
PART I - ADMINISTRATIVE

Section 1. General administrative information

Title of project

Electronic Columbia Basin Watershed Newsletter

BPA project number: 20027
Contract renewal date (mm/yyyy): Multiple actions?

Business name of agency, institution or organization requesting funding
Intermountain Communications

Business acronym (if appropriate) _____

Proposal contact person or principal investigator:

Name	Bill Crampton
Mailing Address	506 NW 21st Street
City, ST Zip	Pendleton, OR 97801
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NPPC Program Measure Number(s) which this project addresses
1.2A, 1.2C, 3.3

FWS/NMFS Biological Opinion Number(s) which this project addresses

Other planning document references

Short description

Delivers by email to policymakers, stakeholders, watershed councils, media and the public a monthly electronic newsletter offering complete information about Columbia Basin watershed councils and other watershed-related news.

Target species

Columbia Basin fish and wildlife

Section 2. Sorting and evaluation

Subbasin

Systemwide

Evaluation Process Sort

CBFWA caucus	Special evaluation process	ISRP project type
Mark one or more	If your project fits either of these	Mark one or more categories

caucus	processes, mark one or both	
<input checked="" type="checkbox"/> Anadromous fish <input checked="" type="checkbox"/> Resident fish <input checked="" type="checkbox"/> Wildlife	<input type="checkbox"/> Multi-year (milestone-based evaluation) <input type="checkbox"/> Watershed project evaluation	<input checked="" type="checkbox"/> Watershed councils/model watersheds <input checked="" type="checkbox"/> Information dissemination <input type="checkbox"/> Operation & maintenance <input type="checkbox"/> New construction <input type="checkbox"/> Research & monitoring <input type="checkbox"/> Implementation & management <input type="checkbox"/> Wildlife habitat acquisitions

Section 3. Relationships to other Bonneville projects

Umbrella / sub-proposal relationships. List umbrella project first.

Project #	Project title/description

Other dependent or critically-related projects

Project #	Project title/description	Nature of relationship

Section 4. Objectives, tasks and schedules

Past accomplishments

Year	Accomplishment	Met biological objectives?

Objectives and tasks

Obj 1,2,3	Objective	Task a,b,c	Task
1	The Watershed Bulletin provides monthly, objective news and information related to watershed restoration activities in Columbia River Basin, using email delivery system	a	information sources: watershed councils, federal, state, & tribal agencies, governors & congressional offices, NWPPC, utilities, agriculture, conservation, & industry organizations
		b	attend and cover regional meetings, conferences & workshops, conduct

			telephone and personal interviews, read and summarize reports and other documents
		c	accurately portray positions discussed at meetings, include diverse reactions to topics discussed
2	provide quality customer service to subscribers and interested individuals	a	provide "feedback" feature allowing readers to respond to newsletter content & participate in monthly interactive reader forums
		b	provide names and contact information for sources used in preparing newsletter upon request
		c	respond positively to subscribers seeking more information about topics covered in newsletter and assist in any technical difficulties
		d	conduct readership survey to monitor customer satisfaction
3	market newsletter to increase circulation	a	write press releases, make phone contacts, put notices in journals and other newsletters
		b	encourage subscribers to forward newsletter to others through email

Objective schedules and costs

Obj #	Start date mm/yyyy	End date mm/yyyy	Measureable biological objective(s)	Milestone	FY2000 Cost %
1	10/1999	9/2000			90.00%
2	10/1999	9/2000			5.00%
3	10/1999	9/2000			5.00%
				Total	100.00%

Schedule constraints

Completion date
9/2000

Section 5. Budget

FY99 project budget (BPA obligated):

FY2000 budget by line item

Item	Note	% of total	FY2000
Personnel	Senior Editor, writer, admin. asst.	%78	44,400
Fringe benefits			
Supplies, materials, non-expendable property	office overhead	%2	1,200
Operations & maintenance	Telephone	%3	2,000

Capital acquisitions or improvements (e.g. land, buildings, major equip.)			
NEPA costs			
Construction-related support			
PIT tags	# of tags:		
Travel	coverage of meetings, workshops, conferences in Columbia Basin	% 10	6,000
Indirect costs			
Subcontractor			
Other	email delivery & website posting	% 5	3,000
TOTAL BPA FY2000 BUDGET REQUEST			\$56,600

Cost sharing

Organization	Item or service provided	% total project cost (incl. BPA)	Amount (\$)
Intermountain Communications	office overhead, telephone, internet	% 3	2,500
(same)	equipment	% 16	12,000
Total project cost (including BPA portion)			\$71,100

Outyear costs

	FY2001	FY02	FY03	FY04
Total budget				

Section 6. References

Watershed?	Reference
<input type="checkbox"/>	

PART II - NARRATIVE

Section 7. Abstract

The goal of *The Columbia Basin Watershed Bulletin* is to offer complete, objective information that links and unites watershed councils, improves public understanding and awareness of watershed restoration and management efforts, and provides useful news and information to watershed council members, staff, local and state officials, the public and other interested parties. *The Watershed Bulletin* responds to the 1994 Fish and Wildlife Program (Sections 1.2A, 1.2C, 3.3), which stresses the need for information dissemination, public involvement and cooperation among all parties involved in fish and wildlife restoration.

Intermountain Communications, which produces *The Columbia Basin Bulletin: Weekly Fish and Wildlife News*, proposes to provide information in a **monthly** electronic mail format similar to the existing Columbia Basin Bulletin. *The Watershed Bulletin* will increase efficiency of information-related activities within individual watershed councils, promote communication among watershed councils throughout the Basin, and provide an information/education link with the public and policymakers.

Information will be compiled by a Senior Editor and news writer. Methods used to gather information will include attendance at meetings, workshops, and conferences, telephone interviews, and face-to-face interviews. *The Watershed Bulletin* will also summarize and present watershed-related information supplied by watershed councils and state, federal and tribal fish and wildlife agencies.

The Watershed Bulletin will be judged on its quality, its utility to its audience, and number of readers.

Section 8. Project description

a. Technical and/or scientific background

Columbia Basin fish and wildlife policymakers are emphasizing watershed restoration as a key component of efforts to protect and enhance Columbia River Basin fish and wildlife populations. Information and communication play a crucial role in the success of these endeavors.

Too often, individual, rural watershed councils must operate without adequate knowledge about: 1) the activities and programs of other watershed councils in the Basin; 2) state and federal legislative and administrative developments; and 3) available resources to carry out their missions. Seeking this information is time-consuming and expensive.

In addition, policymakers and others interested in watershed restoration have no central, accessible information source which allows them to efficiently track watershed-related issues, projects and policies.

b. Rationale and significance to Regional Programs

Under 1.2 A of the 1994 Fish and Wildlife Program, the Northwest Power Planning Council stresses the need for public involvement and cooperation among all parties involved in fish and wildlife restoration. The Council notes, "In developing the Columbia River Basin Fish and Wildlife Program, the Council must deal with the Columbia River and its tributaries as a system. This system touches a broad range of human activities: hydropower production, navigation, flood control, agriculture, recreation and many other land and water development activities. Opportunities for improved coordination and cooperation, as well as for increased conflict, are enormous. Building a fish and wildlife program that properly accounts for these activities requires the broadest possible involvement of the public and affected interests."

Under 1.2C, the Council notes, "Ultimately, the successful recovery of salmon, steelhead, and resident fish and wildlife populations depends less on legal authority than on cooperation. Only through the committed and enthusiastic participation of all affected parties will a full recovery be achieved."

The Columbia Basin Watershed Bulletin would be a logical component of the Regional Program's mandate to provide information that facilitates public involvement in watershed restoration efforts and improves dissemination and coordination of information. With *The Watershed Bulletin*, policymakers and the public each month will be kept posted on the most significant developments related to watershed restoration. Readers will also be directed to websites, documents and e-mail addresses offering more information about specific topics.

c. Relationships to other projects

The primary relationship *The Columbia Basin Watershed Bulletin* will have with other projects is its service as an information clearinghouse for others working on watershed-based restoration projects in the Columbia Basin. *The Watershed Bulletin* will complement and collaborate with other watershed-related projects by receiving and distributing important information -- in effect, serving as a link among watershed project sponsors.

d. Project history (for ongoing projects)

e. Proposal objectives

The objectives of *The Columbia Basin Watershed Bulletin* are:

- 1) Provide monthly, objective, news and information related to watershed restoration activities in the Columbia River Basin, using an e-mail delivery system.
- 2) Provide quality customer service to subscribers and interested individuals.
- 3) Market *The Watershed Bulletin* to increase circulation.

f. Methods

Each month, the Senior Editor and writer will collaboratively write, edit, and produce the monthly *Columbia Basin Watershed Bulletin*. The writer will gather information about watershed-related activities in the Basin.

1. Provide monthly, objective news and information:

a.) The writer will use as primary sources of information: watershed councils; federal, state, and tribal agencies active in watershed policies and projects; governors' and congressional offices; the Northwest Power Planning Council; agricultural organizations; utilities; conservation organizations; and industry associations active in watershed restoration.

b.) The writer will utilize several methods of information-gathering: phone interviews; face-to-face interviews; faxed information; policy letters; reports; research documents; and e-mail correspondence; attend and cover regional meetings, conferences and workshops related to watershed restoration issues.

c.) *The Watershed Bulletin* will accurately report on the positions discussed at meetings and include diverse reactions to the topics discussed.

2.) *The Columbia Basin Watershed Bulletin* will provide quality customer service in the following ways:

a.) Provide a "feedback" feature allowing readers to respond to Watershed Bulletin content, and sponsor through e-mail format a monthly interactive reader forum devoted to watershed restoration topics.

b.) Provide names and contact information for sources used in preparing *The Watershed Bulletin* when requested by subscribers or other interested parties.

c.) Respond positively to subscribers seeking more information about topics covered in the Watershed Bulletin and provide assistance to subscribers having technical difficulties with e-mail delivery.

d.) Conduct a readership survey to monitor customer satisfaction with content and delivery methods and assess usefulness of information.

3.) Market *The Columbia Basin Watershed Bulletin* to reach readers both inside and outside fish and wildlife policy circles:

a.) Send press releases about *The Watershed Bulletin*, make phone contacts, place notices in journals, other publications, and on the internet;

b.) Encourage subscribers to forward *The Watershed Bulletin* to other potential interested parties through the email system.

g. Facilities and equipment

The facilities and equipment for this project are: offices of the editor and writers; computers; phones; and fax machines.

h. Budget

Intermountain Communications is proposing the budget for a monthly electronic newsletter, *The Columbia Basin Watershed Bulletin* for \$56,600. There will be twelve editions per year.

Personnel:

Senior Editor - Edit and supervise coverage of watershed issues for *The Columbia Basin Watershed Bulletin*; supervise product delivery and all other operations.

Senior Writer - produce news stories and provide information related to Columbia Basin watershed restoration.

Administrative Support - bookkeeping, contract administration, clerical

Senior Editor	\$35/hr @ 20 hrs/month (12 mos.)	\$ 8,400
Senior Writer	\$30/hr @ 90 hrs/month (12 mos.)	32,400
Administrative Support	\$20/hr @ 15 hrs/month (12 mos.)	<u>3,600</u>
	TOTAL	44,400

Supplies:

Office Overhead - shared office space and supplies with Intermountain Communications.

Office Overhead	\$25/week	1,200
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Operations and Maintenance:

Telephone - shared telephone and internet expenses with Intermountain Communications; all telephone use of staff doing *Watershed Bulletin* business.

Telephone		2,000
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Travel:

Attend meetings, workshops, conferences in Columbia Basin; includes: airfare, mileage, lodging, food.

Travel		6,000
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Other:

Product delivery through email and the posting of *The Watershed Bulletin* on an Intermountain Communications website

e-mail delivery & web site posting		3,000
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	TOTAL	\$56,600
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Section 9. Key personnel

Bill Crampton is president of Intermountain Communications and will serve as Senior Editor for *The Columbia Basin Watershed Bulletin*. He now serves as editor for The Columbia Basin Bulletin: Weekly Fish & Wildlife News.

Crampton has been a Northwest journalist for over 20 years, with many awards for reporting, editing, and editorial writing. He has a bachelor's degree in journalism from the University of Washington (1977) and a master's degree in American History from Washington State University (1984). Under a fellowship, Crampton attended the University of Maryland for one year (1985), where he completed coursework for a doctorate in American History.

Crampton has worked as a reporter and editor for daily newspapers in Montana, Idaho, Alaska and Washington. His "beats" have included school boards, local government, environment, Alaskan Native issues, agriculture and business. For six years, he served as Editor of the East Oregonian in Pendleton, Oregon, where much of his writings focused on natural resource issues. In addition, Crampton has extensive experience as a supervisory editor guiding daily news coverage. He is experienced in managing news budgets.

In February 1997, Crampton's company, Intermountain Communications, launched *The Northwest Salmon Recovery Report*, a print newsletter which provides in-depth news and analysis of Columbia Basin salmon recovery issues. Crampton serves as editor and publisher of the NSRR.

Section 10. Information/technology transfer

The Watershed Bulletin's information will be distributed by email to subscribers and posted on the World Wide Web. Intermountain Communications intends to develop and distribute marketing materials -- flyers, brochures, press releases -- to inform persons interested in fish and wildlife issues about *The Watershed Bulletin*.

Congratulations!