

Public Affairs
Communications Update
February 26, 2025

Park Explorer

A monthly eBlast to 67,389 subscribers

Employee Newsletter

Press Releases/Park Happenings

Distribution list is 446

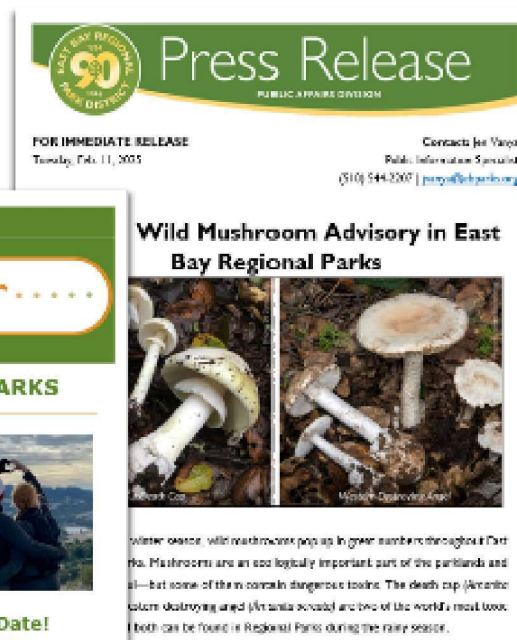
Maps/Brochures

75 map brochures

44 interpretive brochures

Wall Calendars

21,600 printed

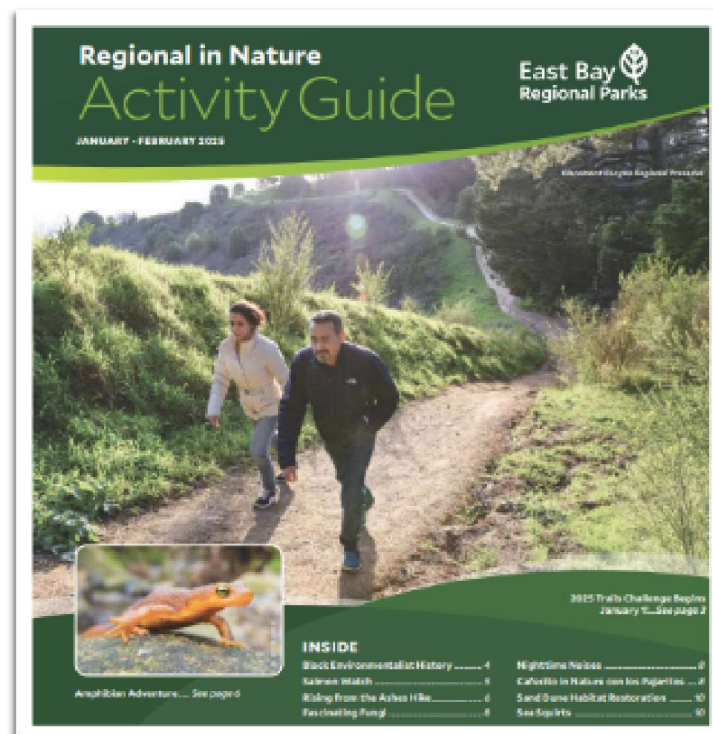


Regional in Nature Activity Guide

365,000 copies each issue x6 issues = 2,190,000 annually. Distributed in 36 local/regional newspapers.

Miscellaneous

- Kids Healthy Outdoors Challenge student & teacher booklets
- Junior Ranger Activity Book
- Greathouse Exhibits at Black Diamond Mines
- Coloring and Activity Book



Special Projects

- Trails Challenge
- OpenRoad on NBC Bay Area
- EBRPD Fire Mitigation Media Promotion
- District Plan Collaboration

