

OUT & About



The Pacific Region Outreach Newsletter



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Upcoming Themes:
 Fall — Invasive Species
 Winter — Elected Officials
 Spring — Fire
 Summer — Coastal/Marine

Trouble in Paradise

Hawaiian refuge outreach program tackles nuisance complaints

By Glynnis Nakai

Kealia Pond National Wildlife Refuge, located on Maui's southcentral shore, is one of the largest natural wetlands in the Hawaiian Islands and home to the endangered Hawaiian stilt and Hawaiian coot.

Hundreds of migratory waterfowl and shorebirds visit the refuge from August through April. Like our feathered friends, our neighbors are both year-round residents and "snowbirds" of the human variety. Seasonal problems, such as annoying insects, fish dieoffs, and blowing dust, have produced conditions requiring targeted outreach efforts.

The 700-acre wetland serves as a settling basin for the 56-square mile watershed of the West Maui

Mountains, with high water levels from November to March, receding water from April to August, and moderate-to-low water levels from September to October.

Our limited ability to manipulate these changing water levels is a management challenge. Add to this neighboring condominiums and we also face an outreach challenge.

The refuge was established in 1992, but the earliest record of seasonal conditions in Kealia Pond is from the 1940s. As the area has become more urbanized and

Hawaii's tourism industry has spiraled downward, our downwind neighbors have focused on the



Photo by: USFWS

Endangered Hawaiian coot.

See TROUBLE ... Page 12

Tidal Gate Experiment Works!

Positive media event helps sell CALFED project

By Rick Morat

Where do babies come from? Answer: The hospital.

Most questions about fish and wildlife issues are as complex, but can rarely be answered so simply. When a simple reply is not possible, your outreach work is cut out for you. And like birthing, good outreach is the result of hard work.

Such was the case during fall 2000 when the Bureau of Reclamation (BOR) sought media coverage for an experiment six CALFED agencies were performing. CALFED is a state and federal interagency program committed to spending decades to resolve California water conflicts.

This complicated, multi-disciplinary experiment involved monitoring how fish movements, water flow, and water quality were affected by operation of gates in a tidal channel in the Sacramento-San Joaquin Delta.

These gate operations affect two-thirds of Californians, who get all or a part of their drinking water via movements of water by this point. They are also critically important to fishery resources, including several endangered species that pass through the area.

See TIDAL GATE ... Page 8

OUT & About

Out & About is published quarterly for Region 1 Fish and Wildlife Service employees.

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SUBMISSIONS

We welcome your submissions to **Out & About**. Regular sections in the newsletter are:

- Feature Articles
- Case Studies
- Outreach Accomplishments
- Trainings & Workshops
- Announcements
- Q & A
- Letters to the Editor
- Outreach Resources

Articles should be submitted by E-mail or 3-1/2 inch floppy and run 150 to 500 words. Gear writing to newsletter style; avoid technical jargon. Photos welcome. Publication is not guaranteed, though every effort will be made to use submissions.

Submit articles to Jeanne Clark:
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Fax: 916/775-4407
E-mail: jeanne_clark@fws.gov

SUBMISSION DEADLINES

Spring	April 1
Summer	May 15
Fall	August 15
Winter	November 15

Out & About has received U.S. Department of the Interior and Fish and Wildlife Service DI-550 approval.

It is the policy of the U.S. Department of the Interior to ensure that individuals are not denied employment opportunities or program delivery because of their race, color, age (40+), sex (gender), national origin, religion, physical or mental disability. Unlawful discrimination in any form is strictly prohibited by agency policies and should be reported to the Fish and Wildlife Service Region 1 Equal Employment Opportunity Counselor, Office for Diversity and Civil Rights, 503/231-2081, 911 NE 11th Ave., Portland, OR 97232-4181.

REGIONAL PERSPECTIVE

Water the Gold of the 21st Century

Limited supplies pose big outreach challenges

By Rick Coleman

"If we don't work with people, any victory we have is short-lived. A sustainable solution has to include people."

Acting Director Marshall Jones, June 12, 2001

Water. It doesn't get more basic than water. It is essential to all forms of life and for the stewardship of life that is required. It is essential to many of the activities that sustain our lives, from running the turbines at hydroelectric plants to growing the food that nourishes us. It is essential for what gives us pleasure, from water for swimming pools and ice skating rinks to adequate supplies in rivers and lakes for recreation.

It is also a sometimes limited commodity that must be shared and never squandered. It is not surprising that something as basic as water takes on many meanings when we consider how it should be used or who should use it. In some respects, water is the gold of the 21st Century.

For those who manage natural resources in the West, water issues present an incredible outreach challenge. Decisions about how water will be used are often oversimplified to slogan-like cliches, such as fish versus farms, wetlands versus development, and so on. In truth, public debates over the rights to use limited water supplies are usually just about people, where discussions often center on the benefits of use or one group's right to water supplies over another.

These differing frames of reference, which are based on personal needs and values, can frustrate any discussion because it may be difficult to orchestrate mutually satisfying solutions.

This is where good outreach comes in. This issue of *Out & About* explores several successes that involve water. At Kealia Pond NWR, our employees found creative ways to resolve water-related nuisance problems affecting refuge neighbors by gathering their concerns, keeping them informed, and inviting them to participate in some of the solutions. In California's Central Valley, the sometimes disparate interest groups within a community are invited to participate in

local watershed workshops that foster honest communication, sound science, and idea sharing.

In each of these cases, we've needed to find out what people care about and what they want. We've needed to share our point of view by developing outreach messages that take into account our audience's differing values and frames of reference. And when resource decisions must be made, we've needed to be sure that everyone's perspective has been sought, heard, and represented. Remember, people do things for their reasons, not ours. The more we tune into these reasons, the more effective our outreach will be.

For example, a recent public opinion survey indicated that the primary public reason for protecting old growth forests was for water and air quality. Endangered species and other intrinsic values of these forests were not as high a public concern as water quality.

What does this mean from an outreach point of view? It means that we craft messages that show we've paid attention. We show that endangered species also rely on and benefit from adequate clean water and air quality.

The publications, open houses, stakeholder meetings, one-on-one conversations, and other activities that we pursue to accomplish this are the foundation of outreach. These processes are essential tools for addressing and solving problems when the Service is one of many players and there are many points of view. When the solution favors wildlife over other claims to water, we must vigilantly use outreach to work for understanding and goodwill within the community.

We also need to learn from our failures. The West is facing some difficult and complicated issues that profoundly affect natural resources and people's lives. As Jones' quote suggests, our solutions must involve people and the tool for involving them is outreach.

Rick Coleman is the assistant regional director for External Affairs.

Watershed Training Workshop

Community turns out to learn how to help watersheds

By Craig Fleming

Healthy watersheds are essential to all of the Fish and Wildlife Service's on-the-ground efforts, especially those involving anadromous fisheries. Many local watersheds are degraded and restoration is a complex, diverse and long-term process that can't be accomplished alone.

In 1999, in order to draw in local talent and boost local awareness in the upper Sacramento Valley, the Sacramento/San Joaquin Fisheries Resource Office developed and offered a watershed course. The focus of "Working at a Watershed Level" was to arm community members with the knowledge, tools, and cross-communication opportunities required to create healthier watersheds.

The five-day training was an amazing success. Originally designed for 65 participants, the course held in Chico, California attracted about 150 applicants; over 100 were admitted with a waiting list of more than 40 hopefuls, signaling the strong need to continue offering it. The training has been repeated annually at Turlock and Fresno, California, to spread the experience to other watersheds. The fourth course is already scheduled for Fresno in 2002.

SHARING NCTC TRAINING

The idea of bringing a watershed workshop to California's Central Valley originated with our own John Icanberry, who works almost exclusively with watershed issues. He attended two pilot watershed courses at the Service's National Conservation Training Center (NCTC) to further develop his "watershed" skills. Icanberry was so impressed with the two NCTC courses that he immediately initiated a local "Working at a Watershed Level" course to share with folks in his own backyard.

FORGING PARTNERSHIPS

Through the course, groups that have often been at odds with each other have the chance to meet and share perspectives. Engineers responsible for designing bank stabilization projects are able to talk with geomorphologists about rip rap. Farmers

and agricultural water diverters exchange ideas with biologists about instream flow requirements. Land owners and local citizens learn how to assess the health of a stream. County planning and permitting workers talk with resource people about gravel mining operations.

Everyone comes together to learn how they could be more effective at the watershed level and leave energized, with many new tools. During the process, they rethink how flood control should be done, examine new ways to stabilize stream banks, and find new ways to make restoration a part of managing local watersheds.

It's a win-win situation. Local watershed groups and managers gain information and skills to do a better job of stewardship. We gain allies in helping to achieve the goals of our own fishery programs.

COPY THIS IDEA!

If you are juggling a heavy load of local watershed issues, offering "Working at a Watershed Level" may be the perfect healing force for your community. For more information about the course, or the logistics of bringing it to your area, please feel free to contact to me at Craig_Fleming@fws.gov or 209/946-6400. Our experience shows that it will be worth your effort!



Craig Fleming is a fishery biologist and habitat restoration coordinator at the Sacramento/San Joaquin Fisheries Resource Office.



Viewing aquatic samples and learning by doing.

Photo by: USFWS

"...groups that have often been at odds with each other have the chance to meet and share perspectives."

Centennial Banners

Region 5 has designed a custom banner to promote the Refuge System centennial. The nine-color banners are three feet tall by 12 feet long. The fabric is light-weight, washable nylon and there are grommets around the edges to aid in display.

The banner contains the FWS shield, blue goose, and "National Wildlife Refuge System 1903-2003." The price

will be in the \$105-\$115 range, depending on the quantity ordered. If you are interested in joining a consolidated regional order, please provide the following information to Susan Saul by *September 1,*

2001: refuge name; quantity of banners wanted; and station charge code.



Interim Logo Adopted

In the interest of national consistency, the Refuge System Outreach Team suggests using a recently modified version of the Interim Centennial Logo that was originally developed at the Keystone Conference.

This will remain the interim logo until official "branding" for a new national family of Centennial communications products and materials is completed later this year. This logo is to be used with the Service shield and "Celebrating a Century of Conservation" design element on all Refuge System products. (Interim logo displayed on page 5.)

Visitor Services Workshop

The first-ever National Visitor Services Workshop 2001, "Preparing for Our Centennial and Beyond," will be held at NCTC the week of December 3, 2001. It has been developed for people whose job is to manage visitor services or who spend at least 50 percent of their time managing or delivering recreation and education programs.

The workshop will include programs focusing on nationwide centennial outreach efforts, partnerships, mentoring, refuge uses, visitor services planning, human dimensions, recreation policy, law enforcement, and budgets. There will be lectures, panel discussions, opportunities to network, and more. Region 1 attendees should be announced soon.

Movie Theater PSAs

The Regional Centennial Team has selected movie theater public service announcement slides as an outreach project for the Refuge System Centennial. The team wants to target movie houses located near refuges with a request that they run our slides for free as a public service.

Please help by emailing the following information to Susan Saul by *August 17, 2001:* name of movie house in town nearest to your refuge; name of movie house owner (chain); city; state.

Diversity Web Page Online

The Region 1 Division of Diversity and Civil Rights web page is now online. View it to learn about the numerous programs that we administer and the services that we offer throughout Region 1.

To view the website just go to www.r1.fws.gov/dcr/ or access the Region 1 web page at www.r1.fws.gov, scroll down in the search category "Who We Are," highlight Diversity & Civil Rights, and click on Go.

The web page is a work in progress and will be continuously updated. We welcome comments and feedback about the content or layout of our website that will assist us in improving the visual appeal and utility of the various reference materials for all of our customers.

New Partner

The Service recently signed an MOU with the Great Outdoors Conservancy, a non-profit national land trust that is active in supporting land acquisition, particularly areas that offer exceptional outdoor recreation opportunities.

The MOU provides a good framework for the Service and the Great Outdoors Conservancy to build special partnerships for land acquisition and outdoor recreation.

For more information, contact Jeff Donahoe, 703/358-1713.

See ANNOUNCEMENTS... Page 6

Centennial Time Capsules

Plan a 2003 outreach event to link with the 2103 Centennial

By Susan Saul

*Dear Future Refuge Staff and Friends:
We hope you're well. Please find enclosed a collection of items from the past that tell about the hopes and dreams, the passion and dedication, perhaps even the challenges and disappointments of your predecessors.*

This could be the message in any one of hundreds of Centennial Time Capsules, buried for 100 years on March 14, 2003.

The National Wildlife Refuge System Centennial will be an occasion that we want to celebrate and remember in both personal and public ways. The Centennial Time Capsules Project offers the means to do that.

Every staffed refuge is encouraged to participate. We want the time capsules to be a coordinated nationwide event that will attract national attention to the Refuge System and the entire Fish and Wildlife Service.

The time capsules will symbolize our dedication to wildlife and wildlands, mark our accomplishments of the past 100 years, and demonstrate our commitment to the next 100 years. They will provide opportunities for employee, media, congressional, and community involvement.

Refuges may appeal to their local communities to suggest items to include in the capsule and may even host contests tied to time capsule contents. The capsules can



*Celebrating a
Century
of Conservation!*

be filled with memorabilia from past and current eras, such as staff photographs, narrative reports, brochures, and letters from current staff to their successors 100 years from now. The possibilities are endless.

Refuges are encouraged to involve local communities and their leaders, the news media, congressional representatives, and schools in special events on March 14, 2003, when the time capsules are sealed and placed in their 100-year resting areas. We will be setting the stage for time capsule opening ceremonies on March 14, 2103!

Time capsule information has been sent to all refuge project leaders. Advice on time capsule contents, placement, and event planning can be obtained by calling Susan Saul, Regional Centennial Coordinator, at 503/872-2728.

Susan Saul is an outreach specialist in External Affairs.

"We want the time capsules to be a coordinated nationwide event that attracts national attention..."

TRAININGS & WORKSHOPS

Volunteer Recruitment/Management

Hear about the value of developing and maintaining strong volunteer programs, and how these partnership programs can help meet Service management objectives.

When: August 28 - 30

Where: Jackson Hole, WY

Contact: Laura Jones at 304/876-7499
laura_jones@fws.gov.

Watchable Wildlife Conference

A Vision for Wildlife Viewing will offer a dynamic slate of workshops and sessions in three tracks: Natural Resources Conservation and Management, Wildlife Tourism Development and Management, and Site Development and Management. Pre and post field trips also available.

When: September 14-17

Where: St. Paul, MN

Contact: 800/657-3637 or www.wildlife2001.com

NAAEE Conference

Environmental educators can attend more than 300 concurrent sessions, from workshops and symposia to hands-on and research sessions. Many opportunities to network. See www.naaee.org

When: October 11-15

Where: Little Rock, AR

Contact: csmith409@aol.com or 202/884-8912

Internet Developers Workshop

Learn the latest techniques for advanced web page creation. Find out how to streamline and manage websites. Receive instruction on the latest DOI regulations and FWS policies.

When: November 13-16 register by September 13

Where: Shepherdstown, WV

Contact: Mark Richardson at 304/876-7470
mark_richardson@fws.gov

Upcoming Events

Washington Water Weeks

When: Sept.1-Oct.14
Where: Statewide
Contact: Washington Dept. of Ecology
 360/943-3642

Oregon Shorebird Festival

When: Sept.7-9
Where: Charleston, OR
Contact: Cape Arago Audubon Society
 541/267-7208

Spring Creek NFH Centennial

When: Sept. 8
Where: Underwood, WA
Contact: Cheri Anderson
 509/538-2242

Modoc Wildlife Festival

When: Sept. 14
Where: Alturas, CA
Contact: 530/233-3572
www.r1.fws.gov/modoc



New Faces

Scott Eckert, web manager

By Scott Eckert

The Internet is a medium of movement. Since arriving back here in

December after being gone for 15 years, it seems I have been doing a lot of moving, too. Nancy and our two dogs are still back in Minnesota. But we found a house outside of Portland and will move into it soon.

My background encompasses natural and cultural history interpretation and computers, including networks, data communication, and web site design. At the University of Idaho, my course work focused on many areas, from fishery resources, wildlife management, and forestry to management, planning, and interpretation. I like approaching web management from the "eyes of an interpreter."

An important goal is to give everyone an opportunity to explore the Internet as an

outreach tool. Communicating on the web is a wonderful mix of static and dynamic interpretation. This medium of communication really does move! We can make changes to the website in a moment's notice, perfecting our message and better reaching our audience.

By understanding the makeup of our audience, the scientific information we frequently provide can be presented more meaningfully to a wide spectrum of users. To assist here, Web Master Ben Fell and I are putting together "tip sheets" about web design and plan a summer training road trip on web design and interpretation. Check the new Pacific Region Intranet site at <http://r1.fws.gov>, or contact me by email or at 503/231-6208 for help. **O**

Scott Eckert is the web manager in External Affairs.

Announcements...

Continued from Page 4

Aliens Here Next!

Due to the busy fire season, the theme for fall issue of *Out & About* has been changed from fire to invasive species. From brown snakes and zebra mussels to pepperweed, and water hyacinth, refuges across the nation are battling alien species.

If you have a success story involving outreach, it's not too late to include a short article in the fall issue. Please contact Jeanne Clark by email or at 916/775-4417 by September 1.

Also, let school teachers and others know that there is a special Distance Learning broadcast for

students in grades six through eight on "Invasive Species... America's Least Wanted." The program airs on October 4 from 1:00 to 2:30 p.m. ET.

For more information, please go to www.WildThings2001.org and click on registration or contact Deborah McCrensky at 703/358-2029.

Birding Magazines

American Bird Conservancy (ABC), a non-profit looking to conserve the habitat of wild birds, has an overstock of their past issues of their published magazine "Bird Conservation" that is printed four times a year.

Are you interested in having the magazine to hand out at your upcoming birding and nature festival? These informative magazines promote an interest in birding throughout the Americas. They make a great handout at festivals and events. There are about 550 magazines per box. There is no charge for the magazines but there is about a \$30 to \$40 charge for shipping.

Contact Hope Fowler for a sample or shipment at the American Bird Conservancy, P.O. Box 249, 4249 Loudoun Avenue, The Plains, VA 20198, 540/253-5780, or email hfoowler@abcbirds.org



Update on Vocus

Learn how Vocus Public Relations Software works for us

By Phil Carroll

Update time... A couple years ago *Out & About* ran a piece about new whiz-bang software that the regional office was going to buy. It was going to save our professional I&E lives by computerizing all our news, news media, mailing lists, and communications. So how is the Vocus software doing? Thought you'd never ask.

The software is on a server at the Regional Office, and 25 I&E and public affairs folks in the region have access via the Internet. The "news clips" database, one part of the software, now contains 10,203 stories which we've clipped from electronic and printed news since April 1998. A quick search reveals that 61 of them contain the word "ugly" in the text. No, I can't explain why I looked for that word — maybe just to illustrate the power of the database to search for ANY word. Also, 1,561 of the 10,203 were from Portland's *Oregonian*. An incredible 3,304 of them were clipped by our own Jenny Valdivia. (If you wondered, two of the 10,203 met all three of those criteria.)

Funning aside, Vocus is extremely useful. We can sort and retrieve news clips instantly, in ways to answer almost any question about them. Trust me, this is more useful than semi-chronological photocopies in a filing cabinet in the basement. Remember where they stored the Ark of the Covenant at the end of "Raiders of the Lost Ark?" Yeah, *that* basement.

Need more convincing? Here's a better example. "Hey, Phil, what're the latest opinions in the media about the *New Carissa*?" I type for 30 seconds. In seven seconds the database gives me half-a-dozen possibilities; one is an opinion, "New Carissa Report Is Wrong," *Statesman Journal* - OP/ED, April 17, 2001. Do you need to read that OP/ED piece? I can email you a copy from within the software in a few keystrokes.

That's not all the bells and whistles. When we were working on the outreach materials for a recent announcement, I couldn't remember Special Agent Pete Nylander's quote in last year's story. It was so good he got an On-The-Spot award for it. I looked it

up in the database: "We're looking for compliance, not penalties," he said in the *Tri-City Herald*, 6/16/00. We borrowed it for this year's story.

Another part of the software stores records of media calls. Say I hear from Clark Kent at the *Daily Planet*. To keep track of his questions, I enter a record of his call in the database. Kent says he's heard that the FWS has been sued on the pileated tidewater grizzly recovery plan and wants information and an official quote.

Of course I tell him that we can't comment on matters under litigation, then provide information and suggest other sources. After our call I tap a few more keys and email that record to others likely to get calls. Now they know they may hear from Kent or other reporters, and what I've already said.

That demonstrates two parts of the Vocus software. Just imagine what we can do with the "media contact" database (250,000 reporters from all over the country, with phone and fax numbers, addresses, email addresses, and the beats they cover), the "media outlet" database (78,000 papers, magazines, TV and radio stations), and the "individuals" and "organizations" databases (4,624 people and groups we've entered ourselves for issue-based mailing lists).

Do you think you or someone else in your FWS office needs access to this powerful software? Talk to Rick Coleman, ARD for External Affairs, at 503/231-6120. **O**

Phil Carroll is a supervisory education and information specialist at the Oregon Fish and Wildlife Office.



Photo by: USFWS

Vocus software stores news stories, media contacts, and more.

"We can sort and retrieve news clips instantly, in ways to answer almost any question about them."

Tidal Gate...

Continued from Page 1

The multi-week experiment was very successful. Our challenge was to simplify this complex project so it could be explained to the media and varied publics to boost their confidence in CALFED's approach and the agencies' good work.

We hashed and rehashed our ideas to clarify the event and the messages we wanted to deliver. Willingness to listen, communicate, and be flexible were vital.

BOR Public Affairs took the lead on organizing the event; the Service provided needed assistance, from demonstrating the fish sampling to helping with the media and event logistics.

We called the invitation a media advisory, titled "Media Opportunity to See Fish Research in Action," to let them know the event was just for them. As we approached

the big day we had a chance to test our agreed-upon flexibility: We had to notify the media and postpone the event because the experiment wasn't ready to showcase.

We continued to draft, and share story boards and Q&As. Spokespersons submitted key messages for critique and constructive feedback. The scientists agreed to some coaching, learning to stick with the key messages, substitute simple words for scientific ones, and avoid using acronyms.

Care was given to assembling media packets, including a clear agenda and schedule for the event. We even had Beta footage available of previous phases of the experiment. Everyone knew their roles and responsibilities.

Our decision to postpone the first event and preplanning work paid off. Three television stations and one newspaper attended the event. The weather, river flows, gate settings, equipment and crews, fish, and multiple spokespersons came together without a hitch.

We knew we had good science and valuable experimental results. By midwifing the project with good outreach, we increased public confidence in the CALFED project and strengthened agency relationships in the process. **O**

Rick Morat is a fish and wildlife biologist working in External Affairs at the Sacramento Fish and Wildlife Office.



Photo by: USFWS

Spokespersons were ready for media questions.

Water Education Foundation

This California-based foundation has a variety of water education materials useful in any setting. They offer *Western Water* magazine (subscription), national Project Wet materials, maps and posters, games and models, videos and slide shows, school programs, cards and stickers and more. Contact them at 916/444-6240 or www.water-ed.org

Watershed Science for Educators

Written for high school and middle school teachers and their students, this packet helps teachers incorporate the study of watersheds into science classes and after-school science clubs. Reproducible data sheets, background information for educators, and worksheets are included. Contact Cornell University Resource Center, 7 Cornell Business & Technology Park, Ithaca, NY 14850, 607/255-2080, resctr@cornell.edu

Visit NCTC's Online Library

NCTC's online library has searchable features and when water is typed in, hundreds of references are listed. Near the top, you'll see many resources, including Water Sourcebooks for Teachers, grades K-2, 3-5, 6-8, and 9-12. Go to www.nctc.fws.gov, click on the online catalog, and enter "water" to begin your search.

Guidelines for Excellence in EE Now Available Online

Access to eight cutting-edge resources that set the standard for high quality and professional environmental education is now just a mouse click away! The guidelines, developed by the National Project for Excellence in Environmental Education (NPEEE), represent a broad and accepted consensus on what constitutes good EE. See <http://naaee.org/html/pubdescrips.htm#Preparation>

Communication Instead of Litigation

Keep the parties talking outside of court!

By Tim Mayer

Mark Twain reportedly said “Whiskey is for drinking. Water is for fighting over...” Between agriculture, endangered species, and most lately, energy supplies, the debate in the West over who needs limited water supplies the most serves as proof of this humorous and visionary statement attributed to Twain.

As advocates for wildlife, the Fish and Wildlife Service is often square in the middle of these sensitive debates. Some days I feel like the only outreach I’m doing is with lawyers! What can we do on a day-to-day basis to manage water controversies and avoid litigation that is often exhaustive, expensive, and unproductive? Communicate effectively!

BRING PEOPLE TOGETHER

Water issues are often complex and take a long time to resolve. Bring all the interested and affected parties to the table early on in the process. Give everyone plenty of time for discussion and resolution. If you wait too long and issues become contentious, it is often difficult to get anyone to compromise.

ESTABLISH DEADLINES

A difficulty of meeting early on may be the absence of deadlines or strong incentives to reach resolution. To avoid this and keep things moving, the group might collectively agree upon a schedule of milestones and accomplishments.

IDENTIFY COMMON GROUND

Identify shared goals and common interests among the parties. This makes it easier to find solutions, as well as the funding necessary to accomplish them.

With water issues, for example, win-win solutions can be investigated, such as augmenting existing water supplies (through groundwater development and increased storage) and reducing irrigation demand (through fallowing or retirement of irrigated lands). While these solutions may not create immediate relief, they are positive steps that will help resolve some long-term water problems or issues.



PUT IT IN WRITING

Another important practice is to confirm all oral understandings/agreements made at face-to-face meetings in writing. People often interpret spoken words differently after lengthy discussion. Reducing these thoughts and exchanges to a few key points on paper will avoid future confusion and disagreement. Don’t let time lapse before you do this: Put it in writing at the meeting or immediately thereafter. Circulate what you’ve written to everyone, to help reinforce the group’s agreement.

RESOLVE UNKNOWNNS

Don’t just deal with known issues; identify and attempt to resolve “unknowns,” as well. For example, in the arid West many recently proposed water projects involve groundwater development for additional water supply. Evaluating impacts from groundwater development is difficult. Often the science isn’t clear and there are no absolute answers or easily resolved issues.

Don’t shy away from these areas. They may become stumbling blocks when you are farther down the road, when it is harder to make adjustments or compromises.

Water supply conflicts have become a near daily reality in the Pacific Region. Most of the groups competing for water are well-represented, so it is easy for these controversies to escalate. Using good communication and outreach can help avoid litigation and keep the lawyers looking for solutions — outside of court. 

Tim Mayer is a hydraulic engineer in the Water Resources Branch of Engineering.

Wenatchee River Salmon Festival

When: Sept. 20-23

Where:

Leavenworth, WA

Contact: USFWS

509/548-6662

www.salmonfest.org

Spring Creek Open House

When: Sept. 22

Where:

Underwood, WA

Contact:

Cheri Anderson

509/538-2242

National Hunting and Fishing Day

When: Sept. 25

Where: Nationwide

Contact: National

Shooting Sports

Foundation

203/426-1320

Kern Valley Culture Festival

When: Sept. 28-30

Where: Weldon, CA

Contact: 760/378-3044

Shark Festival

When: Sept. 30

Where: Santa Cruz, CA

Contact:

City of Santa Cruz

831/420-5273

www.santacruzwharf.com

To Scan or Not to Scan?

Tips for avoiding scanning pitfalls

By Kendal Morris

In this electronic age EPIC often receives photos and graphics in digital form for publication. Here's how you can avoid common pitfalls and provide artwork to EPIC and contractors in the format that will work best.

If your publication includes digitally created artwork, such as shaded relief maps, charts, and graphs, send the original files to us on a disk, along with a laser proof. We can output the digital files directly to negatives for the best possible result. If the artwork has no screens (shades of gray), laser proofs alone are acceptable.

A WORD ABOUT SCANNERS

Some clients prefer to keep original slides and artwork and send us scans. Desktop *flatbed scanners* can do an adequate job for black-and-white photos, and work very well for black and white line art (i.e. pen and ink drawings).

Desktop *slide scanners* produce acceptable results for items used as color photocopies, on the Web, or for Power Point presentations. They are not really adequate for documents destined for high quality printing because the focus does not remain even across the slide.

Since lower quality (and priced) optics are used, both detail and accuracy suffer.

For color slides and artwork destined for publications and exhibits, we use drum scans done by a professional contractor. With very large illustrations, they scan from a large color transparency that is shot from the original art.

SCANNING TIPS

Always scan from an original photo or illustration, not a reproduction or duplicate. Since image quality degrades with each step of the printing process, start with the best original that is possible.

Avoid scanning from a printed publication unless it is absolutely necessary (for instance, in the case of a historic document where the original no longer exists).

Any image containing colors or shades of gray that appears in a publication has been screened (converted to dots), so be sure to use the Descreening option when scanning.

In general save your scan as a TIFF file out of Photoshop. This can later be converted into a JPEG or GIF file if you decide to use the graphic on the Web. TIFF is the best format for

See TO SCAN ... Page 11



Slide scanned at 300 dpi saved as a Photoshop TIFF file. Use TIFF files to produce sharp photos in printed products.



This JPEG file was scanned at the same image size as the left-hand image, but at 72 dpi. It looks good on screen, but is fuzzy in print.

Photos by: USFWS

Young Immigrants Learn about Water

Exciting community partnership wins award

By Mary Mahaffy

How do you quickly expose young people from other nations to our values and practices regarding water? To help recent immigrants with limited English skills transition into the Seattle Public School District's schools, the district supports the Secondary Bilingual Orientation Center (BOC).

Nearly all the students, aged eleven to twenty, are minorities: About 60 percent are from Spanish speaking countries and 30 percent from Africa. Most come from countries where water bodies are used for bathing, transportation, and sewage and have not learned how small actions affect the quality of the environment.

The Puget Sound Program, in the Western Washington Office, is partnering with the Seattle Aquarium to provide environmental education to BOC students. The Service sponsored two grants received by the Seattle Aquarium from the Puget Sound Urban Resources Partnership (PSURP) for outreach activities with BOC. The Service provided additional funding, as well. PSURP, a coalition of federal, state and local agencies, business and nonprofit organizations, puts existing resources and expertise into community-led environmental projects.

During field trips, Service staff and students conducted FWS restoration and water quality monitoring activities. BOC



Photo by: USFWS

BOC students help with restoration.

teachers also used concepts learned from field and class presentations in their curriculum.

Students and families celebrated their accomplishments at aquarium events, where they shared writing, art, science, and social studies work featuring the Puget Sound.

The PSURP grant provided funding for a limited number of students to work on projects that take this information into their communities. This project won the Cascade Land Conservancy J.H. Stanford Education Award and was selected to be presented at the National Jobs for the Future Conference.

Contact your local conservation and nonprofit organizations to help identify natural resource conservation needs and audiences in your community. **O**

Mary Mahaffy is a wildlife biologist at the Western Washington Fish and Wildlife Office.

"During field trips, Service staff and students conducted FWS restoration and water quality monitoring activities."

To Scan...

Continued from Page 10

offset printing and digital direct-to-press printing projects.

For black and white and color photographs, color and pencil illustrations, the scan resolution (dpi) should be twice the final printing line screen (lpi). Most of our publications are printed at 150 or 175 lpi, so scan at 300 dpi. Images should be scanned at least as large as they will appear in the final product.

Scan black and white line art images at 1000 dpi if possible, and not less than 800 dpi. Scan a line art image larger than

it will appear in your finished product; scanning at 200% of final size is ideal.

USING WEB IMAGES

Avoid selecting images for printed publications that were originally scanned for use on the Web. Low scanning resolutions are typically used for Web graphics to keep file sizes and loading time down. An image scanned at 72 dpi looks fine on screen, but bad in print. **O**

Kendal Morris is a visual information specialist in EPIC.

“Our goal is to make their backyard not only a healthy environment... but also a source of local pride.”



Printed on recycled paper

Trouble in...

Continued from Page 1

refuge as a problem, rather than a wildlife haven. They have three major complaints:

- During high water, spotted-winged midges (non-biting) are an abundant food source for endangered Hawaiian waterbirds and migratory birds. For a few months, from dawn to dusk, flying adult midges become a nuisance to residents as they amass in piles on patios and are attracted indoors by televisions or other light sources.

- As water recedes in the spring prolific tilapia (fish) become increasingly crowded and mortality is high as water quality and quantity decrease. Carcasses pile along the receding waterline and produce an odor that blankets the area.

- By the end of summer, the water level is at its lowest, despite continuous pumping. As the pond edges dry out, the tradewinds carry the dusty top layer of soil to neighboring properties.

These problems were placing us in a reactive, instead of proactive, role. In a crowded urban setting like ours, it is essential for neighbors to appreciate their wetland resources and the challenges of managing a complex system. So we created an outreach program to help turn around public sentiment.

We initiated a quarterly newsletter in June. This letter provides an update about refuge restoration and research projects and allows

neighbors and cooperators to receive the information directly from the refuge.

We've held several community meetings to discuss ongoing activities, especially when biologists from across the nation and the Pacific have visited Kealia Pond to help us deal with nuisance issues.

More informational meetings will be scheduled as research data is evaluated, so we can personally interact with the public and allow them to ask questions and express their concerns.

We have also involved local residents on the ground. Numerous youth and adult groups have volunteered their time, energy, and enthusiasm by helping with pest plant control and planting native Hawaiian plants. Active participation has shared stewardship of the wetland and is providing a better understanding of management challenges.

We entered into a cooperative effort with the Maui High Performance Computing Center's community program called Environmental and Spatial Technology (EAST), a local tech-ready initiative.

Eight students from Lahainaluna and Maui high schools have contributed by collecting and entering refuge data into geographic information systems. The resulting GIS program will be used to monitor and observe responses and trends in water levels, bird use, and habitat enhancement for endangered species.

Although our focus will continue to be on the information gathering and research projects necessary to better understand the wetland dynamics of Kealia Pond, we cannot afford to isolate ourselves from our neighbors. We are listening and trying to tackle these nuisance problems.

Our goal is to make their "backyard" not only a healthy environment for endangered waterbirds and migratory waterfowl and shorebirds, but also a source of local pride.

Our outreach program is helping neighbors see that protecting Hawaii's natural resources is adding value, not problems, to their lives and property. **O**

Glynnis Nakai is the manager of Maui NWR Complex, which includes Kealia Pond NWR.



Photo by: Rob Shallenberger

Tradewinds carry midges and odor to condominiums downwind of Kealia Pond.