

## **Knowledge Transfer/International Qualitative Indicators**

We believe the quality and effectiveness of KT/INT products to be high, based on feedback from users, increasing demand, and requests and opportunities to produce similar products. For example, Southwest Hydrology generates a fair amount of unsolicited praise, and subscribers, advertisers, and ad revenue continue to steadily increase.

Similarly, our joint SAHRA/ISPE media briefings continue to attract the media and generate news stories. The International Symposium on Transboundary Waters Management was clearly a success, whether measured in terms of interest generated, number and diversity of attendees, number, importance, and diversity of presenters, support, or networking and positive feedback. The Kartchner Caverns display, kiosk, Web site and DVD all have been enthusiastically received and heavily used, and have generated other opportunities.