

“The spectacular Eastern Sierra landscape is this project's inspiring outdoor classroom. We know from our experience as educators at the Lawrence Hall of Science that all of us learn best when the subject matter is relevant and accessible. The Roadside Heritage project offers visible connections to the science, culture, and history of the 395 corridor, presented in an entertaining, engaging, and multisensory format.” - Barbara Ando, UCB Lawrence Hall of Science, Public Programs Associate Director, Roadside Heritage Co-Director

“Roadside Heritage 395 is a multimedia project promoting digital audio stories about the unique cultural, natural, and scientific legacy of this region, stretching from Little Lakes, CA, to Topaz, NV. The project links visitors as well as residents to the vast, unspoiled landscape of the Eastern Sierra Scenic Byway and its dramatic scenery, and the richness of its cultural, natural, and human heritage. We aim to provide travelers along this corridor with entertaining and educational CD and MP3 programs -- programs designed to enhance the motoring public's knowledge and appreciation of the region.” – Paula Brown-Williams, ESICE Executive Director, and Roadside Heritage Project Co-Director

“This project creates an important opportunity for both the people living and working in the [Eastern Sierra], as well as the traveling public, to come to a better understanding of the science, the history, and the cultural significance of what is widely considered one of the most beautiful areas of the western United States. This is the first instance that we know of where the science that is being done in a particular geographic area will be communicated to the general public in this way -- in a way that will be meaningful, and in a way that people will be able to understand.” - Dr. Mike Collopy, UNR Academy for the Environment, Executive Director, and Roadside Heritage Project Lead Director

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## **ROADSIDE HERITAGE PROJECT BACKGROUND**

“In speaking of the peculiarities of Mono Lake, I ought to have mentioned that at intervals all around its shores stand picturesque turret-looking masses and clusters of a whitish, coarse-grained rock that resembles inferior mortar dried hard...How did they get there? I simply state the fact – for it is a fact - and leave the geological reader to crack the nut at his leisure and solve the problem after his own fashion.”

-Mark Twain, Roughing It

Mark Twain, writing in 1913, never imagined school children cracking the “nut” of the mysterious masses on the shores of Mono Lake. Nor had he envisioned the ease with which anyone driving along Highway 395’s Scenic Byway stretch of the Eastern Sierra could learn about this majestic place. By combining history, science, and good ol’ fashioned story-telling spun from some of the wildest stories from this region, the Roadside Heritage Project creates richly dynamic audio programs that showcase the diverse historic culture and highlight the natural wonders that are unique to this area.

### **Background:**

Teaming up with universities, community members, businesses and organizations, governmental agencies, and local schools, the Roadside Heritage project began with the vision of shedding some much needed light on the Eastern Sierra region often overlooked by the passing motorists along Highway 395. From this initial idea, the team began designing the vision and linking, thread by thread, a wealth of local knowledge: ongoing local scientific research, unforgettable kernels of local history, and traditional knowledge passed through generations. These threads, collected through community programs where students learn how to record and produce authentic audio interviews, are then woven together, eventually creating a blanket of learning that is then transferred to the public as MP3s through the project’s website - [www.roadsideheritage.org](http://www.roadsideheritage.org) - and professionally produced CDs, available to the public up and down the Eastern Sierra.

### **Goals:**

Roadside Heritage appreciates that many sources of learning and knowledge exist in a community. The project provides invaluable opportunities for local youth to work closely with new technologies and prominent scientists, learning both about their surrounding natural resources and heritage, as well as how to pass along this knowledge to thousands who visit. Collaborating with diverse community members, we provide the opportunity for their authentic and unique tales to be told, which builds understanding and, most importantly, embraces the sense of pride that comes with thriving in this region’s extreme environment. These unforeseen, beneficial alliances weave the thread of community building into the blanket of learning, inviting the visitor to share the warmth of this area. All of this, added together, creates a template that is not specific to the Eastern Sierra, but rather one that communities across the nation can use to create their own regional awareness and pride. Each and every road in United States has a rich tapestry of history, science, culture, and lore. Highway 395 is, quite simply, the first to be traveled by Roadside Heritage.

**Partners:****Eastern Sierra Institute for Collaborative Education**

Designs, applies, and refines the Roadside Heritage Project. Provides Eastern Sierra community outreach, public relations, partnership building, and support for local communities to discover and tell their unique heritage stories.

**University of California, Berkeley, Lawrence Hall of Science**

Designs and generates festival kits and the project website - [www.roadsideheritage.org](http://www.roadsideheritage.org) - that present the science of the area's extreme environments as a hands-on experience. These festival kits are taken by trained community docents to events occurring throughout the Eastern Sierra region.

**University of Nevada, Reno, Academy for the Environment**

Finds and establishes connections to university faculty members and scientific researchers with pertinent field research in the Eastern Sierra. Provides scientists for student audio interviews in the classroom.

**Audio Landscapes**

Works with student recordings and ESICE production staff to ensure the development of a high-quality audio product. Takes recorded classroom interviews to the studio and creates audio files for CD or MP3 format. Provides key professional component to the realization of the project.

**City Concierge**

Provides marketing consulting and planning, as well as graphics design and production for the project. Develops and supports local and regional marketing outreach, implementation, and evaluation of the Roadside Heritage Project.

**Local Advisory Committee**

Represents the Eastern Sierra's rural communities and local land management agencies along the Highway 395. Reviews and guides subjects and content for both audio programs and festival kits, and provides local perspectives on the project development.

**Process:**

Now you know the 'why' behind the Roadside Heritage project, but how do we bring all of this together? In other words, what is the Roadside Heritage process?

Starting with the Roadside Heritage partners and their contacts in the academic world and local area, we gather authentic anecdotes of California's Eastern Sierra from community members, as well as from prominent scientists brought to the classroom by our university partners. These classroom visits and field trips are recorded aurally by students, under the guidance of teaching assistants. The raw material is then edited, scripted, and polished by our partners and the team at Audio Landscapes, who create the final CD and MP3 files. After the CD and website downloads have been produced for the public, the project's community sponsors enable the Roadside Heritage CD to be distributed in public venues. These include, but are not limited to, visitor centers, museums, national parks, chambers of commerce, and historic sites along the 395 Scenic Byway.

## UNIVERSITY OF CALIFORNIA, BERKELEY, LAWRENCE HALL OF SCIENCE PARTNER BACKGROUND

### **Lawrence Hall of Science Company Background**

Since its opening in 1968, the Hall has fostered an international network of educators who assist us in developing and testing our materials, educating others in their use, and encouraging the incorporation of LHS programs and materials into the science curriculum. Supporting and participating in this endeavor are many partners, including research universities and centers, preservice and inservice teaching programs, colleges, school districts, professional associations, corporations, foundations, and individual donors. The depth and breadth of this support has enabled LHS to play a singular leadership role in science education for more than 36 years. Our dedicated and exemplary staff and the outstanding support of our partners and friends make this journey possible.

### **Curricula developed:**

#### FOSS – Full Option Science System

- A Comprehensive program for grades K-8 and the most widely used inquiry-based science program in the U.S. Development of the FOSS program was, and continues to be, guided by advances in the understanding of how youngsters think and learn. FOSS Science Stories for grades 1-6 received a distinguished *Learning Magazine* 2003 Teachers' Choice Award.

#### GEMS – Great Explorations in Math and Science

- Offers more than 70 supplemental units from preschool and kindergarten through eighth grade. Recent publications feature mathematics and space science topics and a comprehensive middle school evolution unit, *Life through Time*, which was named a Silver medalist in Education at *Foreward Magazine's* Book of the Year Awards in 2004.

### **Public outreach and education:**

#### Communicating Science

- A semester-long undergraduate science course developed by the Lawrence Hall of Science and UC Berkeley's College of Chemistry to introduce science majors to a series of effective K-6 science instructional materials. The students learn about learning, questioning strategies, student misconceptions about science, and equity issues in the classroom. A spin-off, *Communicating Ocean Science* is being adopted by several colleges and universities; *Communicating Engineering* is soon to come.

**Current projects under development:**

## ASK – Assessing Student Knowledge

- Defines, field tests, and validates effective assessment tools and techniques for use by upper-elementary teachers to assess, guide, and confirm student learning in science. Guided by cognitive theory and measurement principles, the assessment tools, procedures and item banks developed by ASK will provide valid and fair inferences about student achievement.

## CAESL – The Center for Assessment and Evaluation of Student Learning

- In collaboration with WestEd, Stanford, the UC Berkeley Graduate School of Education, and UCLA, CAESL will develop graduate programs for assessment and evaluation professionals, professional development and preservice programs for science teachers; and contribute to public understanding of science assessment.

## **UNIVERSITY OF NEVADA, RENO, PARTNER BACKGROUND**

### **University of Nevada Outreach and Service**

The University of Nevada, Reno, in keeping with its mission as Nevada's land-grant institution, serves the needs of the state at large. Here are just a few examples:

#### **Cooperative Extension:**

- University of Nevada Cooperative Extension is the outreach college of the University with 19 offices in all of the state's 17 counties. Target areas include agriculture; children, youth and families; health and nutrition; horticulture; natural resources. Programming includes "Living with Fire," an award-winning effort to educate urban and rural communities regarding the ever-present dangers of wildland fire; horticulture and master gardener programs that have helped beautify areas throughout the state; community and teaching endeavors focusing on noxious and invasive weed control; "water wise" ways for arid regions to save water.

#### **Health and wellness:**

- The University is at the forefront of the effort to prepare needed healthcare professionals for the state's rapidly growing population. Many of the University of Nevada, School of Medicine's 235 fulltime faculty and more than 1,000 community physicians work in northern Nevada, with much of its postgraduate residency training occurring in Las Vegas. Just one example of the Medical School's outreach effort is the Center for Education and Health Services Outreach, which serves the issues of medically underserved populations throughout the state. Also, the Orvis School of Nursing's Orvis Nursing Clinic offers primary community health care for families or individuals that are under- or uninsured.

#### **Youth:**

- Every summer, hundreds of children, grades 2-8, descend upon the University campus for KIDS University, which provides seven fun-filled themed weeks of sports and learning activities. Through the Dean's Future Scholars program in the College of Education, the University is making a definable difference in encouraging more youngsters, particularly from minority groups, to attend college. The program serves 415 students in 20 Washoe County School District middle and high schools. Coordinated through Cooperative Extension, Nevada 4-H youth programs reach nearly 50,000 youth, ages 5 to 19 in 4-H clubs, after-school programs, community center projects, home study sessions and school enrichment.

#### **Education:**

- The Raggio Research Center for Science, Technology, Engineering and Mathematics (STEM) Education is based in the College of Education. Every program in the Raggio Center has a research component, and includes underrepresented groups whenever possible. The center's K-12 outreach includes the Young Scientists Lab Festival and Nevada KEEP (K-16 Educators and Engineering Program that serves as a seminar series for high school juniors and seniors). Through the Education Collaborative, the University has worked to promote student success in K-16 education.

**Arts, culture, history:**

- Extended Studies excels at entertaining visitors to campus and providing youth with many ways to learn, prepare for higher education and have fun. Under its unique “hyperbolic paraboloid” roof, Fleischmann Planetarium and Science Center has been home to star shows and large-format movies since 1964. The Performing Arts Series annually brings top artists in music, dance, musical theatre and other performance arts to northern Nevada. The Reno Jazz Festival is a 45-year tradition attracting 10,000 participants and guests in 2006. Other cultural/historical offerings of note: the University’s award-winning Oral History Program, a storehouse of “first person” narratives of local history.

**Economic development:**

- The Nevada Small Business Development Center (NSBDC) is a statewide resource with 13 locations for business assistance, expertise and training in all areas including starting, growing and developing a small business. One of NSBDC’s newest and most promising resources is the Center for Regional Studies, which is providing data to regional decision-makers for a number of important economic segments in northern Nevada, most notably in the housing and construction market. Economic development is also furthered through the University’s Extended Studies office. The office’s Independent Learning program, with more than 70 online courses, helps employees build their careers through a host of professional development, executive development and management programs.

**Renewable Energy:**

- Nevada may soon have the only college campus in the world completely powered by geothermal energy. Materials science faculties are developing new ways to harness alternative and “clean” energy sources such as hydrogen. The University’s Great Basin Center for Geothermal Energy is at the forefront of the state’s development of this significant natural resource. The Center focuses on the identification and characterization of new high-temperature geothermal systems in the Great Basin. The University’s Renewable Energy Center, housed at the Redfield Campus in south Reno, will be a research, education and community outreach laboratory and will include geothermal, hydrogen and biodiesel energy development, as well as the advancement of new power cycles for more efficient production and generation of electrical power.

**Agriculture and Natural Resources:**

- Nevada’s College of Agriculture, Biotechnology and Natural Resources operates the Nevada Agricultural Experiment Station. The NAES’ six field labs and diverse research facilities provide opportunities for students and scientists alike to conduct hands-on fieldwork and important research on genetic engineering, rangeland restoration after wildfires, avian conservation, stem cell study, weed management, the development of drought-tolerant crops, cancer treatments, bio-fuel production and more. With the modern technology employed in the field laboratories —located throughout Nevada — as well as the array of biotechnology and environmental science laboratories, the NAES addresses the emerging and urgent issues relating to Nevada’s agriculture and environment, the maintenance and restoration of the state’s valuable natural resources, human health and the economic revitalization of the state’s rural communities.

## **ESICE PARTNER BACKGROUND**

You already know that the Eastern Sierra is like nowhere else on Earth. At ESICE we understand this, and for the past 10 years we have worked actively in and around this dynamic panorama, creating projects that showcase the uniqueness of the region. As a successful non-profit, we work together with organizations that share our passion for the Eastern Sierra to design, apply, and refine diverse programs that give a voice to this awesome landscape and its communities – a voice that transcends generations, creating a new appreciation for this exceptional place and the people that call it home.

### **K-12 Programs:**

- Eastern Sierra Watershed Project (ESWP) - 1999-present  
Through ESWP, children take “science in the outdoors” to a whole new level – one that provides hands-on learning experiences through field-testing water quality, stream flows, and fisheries with experiments and demonstrations, mentored by community docents and teachers.

### **Community Programs:**

- Roadside Heritage Project (RHP) - 2003-present  
Funded through the National Science foundation, ESICE and RHP bring to life some of the most fascinating science and colorful stories about this region’s heritage and environment in the American West. By gathering authentic anecdotes of California’s Eastern Sierra from the community members, as well as from scientists brought to the classroom by our university partners, local students learn to produce audio content which is then woven together by professionals to create CDs and MP3s for the traveling public.

### **Environmental Research Programs:**

- Interagency Resource Team (IRT) Internship Program - 1997-2005  
ESICE, with UC’s White Mountain Research Station (WMRS), began the IRT program for undergraduate research students using a fresh approach to science education, backed by research supporting enriched student learning through engagement in real-world projects.
- Research Consulting - 2006-2007  
Led by the Desert Research Institute, ESICE supported the research of testing canine teams in the detection of desert tortoises. This team also has designed projects that focused on and monitored impacted and endangered species in the Eastern Sierra.

### **Meeting Facilitation/Workshops:**

- Sierra Nevada Adaptive Management Project (SNAMP) - 2005-2007

ESICE, teaming with UC Davis Cooperative Extension Office and US Forest Service, facilitated SNAMP, which focused on enhancing the ability of the USFS to engage stakeholders and the public in implementing, monitoring, and refining forest management policies and practices in the Sierra Nevada.

- Fluvial Geomorphology - 2000-2007

Esice supported this workshop as it brought together esteemed academic, science, and government professionals and graduate students interested in expanding skills that addressed complex resource issues related to geomorphology and the exploration of river channel processes that alter the landscape.

**Additional Programs and Partnerships developed and supported by ESICE:**

Dr. John Wehausen, Sierra Nevada Big Horn Sheep Research

Dr. Michael Morrison, Wildlife Biology Research

Inyo and Mono County Schools

Northern Nevada Food Bank

Nevada Arts Council

Reno Bike Project

## **ROADSIDE HERITAGE PROJECT TEAM**

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## **FUNDERS, SPONSORS, AND SUPPORTERS**

### **Funders:**

As funders, these organizations provide the foundational backbone and support of this innovative project. In recognition of their generous fiscal contributions, all funders receive priority placement and representation of their organization and logo on RHP products, marketing, and media materials as well as their website link on [www.roadsideheritage.org](http://www.roadsideheritage.org).

National Science Foundation: [www.nsf.gov](http://www.nsf.gov)

California Department of Transportation: [www.dot.ca.gov](http://www.dot.ca.gov)

The H.N. and Frances C. Berger Foundation: [www.hnberger.org](http://www.hnberger.org)

Inyo County Local Transportation Commission: [www.countyofinyo.org](http://www.countyofinyo.org)

Mono County Local Transportation Commission: [www.monocounty.ca.gov](http://www.monocounty.ca.gov)

### **Sponsors:**

By donating in-kind trades, resources, consultations, advisory contributions, CD distribution, and time, sponsors play an integral role in sustaining the vision of and implementing the Roadside Heritage Project. In acknowledgment of this support, all sponsors receive special representation of their organization on marketing and media materials, and their website link, contact info, and location on [www.roadsideheritage.org](http://www.roadsideheritage.org).

City Concierge: [www.cityconciierge.com](http://www.cityconciierge.com)

Inyo National Forest: [www.fs.fed.us/r5/inyo](http://www.fs.fed.us/r5/inyo)

Mono Lake Committee: [www.monolake.org](http://www.monolake.org)

AudioLandscapes: [www.audiolandscapes.com](http://www.audiolandscapes.com)

Laws Railroad Museum: [www.lawsmuseum.org](http://www.lawsmuseum.org)

Mammoth Visitors Bureau: [www.visitmammoth.com](http://www.visitmammoth.com)

Coalition for Unified Recreation in the Eastern Sierra

Manzanar National Historic Site: [www.nps.gov/manz](http://www.nps.gov/manz)

Mono County Museum: [www.monocomuseum.org](http://www.monocomuseum.org)

Mammoth Ski Museum: [www.mammothskimuseum.org](http://www.mammothskimuseum.org)

Bishop Chamber of Commerce: [www.bishopvisitor.com](http://www.bishopvisitor.com)

Humboldt-Toiyabe National Forest: [www.fs.fed.us/r4/htnf](http://www.fs.fed.us/r4/htnf)

Eastern California Museum: [www.inyocounty.us/ecmuseum](http://www.inyocounty.us/ecmuseum)

Lone Pine Chamber of Commerce: [www.lonepinechamber.org](http://www.lonepinechamber.org)

Los Angeles Department of Water and Power: [www.ladwp.com](http://www.ladwp.com)

Independence Chamber of Commerce: [www.independence-ca.com](http://www.independence-ca.com)

Northern Mono Chamber of Commerce: [www.northernmonochamber.com](http://www.northernmonochamber.com)

Bureau of Land Management Bishop Field Office: [www.blm.gov/ca/st/en/fo/bishop.html](http://www.blm.gov/ca/st/en/fo/bishop.html)

University of California Cooperative Extension Inyo/Mono 4H Program: [www.ucanr.org](http://www.ucanr.org)

**Supporters:**

By recognizing and supporting Roadside Heritage as an integral part of preserving the legacy of the Eastern Sierra, supporters receive appreciation on applicable marketing materials, as well as their website link on [www.roadsideheritage.org](http://www.roadsideheritage.org).

Antelope Valley Fire Dept

CARMA: [www.mmarray.org](http://www.mmarray.org)

Big Pine Indian Education Center

Daimler-Chrysler: [www.chrysler.com](http://www.chrysler.com)

California Highway Patrol: [www.chp.ca.gov](http://www.chp.ca.gov)

Yosemite National Park: [www.nps.gov/yose](http://www.nps.gov/yose)

Sierra Business Council: [www.sbcouncil.org](http://www.sbcouncil.org)

Death Valley National Park: [www.nps.gov/deva](http://www.nps.gov/deva)

Scenic Byway Program: [www.scenic.org/byways](http://www.scenic.org/byways)

Nevada Dept. of Transportation: [www.nevadadot.com](http://www.nevadadot.com)

Friends of Bodie Interpretive Association: [www.bodie.com](http://www.bodie.com)

Mono County Tourism Commission: [www.monocounty.org](http://www.monocounty.org)

California Science Center: [www.californiasciencecenter.org](http://www.californiasciencecenter.org)

Bridgeport Chamber of Commerce: [www.bridgeportcalifornia.com](http://www.bridgeportcalifornia.com)

Eastern Sierra Interpretive Association: [www.fs.fed.us/r5/inyo/maps/esia](http://www.fs.fed.us/r5/inyo/maps/esia)

University of California, White Mountain Research Station: [www.wmrs.edu](http://www.wmrs.edu)

Mammoth Lakes Chamber of Commerce: [www.mammothlakeschamber.org](http://www.mammothlakeschamber.org)

**For Immediate Release**  
E-Mail/Fax Date:  
May 23, 2007

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**\*\* NEWS RELEASE \*\***

## **NATIONAL SCIENCE FOUNDATION AWARDS \$2.6 M GRANT TO EASTERN SIERRA ROADSIDE HERITAGE PROJECT**

Bishop, CA, May 23, 2007 - Roadside Heritage, a multimedia project involving local youth in creating audio shows about the cultural, natural, and scientific heritage of the Eastern Sierra received a \$2.6 M grant from the National Science Foundation this week.

The award supports a three-year program that links local youth with media professionals to create high-quality interpretive programs for motorists traveling along the US 395 Eastern Sierra Scenic Byway, founded by the Coalition for Unified Recreation in the Eastern Sierra (CURES).

The programs will describe the unique natural and human history of the Eastern Sierra and its contribution to science. The audio shows will be available on a series of CDs, over the Internet, and as downloadable MP3 programs for iPods and other portable music players.

"We have dozens of people and organizations to thank, but we would especially like to thank the H.N. and Frances C. Berger Foundation for believing in the project from the very beginning," stated Eastern Sierra Institute for Collaborative Education (ESICE), Executive Director Paula Brown-Williams. "We also want to thank the community and the Inyo County Local Transportation Commission (LTC) for supporting us."

The Commission provided funding last year for the creation of an audio tour for the southern half of the Eastern Sierra Scenic Byway, including funding for classes sponsored by the 4H program and the Big Pine Tribal Education Center.

The development of a companion CD for Mono County is currently being directed by the Mono County Community Development Department. Roadside Heritage has been developed in partnership and cooperation with an advisory committee that includes representatives from Caltrans, the Independence Chamber of Commerce, and the CURES Board of Directors, which includes BLM, Friends of the Inyo, Inyo County Coalition of Chambers, Inyo National Forest, Independence Chamber of Commerce, June Lake Marina, Los Angeles Department of Water and Power, Mammoth Mountain Ski Area, McGee Creek Pack Station, Mono County, and the Paiute Traditional Ecological Knowledge program.

ESICE worked with the University of Nevada, Reno, Academy for the Environment and the University of California, Berkeley, Lawrence Hall of Science to secure the grant funding.

"This project will create an important opportunity for both the people living and working in the Owens Valley, as well as the traveling public, to come to a better understanding of the science, the history, and the cultural significance of what is widely considered one of the most beautiful areas of the western United States," said Dr. Mike Collopy, Executive Director of the University of Nevada, Reno, Academy for the Environment.

### **MORE**

**NATIONAL SCIENCE FOUNDATION AWARDS \$2.6 M — Add 1**

“This is the first instance that we know of where the science that is being done in a particular geographic area will be communicated to the general public in this way – in a way that will be meaningful, and in a way that all people will be able to understand. This is not only a great educational opportunity for the scientific community to spread the word about the work being done along the 395 corridor, it is also an excellent way to engender pride in the local communities along 395 in terms of where they live and why where they live is ecologically, culturally, and historically important,” Collopy continued.

Williams added, “We are excited to be partnering with the people at the University of Nevada, Reno, Academy for the Environment and at the University of California, Berkeley, Lawrence Hall of Science Center. They offer very specialized skills to our community. And the people in the communities will have the assistance of these experts to tell their story. These two institutions will be invaluable when it comes to creating top-notch shows. But no one can tell the story of the Eastern Sierra with as much heart as the people who live here.”

Release of the first CD in the audio tour, funded by the Inyo County LTC, is anticipated to take place in mid-June.

“There are so many incredible stories and such a rich history here. For so many people to travel through Inyo and Mono counties without knowing something about the landscape they are traveling through seems like a terrible injustice. But we intend to change all that,” commented Williams. “With the support of the National Science Foundation, we can point out that some remarkable science has and continues to take place here. How many people know that the world’s first long distance power line ran from Green Creek to Bodie? There is so much to celebrate here. Other people have made audio tours on CD but none of them have celebrated science along with their cultural history. We want our audio shows to be genuine. We could not have gotten very far without the support and cooperation of the community. We just want to say a huge thank you,” Williams concluded.

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**For Immediate Release**

E-Mail/Fax Date:  
January 26, 2009

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**\*\* NEWS RELEASE \*\*****“EASTERN SIERRA AUDIO TOURS” CD WINS NATIONAL MEDIA AWARD**

Bishop, CA, January 26, 2009 – Eastside communities can celebrate another feather in their cap. The Roadside Heritage Project’s first CD “Eastern Sierra Audio Tours - Paiutes, Prospectors, Pioneers” has been honored by the National Association for Interpretation (NIA), receiving a second place award for an Audio product in NIA’s 2008 Interpretive Media Award Competition. The annual media competition is held to “promote excellence in the delivery of natural, cultural, and historical non-personal interpretive services.”

This is the first national award for “Paiutes, Prospectors, Pioneers” as it placed alongside other top competitors such as the Discovery Channel’s audio production company. There were 89 entries in the 2008 competition. The categories included Large Book, Small Book, Interpretive Curriculum, Audio, Multi-media, Wayside Exhibit, Interior Exhibit, Trail Guide, Site Publication, Film/Video and Interpretive Music.

The first “Eastern Sierra Audio Tours” CD funders - Inyo County Local Transportation Commission and The H.N. and Frances C. Berger Foundation – along with the Eastern Sierra sponsors, community members, and Inyo County students who have supported and participated in the making of the audio stories have earned the pride and excitement that comes with this award and the NIA judge’s praise: “The variety of story tellers were engaging and the value and love they place on the stories they tell comes through . . . Using the ‘voices of the real people’ helps tie to the [stories] theme . . . produced with the help of youth in an applaudable way . . . Very enjoyable . . . Well worth the listen . . . Engaging.”

Paula Brown-Williams, Eastern Sierra Institute for Collaborative Education (ESICE) Executive Director and

**MORE**

**EASTERN SIERRA AUDIO STORIES — Add 2**

Project Co-leader, explains the project's overall goals: "The 'Eastern Sierra Audio Tours' CD, a piece of the larger Roadside Heritage 395 Project, links travelers to the vast, unspoiled landscape of the Eastern Sierra Scenic Byway and its dramatic scenery, and wealth of cultural, natural, scientific, and human heritage. The audio stories aim to provide the motoring public and visitors to our region with entertaining and educational CD and MP3 programs as they travel."

Over the past three years, ESICE, along with the larger Roadside Heritage 395 project partners -- University of Nevada, Reno, Academy for the Environment and University of California, Berkeley, Lawrence Hall of Science -- have joined together to design this project to create and promote engaging scientific, historical, and culturally-based stories for visitors to enjoy. The continuing development of future audio stories is made possible through a unique collaboration of academic partners, sponsors, and supporters, bringing together community organizations, government, and public schools of the Eastern Sierra.

The Roadside Heritage Project is currently producing a second "companion" audio tour CD and MP3s, funded by the Mono County Local Transportation Commission, which will showcase the northern portion of the Eastern Sierra Scenic Byway. This area's abundance of cultural, natural, scientific, and human heritage stories will once again be shared through the same quality production as "Paiutes, Prospectors, Pioneers" and may just bring "home" another award for the Eastside.

The CDs are available at visitor centers, chambers of commerce, and museums along the Hwy. 395 scenic byway, and also the individual stories are downloadable as MP3s at the project's website at [www.roadsideheritage.org](http://www.roadsideheritage.org).

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**For Immediate Release**  
E-Mail/Fax Date:  
August 7, 2007

**Contact:** Cathy Cannon, Media Relations  
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**\*\* NEWS RELEASE \*\***

**“EASTERN SIERRA AUDIO TOURS” CD BRINGS HIGHWAY 395 TO LIFE**

Bishop, CA, August 7, 2007 – Motorists and tourists along Highway 395’s Eastern Sierra Scenic Byway can now bring their travel adventures to life from the comfort of their automobiles as they pass through its diverse landscape. Roadside Heritage 395, a multimedia project promoting digital audio stories about the unique cultural, natural, and scientific legacy of this region, stretching from Little Lakes, CA, to Topaz, NV, has now released the first in a continuing series of CDs and MP3 downloads -- “Eastern Sierra Audio Tours, Paiutes, Prospectors, Pioneers.” The CDs are free at visitor centers, chambers of commerce, and museums along the scenic byway. Also, the CD tracks as MP3s, as well as extra local “Student Stories” are downloadable at the project’s website at [www.roadsideheritage.org](http://www.roadsideheritage.org).

“There are so many incredible stories and such a rich history here. For so many people to travel through Inyo and Mono counties without knowing something about the magnificent landscape they are traveling through seems like a terrible injustice. But we intend to change all that,” comments Paula Williams, Eastern Sierra Institute for Collaborative Education (ESICE) Executive Director, one of the Roadside Heritage founding partners.

Williams goes on to explain the project’s goals: “The ‘Eastern Sierra Audio Tours’ CD, a piece of the larger Roadside Heritage 395 project, links travelers to the vast, unspoiled landscape of the Eastern Sierra Scenic Byway and its dramatic scenery, and wealth of cultural, natural, and human heritage. We aim to provide motorists with entertaining and educational CD and MP3 programs as they travel -- programs designed to enhance the motoring publics’ knowledge and appreciation of the region.”

The project’s website also features the MP3 stories and local “Student Stories” as Podcasts, and interactive multimedia information. Project collaborators have designed the

**MORE**

**EASTERN SIERRA AUDIO STORIES — Add 2**

development of these digital audio stories in a way that connects local youth in 4H Youth Enrichment programs with media professionals as they collect authentic oral histories, highlighting stories belonging to scientists and people within the landscape -- people who have made this land their home for generations.

Over the past two years, ESICE, along with the larger Roadside Heritage 395 project partners -- University of Nevada, Reno, Academy for the Environment (UNR) and University of California, Berkeley, Lawrence Hall of Science (LHS) -- have joined together to design this project to create and promote engaging scientific and culturally-based stories for visitors to enjoy. The continuing development of future audio stories and CDs is made possible through a unique collaboration of academic partners, sponsors, and supporters, bringing together community organizations, government, and public schools of the Eastern Sierra.

“This project creates an important opportunity for both the people living and working in the [Eastern Sierras], as well as the traveling public, to come to a better understanding of the science, the history, and the cultural significance of what is widely considered one of the most beautiful areas of the western United States. This is the first instance that we know of where the science that is being done in a particular geographic area will be communicated to the general public in this way -- in a way that will be meaningful, and in a way that people will be able to understand,” according to Mike Collopy, UNR’s executive director of the Academy for the Environment.

The “Eastern Sierra Audio Tours” CD was funded by The H.N. and Frances C. Berger Foundation, Inyo County Local Transportation Commission, and California Department of Transportation. The Roadside Heritage 395 project funders and sponsors include a novel group: The National Science Foundation; Los Angeles Department of Water and Power; Paiute Traditional Ecological Knowledge Program; City Concierge; Big Pine Tribal Education Center; University of California Cooperative Extension Inyo/Mono 4H Program; Mono County Local Transportation Commission; Eastern California Museum; Coalition for Unified Recreation in the Eastern Sierra; along with many other local and national supporters.

For more information on the Roadside Heritage 395 project and where to pick up the free “Eastern Sierra Audio Tours” CD or to download audio stories online, visit [www.roadsideheritage.org](http://www.roadsideheritage.org) .

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**For Immediate Release**

E-Mail/Fax Date:

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**\*\* NEWS RELEASE \*\*****ROADSIDE HERITAGE PROJECT'S CD BRINGS HIGHWAY 395 TO LIFE**

Bishop, CA, July 16, 2009 – Travelers on California's Highway 395 Eastern Sierra Scenic Byway, running through Inyo and Mono Counties, can take advantage of a "traveling companion" CD to bring this awe-inspiring stretch of roadway to life from the comfort of their automobiles through the voices of local story tellers who have called this landscape home for generations. Tales of Mono Lake's "stage stop" for weary birds, rancher's yarns about "mining the miners", pioneer's traveling adventures on skis, and Paiute Indians' extraordinary traditions will delight listeners as the drive through the very heart of these audio stories. The Roadside Heritage 395 project, along with Mono County, has released this second in a continuing series of CDs and MP3 downloads – Mono County's "Eastern Sierra Audio Tours – Traditions, Travels, and Tales"- is currently offering free CDs at tourism visitor centers, chambers of commerce, and museums along Highway 395 from Lone Pine to Walker, CA. The public is also invited to create their own personal traveling companion by downloading the audio stories' MP3 files the project's website: [www.roadsideheritage.org](http://www.roadsideheritage.org).

"There are so many incredible stories and such rich cultural and natural history here. These audio stories will allow many people to travel through Inyo and Mono counties while enjoying and learning about the magnificent unspoiled landscape of the Eastern Sierra Scenic Byway and its hidden gems of cultural, natural, scientific, and human heritage that they are traveling through.," comments Paula Brown-Williams, Eastern Sierra Institute for Collaborative Education's Executive Director of the project's Eastern Sierra Team.

This national award-winning multimedia project brings together local middle-school students, community residents, scientists, production experts, and historians, to collect and produce these digital audio stories about the unique cultural, natural, and scientific legacy of this region along the Eastern Sierra escarpment of the Sierra Nevada mountain range. The project's website features "Student Story" podcasts and other interactive activities that are currently in production – a kid's activity page,

**MORE**

**ROADSIDE HERITAGE PROJECT CD — Add 2**

a trip planner, and a “traveler’s blog” to post personal podcasts and photos from people’s experiences of the audio story locations.

Last November, the project’s first “Eastern Sierra Audio Tours” CD - as “Paiutes, Prospectors, Pioneers” - was awarded second place by the National Association for Interpretation’s Media 2008 Awards. Judges praised the CD, saying “The variety of story tellers were engaging, and the value and love they place on the stories they tell comes through . . . Using the ‘voices of the real people’ helps tie to the [stories] theme . . . produced with the help of youth in an applaudable way . . . Very enjoyable . . . Well worth the listen . . . Engaging.” The newly released “Traditions, Travels, and Tales” will compete again for 2009 recognition.

Over the past four years, the Roadside Heritage 395 project partners -- Eastern Sierra Institute for Collaborative Education; University of Nevada, Reno, Academy for the Environment; and University of California, Berkeley, Lawrence Hall of Science -- have joined together to design this project to create and promote engaging scientific, historical, and culturally-based stories for visitors to enjoy. The project is currently producing a third audio tour CD, funded by the National Science Foundation, which will showcase the natural science of the region woven into new local stories like the ones that so delighted listeners on the first two CDs.

“How many people know that the world’s first long distance power line ran from Green Creek to Bodie? There is so much to celebrate here. Other people have made audio tours on CD but none of them have celebrated science along with their cultural history. We could not have gotten very far without the support and cooperation of the community. We just want to say a huge thank you,” Williams stated.

The Roadside Heritage 395 project funders and sponsors include a novel group: The National Science Foundation, Mono and Inyo County Local Transportation Commissions, California Department of Transportation, Los Angeles Department of Water and Power, City Concierge, Mammoth Visitors Bureau, Inyo National Forest, University of California Cooperative Extension Inyo/Mono 4H Program, Inyo and Mono County Chambers of Commerce and Museums, and Coalition for Unified Recreation in the Eastern Sierra, along with many other local and national supporters.

For more information on the Roadside Heritage 395 project, visit [www.roadsideheritage.org](http://www.roadsideheritage.org) .

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## **ROADSIDE HERITAGE FEATURE IDEAS**

The following is a collection of brief feature ideas based on the project information in this packet and on the website – [www.roadsideheritage.org](http://www.roadsideheritage.org) - as well as more in-depth topics, with further details and information available for research by contacting *Cathy Cannon, Public and Media Relations Manager: 760-873-9855 or [cathy@esice.org](mailto:cathy@esice.org)*.

### **Travel and Tourism:**

- *Grab Stories on the Go* – listen to CDs and MP3s in the car and RV while you travel Highway 395 Scenic Byway in the Eastern Sierra
- *Create Your Own Traveling Tour Guide* – download MP3s from the website, pick your areas of interest to create your personalized audio “traveling companion”
- *Savvy student producers lead tourism marketing down a new path* - expanding the tourism market by partnering with school kids
- *Secrets from the Eastside: Local Native American Elders and Pioneer Families bring science and history to life* – hidden stories and unusual science blended into entertaining tales for vacationers

### **Education and Technology:**

- *Local Students Bridge the Digital Divide* – Kids as reporters and digital producers interview local scientists, community members, Native Americans, and pioneers of the area to blend science, diverse perspectives, and authentic stories through MP3 and Podcast technology
- *Science and Technology Meet the Wild West* – National Science Foundation funds unique merge between the history of rural communities and science and technology

### **Community Development and Partnerships:**

- *Tourism and Science Fit the Niche of Rural Communities* – Unique partnering of tourism businesses with local schools, students, scientists, Government agencies, community members, and generational families of the area as they come together on one project to collect and share stories of the Eastern Sierra