

Dear Readers,

This summer we again commissioned Belden Research, a national survey company, to conduct a readership study for the Record-Eagle and the Record-Eagle Online.

One area of the survey's focus was to determine the level of reader interest in the types of Record-Eagle news content. As with past surveys, environmental issues were among the top local news subjects of interest identified by readers. Clean, fresh air and water, ample public access to forestland, parks, lakes and rivers, and maintaining "open spaces" are cited as reasons we choose to live, play and vacation in northern Michigan.

Reader interest is one reason why the Record-Eagle initiated project C.L.E.A.N., (Creating Lake Ecology Awareness through Newspapers). The other reason is our commitment to young people through our Newspapers in Education program and our desire to provide relevant and local curriculum material to classrooms.

Our goal is to enhance student and community understanding of the issues affecting our watershed and to provide opportunities for every reader to make a difference.

In conjunction with the Watershed Center of Grand Traverse, it is with great pride and enthusiasm that we present Freshwater Focus. The purpose of this project is to increase student and public awareness of water quality issues and outline the connections between current events and the future health of our watershed.

I trust you will enjoy this program and find it useful. We welcome any comments you have and invite you to contact Record-Eagle Newspaper-in-Education coordinator Maia Conway at mconway@record-eagle.com or me at zfleet@record-eagle.com or feel free to call us (231) 946-2000.

Sincerely,
Zeke Fleet
Publisher
The Traverse City Record-Eagle



If you would like to bring Freshwater Focus into your classroom, contact the Record-Eagle's Newspapers in Education program at: (231) 933-1402.

Additional copies and activities are available throughout the school year.

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GRAND TRAVERSE BAY WATERSHED

FIGURE 2: SUBWATERSHEDS

Legend

- Political Boundaries
- Lakes & Ponds
- Rivers & Streams
- Grand Traverse Bay Watershed

Subwatersheds:

- Acme Creek
- Boardman River
- East Bay Shoreline
- Elk River
- Mitchell Creek
- Old Mission Peninsula
- Ptobego Creek
- West Bay Shoreline
- Yuba Creek

