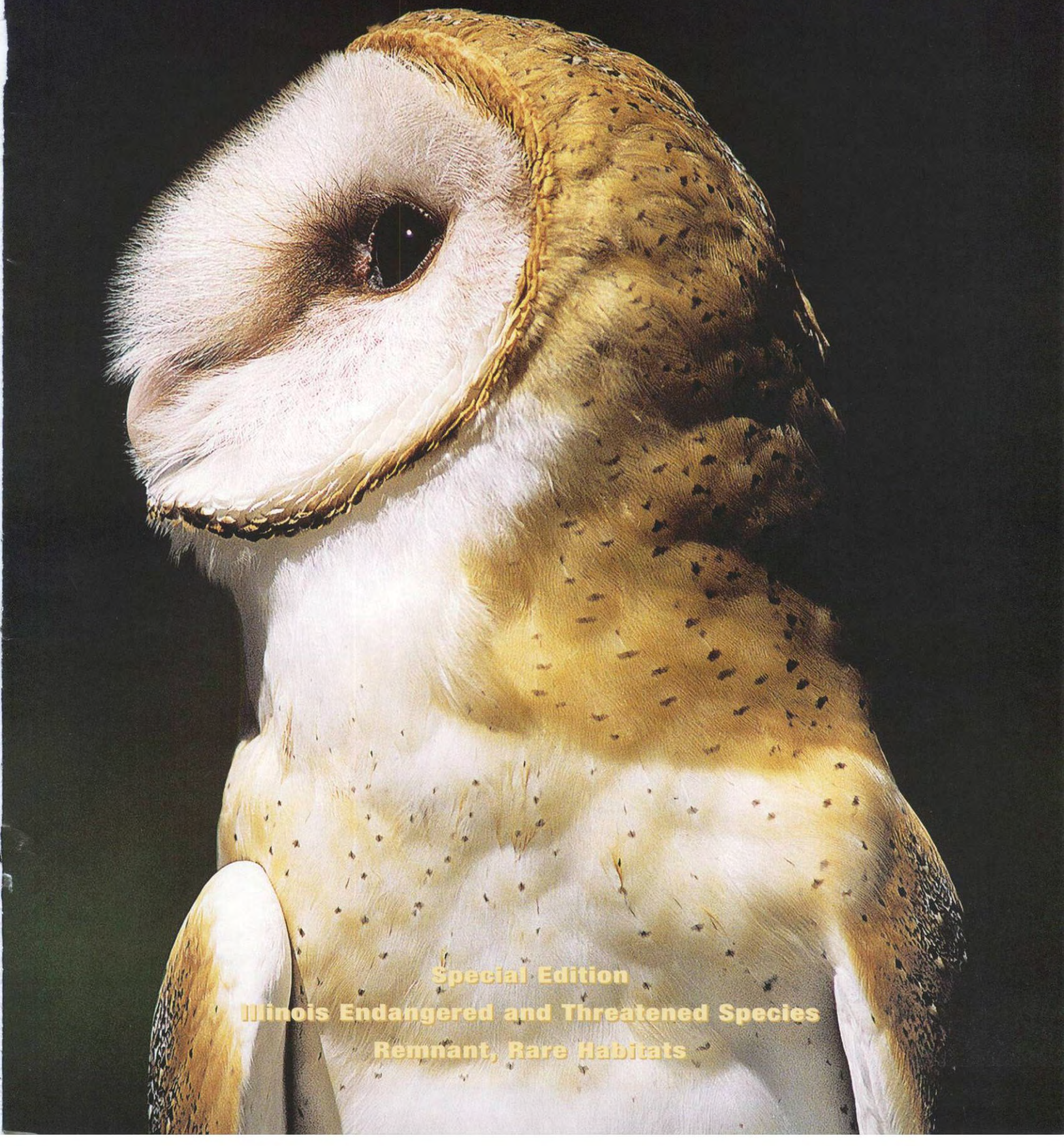
LT: WOW!.....What a class publication.

The Illinois Envirothon Committee is purchasing copies of the magazines to include in the testing packets provided high school students participating in the annual competition.

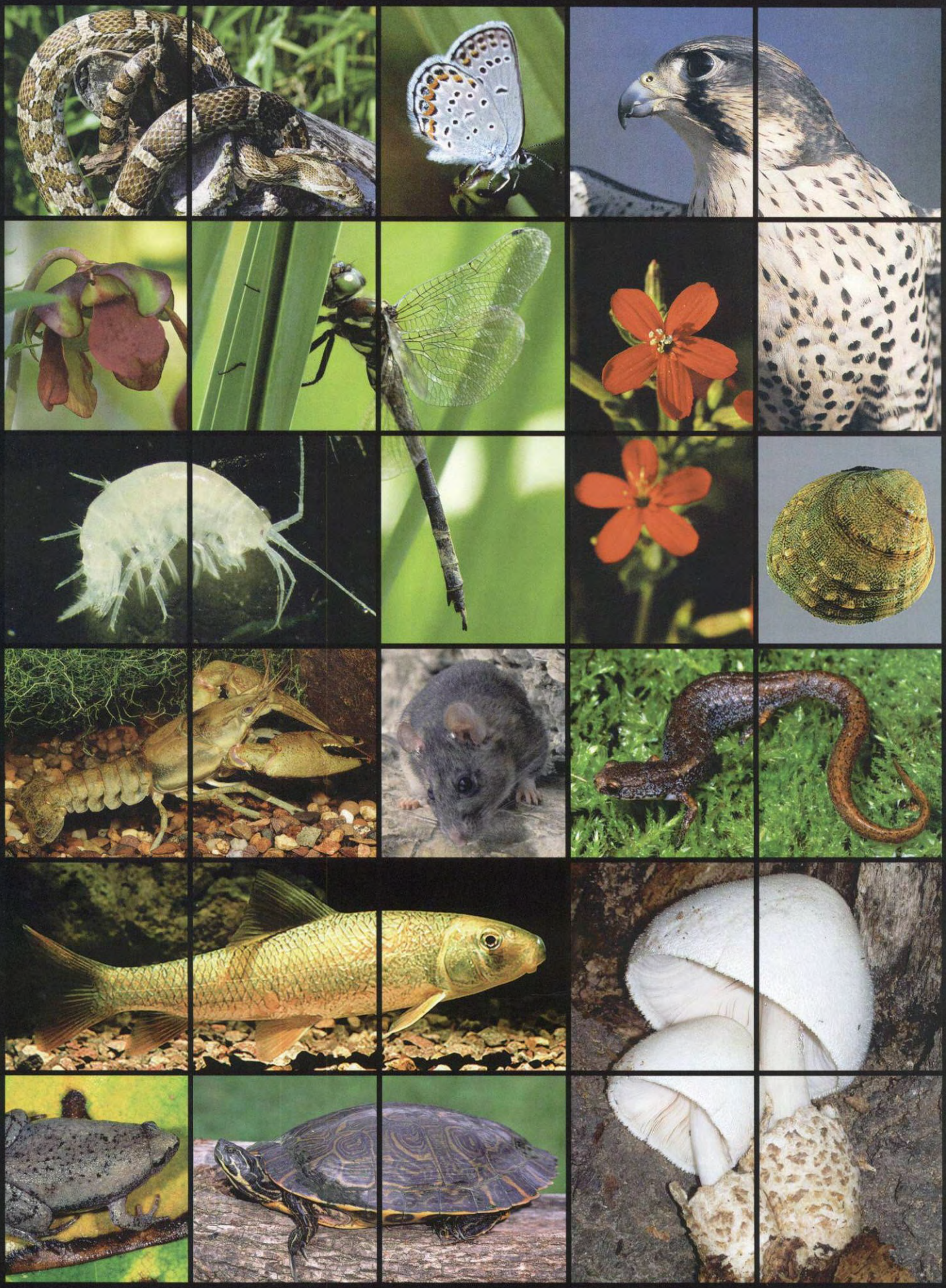
Outdoor Illinois

Illinois Department of Natural Resources

January 2007 • $3.00



Special Edition

Illinois Endangered and Threatened Species

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