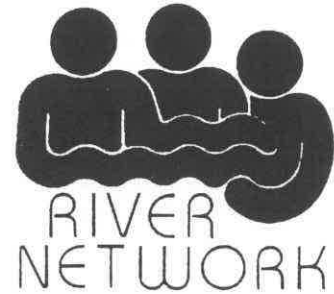


River Voices



A quarterly publication of River Network

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The Resource Abuse Movement and River Conservation Efforts

by Rita Haberman

Environmental protection advocates across the country are increasingly running up against organized, vocal opposition. Many of these anti-environmental efforts are part of a larger national effort that deceptively calls itself the "wise use" movement. A more appropriate name is the resource abuse movement.

WHAT IS THE RESOURCE ABUSE MOVEMENT?

The movement is a national agglomeration of over 250 groups sharing an underlying philosophy: weaken environmental protection to permit unrestricted access to all natural resources for economic use, benefit and profit. Throughout the country, they are working on unraveling environmental protections on a variety of issues: mineral and energy extraction in wilderness areas and national parks, logging in ancient forests, Endangered Species Act reauthorization, wetlands protection, private property rights protection, and several other issues.

The groups claim to be "grassroots" and "of the people for the people" but many of them are funded and led by major corporations and extractive industry interests such as Exxon, Honda, American Mining Congress, National Cattleman's Association, and National Association of Realtors. Strategists from the resource abuse movement are copying environmentalists' technique of grassroots organizing except they have access to self-interested corporate money and do not suffer from being restricted to charitable activities.

The national resource abuse groups go by deceptive names: People for the West, Alliance for America, National

Wetlands Coalition, National Inholders Association, Multiple Use Land Alliance, Center for the Defense of Free Enterprise to name a few. The resource abuse groups with local emphasis also have misleading names that include the words "friends," "conservation," "conservancy" and the like, mimicking those of environmental organizations.

A major reason for the successes of the resource abuse movement is their ability to capture media attention. By formulating exaggerated and false statements about the impacts of resource protection measures, they appeal to the fears of local citizens, and those fears make it into headlines. The mass of media attention has given the resource abuse interests considerable public attention and built their political clout.

IMPACTS ON RIVER PROTECTION EFFORTS

River protection is viewed as a threat by resource abuse interests. Rather than confront the real issues directly, they hire National Inholders Association or People for the West, who send in an organizer to terrify people about condemnation. There's a gap between the real issues (resource protection versus exploitation) and the pseudo-issues (land condemnation and federal control).

For example, an effort to protect the Pemigewasset River in New Hampshire through state and federal Wild & Scenic designation has met strong opposition. The state campaign was poisoned by distortion and intimidation. The primary opposition, a group called the New

(Movement continued on page 2)

Inside River Voices:

Dealing with the Resource Abuse Movement ("Wise Use Movement") is the major theme addressed in this issue of *River Voices*. To help grassroots river activists grapple with this serious threat to river protection, we've put together a collection of articles, providing practical advice.

"*The Resource Abuse Movement and River Protection*" by River Network staff provides background and examples. "*Countering the Resource Abuse Movement*" by Doug North examines four elements of appeal used by resource abuse interests and practical advice on how to counter them. "*Addressing Landowners Concerns in River Conservation*" by Chuck Hoffman provides practical advice on essential components of river planning, including considerations for adjacent landowners as well as adjacent communities. "*Overcoming Public Meeting Disruptions: A Prime Target for 'Backlash'*" by Pamela Stone describes how to plan your meetings to avoid disruptions, but if they occur how to minimize their impacts. "*Friends of the Little River: Grassroots River Protection Despite Opposition*" by Desmond Disney describes the story of how this Alabama grassroots group is protecting their river in the face of opposition and lessons they've learned in the process.

Other features in this issue include an introduction to the newest River Network staff member, Peter Lavigne, Director of the River Leadership Program, and how you can get involved in this new program; a description of other River Network services; a grant announcement; some interesting "Letters to the Network"; and a few other pieces.

We hope you find this publication useful, and we welcome your comments, ideas, and suggestions.



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River Network is a national non-profit organization committed to building local support for river protection. We believe that local people are the voice of America's rivers and that local action is essential for effective, permanent river protection.

River Network has three programs:

the **River Clearinghouse** to provide local river activists information and referrals on technical resource and organizational issues;

the **River Leadership Program** to assist state river conservation leaders in developing strong state river coalitions and strengthening grassroots river conservation in their state;

the **Riverlands Conservancy** to acquire outstanding riverlands and convey them to the public for protection.

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(Movement continued from page 1)

Hampshire Landowners Alliance (associated with the national Alliance for America), falsely condemned the state rivers program as a confiscation of private property despite the fact that the program governs instream issues. Nothing in the state bill would override local zoning and land-use regulations. They labeled State legislative proponents of the bill "ecoterrorists." The state bill passed last year but the legislation included some major concessions related to hydropower. Now the Pemi National Wild & Scenic campaign is also facing serious opposition. The National Park Service (NPS) is the lead agency in the study process, and opponents have incited landowners by telling them that NPS is involved with the intent to create a new national park accompanied by significant private land condemnation.

The Washington National Wild & Scenic Rivers campaign is another example of the work of the resource abuse movement, funded largely by timber interests. Sparked by the 1988 Oregon Omnibus Wild & Scenic Rivers Act which designated 40 rivers into the national system, resource abuse interests worked quickly to see to it that a similar event wouldn't happen in the State of Washington. Under the name of the "Washington Rivers Coalition" with the motto, "Keeping Our Rivers Ours," Chuck Cushman, head of the National Inholders Association, has riled up local opposition throughout the state to the proposed national designations. They keep a steady flow of mail indicating their opposition coming into the offices of the Washington Congressional delegation. The "Coalition" also lobbies hard each year to oppose the inclusion of any new rivers into the state rivers program, claiming state designation is a precursor to national designation.

There are, however, also some stories of river protection advocates overcoming opposition. Most notable, perhaps is the 1991 designation of the Niobrara River in Nebraska as part of the National Wild & Scenic Rivers System ("The Wise Use Movement," February 6, 1992, refer to references listed on page 12). Cushman was brought in by local resource abuse interests, presumably water development interests, as a outside organizer to direct their resistance to the designation. This was at least the third time that Cushman had been imported to the region for similar activities; his previous work focused on defeating two efforts to establish national parks in prairie habitat. Because of their previous

experience with Cushman and his tactics, local grassroots responded aggressively to Cushman's arrival, successfully getting the media to focus on him and his tactics rather than on what he falsely claimed the designation would do to local residents. Through the media, they spotlighted Cushman, exposing his past practices, picking apart his published statements, aggressively countering his claims, and revealing his funding sources.

The stopping of Two-Forks Dam in Colorado is another success story ("The Wise Use Movement," February 6, 1992). The outcome was ultimately determined by a favorable U.S. Environmental Protection Agency ruling, spearheaded by Administrator William Reilly despite tremendous political pressure from within the Republican Party and the White House. Reilly's decision, based on a rationale assessment for the costs and benefits of Two-Forks, was politically possible because several environmental organizations, particularly Environmental Defense Fund and National Audubon, orchestrated a campaign involving grassroots organizing, legal maneuvering, and scientific analysis. The ability of Audubon and its local chapters to make grassroots commotion nationally and locally was a key part of overcoming resource abuse efforts. It made it clear to Reilly and others that a significant fraction of the active electorate was committed to stopping Two-Forks.

WHERE DO WE GO FROM HERE?

In this era of political degeneration, manipulative media tactics, and economic hardships, there are no easy victories for river activists. As river advocates we need to be aware of the likelihood of "backlash," prepare for it, involve all concerned parties, and address landowners' concerns. We need to get accurate, easily understood information out early before resource abuse interests rile up opposition by spreading misinformation. Perhaps most importantly, we need to educate our communities and our public decision-makers about the values of rivers. We must make it clear that rivers are a public resource deserving of protection against those seeking short-term economic gain. The collection of articles in this issue of *River Voices* provides detailed practical advice for grassroots river activists on how to deal with resource abuse interests. #

Letters to the Network

River Network encourages you to use this column as an opportunity to share your ideas, information, and successes with river activists throughout the country.

Taking the "ism" out of the environment

There's a very natural human tendency in dealing with conflict over complex issues to simplify an opposing view.

We've seen that happen in the State of Washington during this past legislative session with a well-organized attempt to abridge local government control over the growth management process, especially over using wetlands and the siting of industries.

The rallying cry seems to be that "environmentalism" has gone *too far*.

What exactly, is this "environmentalism"?

Is it a belief held by those who care more about plants and animals than about human beings, or perhaps the soft-hearted who want to save every plant and animal? Is it a belief held by the well-to-do who don't have to care about other people's jobs and security? Is it a belief held by the weak-willed who willingly hand over individual liberties to government bureaucrats?

Our group, People for Puget Sound, doesn't think so.

We'd characterize our supporters as people from all walks of life who care about living things because they care about the future. When our fish, shellfish and birds are in trouble because where they live and breed are in trouble, human beings are in trouble. Those problems aren't somebody else's problems; they're everybody's responsibility.

We also know that our supporters believe that laws and regulations should be fair and should serve people's common good. Good government and fairly administered regulations don't come easily. They come from good economics, good science, and a healthy dose of humor and common sense, and the good politics that comes with people's willingness to work out a common future.

It's important to recognize that people get scared and angry when the future is uncertain. Political opportunists jump in.

Nothing will guarantee the future. But those working to protect the environment can find new strength by beginning with what people hold in common. Our task, by word and deed, is to work toward a common future through individual and collective responsibility. In that, we can't go *too far*.

Sincerely,

Mike Sato
People for Puget Sound
1326 Fifth Avenue, Suite 450
Seattle, WA 98101

Organizing a National Gold Boycott

Dear River Activists,

Special privileges granted by the 1872 Mining Law to the hardrock mining industry have resulted in a hundred years of unparalleled pollution in the West. The saga continues as the greatest gold rush this country has ever seen spreads across our western public lands with the help of modern technology and Sir Cyanide. Mining has ruined many thousands of miles of our rivers and streams, and the new technology is vastly increasing the size of mining operations. These companies dump 100 pounds of cyanide on 50 tons of ore to extract 1 OUNCE of gold! Cyanide (over 100 million pounds used last year) is extremely toxic to marine life, and trout are among the most sensitive.

Now faced with reform of that antiquated legislation, mining corporations have spent hundreds of thousands of dollars to finance a bogus "grassroots" campaign to drum up support for jobs, prosperity, and The American Way Of Life. The "People for the West" and other "Wise Use" groups actually support corporate profits at the expense of the environment and public health. People like us who truly care about protecting public lands and maintaining the health and safety of our families have been unfairly cast in the role of villain. Our communities have been polarized by ugly rhetoric and misinformation.

We're not gonna take it anymore and

neither should you! The time is right for a NATIONAL GOLD BOYCOTT. It worked on the fir industry; it worked on the tuna industry, and it will work on this issue. We are focusing on gold for two reasons: the danger to our nation's waterways from the massive use of cyanide, and because 86% of gold production is made into jewelry (hardly a strategic mineral). The public is not generally aware of the 1872 Mining Law and the incredible lack of regulation of the hard rock mining industry. WE HAVE TO GET THE PUBLIC'S INTEREST.

Here's what you can do to help:

1. Send for and print 10-1,000 copies of our GOLD BOYCOTT posters and post them in your areas. It's easy, fun, and almost free! We will send you four different posters, copy ready. Please enclose \$1 with your request to cover postage, and if you can, a few more bucks will help with #3 below.
2. State your concerns about the negative impacts of gold mining in a letter to the editor or your local newspapers urging a NATIONAL GOLD BOYCOTT until the 1872 Mining Act is reformed.
3. We are also seeking financial backing to place a full page ad calling for a GOLD BOYCOTT in a national periodical such as the *New York Times*. Let the public decide; is the massive destruction of public land and the resulting pollution worth a tiny amount of shiny gold? If you can help, please write checks to Montana Environmental Information Center and marked for National Gold Boycott.

These are our proposals and we know you will have some great ideas too! Please join us in this exciting and worthwhile project. Feel free to contact us with your ideas. Support of every kind is welcome.

Thank you very much,

David Zimmerman
Boycott Special Project Coordinator
c/o MT Environmental Information Center
Box 253
Pony, MT 59747
(406) 685-3481

Countering the Resource Abuse Movement

by Douglass North

To counter the Resource Abuse Movement's attack on conservation, it is helpful to think about the movement's appeal to rural Americans. This article describes those elements of appeal and provides some practical advice about countering them. The "Wise Use" appeal rests on four basic elements:

- 1) Fear of Unknown Regulations
- 2) Fear of the Government
- 3) Fear of Limitations on Private Property Rights, and
- 4) Lies

FEAR OF UNKNOWN REGULATIONS

Property owners are not intimately familiar with all the laws and programs available to protect rivers. They are understandably concerned that a conservation proposal could impose onerous regulations on them. Their fear of the unknown is often greater than any concern they might have about a real program. The best counter to fear of the unknown is education. The people who may be effected by a conservation program need to have information on it so they can understand it. It is important to get information to people *before* the resource abuse movement becomes active in the area. Once the resource abuse movement has had an opportunity to scare everyone with its lies, communication becomes very difficult.

Educate People in the River Valley

Getting the necessary information to the people in a river valley can be difficult. There are no readily available mailing lists or periodicals which everyone is sure to read. If the population of a river valley is small enough, it may be possible to reach nearly everyone through a series of public meetings and some articles in the local paper. You could even go door-to-door with information to reach everyone with land along the river. If your conservation effort is directed to a broader region or a populous river valley, it may be impossible to reach people in this manner.

Work with the Media

For broader campaigns, it is particularly important to educate the

media. You must get to know the reporters who cover conservation and environmental stories at all the regional and local newspapers, radio and TV stations. They must have your information and know how to get in touch with you when a story breaks. You must also educate them about the resource abuse movement, so the reporters are aware of how deceptive and misleading most of the information put out by the movement is. Collect articles from other media to use to educate your media. They won't fall for the resource abuse movement's propaganda without checking out the facts first.

FEAR OF THE GOVERNMENT

Most Americans, particularly those living in rural areas, have a fear and distrust of the government, particularly the federal government. To them, the federal government consists of faceless bureaucrats enforcing strict regulations which do not apply to their local situation.

Disassociate Your Effort from the Government

Unfortunately, most river protection programs involve laws or the government in some fashion, so the resource abuse movement plays upon rural fears of the government to stir up opposition to any conservation proposals. There is simply no way to win the battle for people's hearts and minds if you are saddled with being an apologist for everything the government does. The only tactic which can help neutralize the government bashing engaged in by the resource abuse movement is to refuse to allow them to saddle you with the government on your side of the debate.

It's best to agree that you can't trust the bureaucrats and that's exactly why you want to enact the conservation program you are promoting. Point out the river protection program you are promoting tells the bureaucrats exactly what to do instead of giving them a lot of discretion to decide how to resolve issues. Point out that it is the resource abuse movement that wants to leave the bureaucrats with the broad discretion allowed by current law. This will not completely negate the resource abuse movement's anti-government

appeal, but it should reduce it.

FEAR OF LIMITS ON PRIVATE PROPERTY RIGHTS

"Wise use" advocates do have a point here. Most conservation programs do place limits on what a private landowner can do with his or her land. What they failed to note, is that such limits are essential to maintaining the value of everyone's property rights, including the affected landowner's. What good are your unfettered property rights, if you have no clean water, clean air or access to your property because unfettered development has fouled the air and water and clogged all the roadways with congestion?

Clearly Define the "Takings" Issue

Resource abuse advocates are often concerned about governmental "takings" which may occur when the value of private property may be reduced due to regulations restricting its use. It is important to note that not all conservation programs involve a "takings" issue. Certainly, simple land acquisition from willing sellers presents no such problems. Similarly, National Wild & Scenic designation presents no "takings" issue because designation has no effect on private property unless the government pays for any deed restrictions placed on the property.

Include Diminution of Public Property

Resource abuse advocates frequently champion legislation to require compensation to landowners for any diminution in value of their lands due to environmental regulations. This legislation addresses only one side of the equation. The other side is the diminution in value of public property that belongs to all citizens due to actions taken by private landowners. When a private landowner builds roads and clearcuts his or her land, his or her actions increase the amount of silt in the water and raise the water temperature, harming fish and shellfish habitat downstream in the bay or ocean into which the water empties. If we are to have legislation requiring compensation to landowners for the impact of environmental regulations, then the same legislation should require private landown-

ers to compensate the public when the actions they take harm the public's fish, wildlife, clean water and clean air. Not to mention neighboring private landowners.

LIES

The resource abuse movement's appeal relies heavily upon exaggerations, distortions and outright lies. This tactic is very effective in the short run because it allows the movement to quickly inflame the public's passions about the supposed gross injustices done to rural people by government and urban environmentalists. In the long run, however, the lies and distortions come back to haunt the resource abuse movement. Once the real information is brought before the public, and particularly before decision-makers, they realize that they have been had. At that point the resource abuse movement ceases to have very much credibility.

"Weather the Storm"

The resource abuse movement is frequently successful in stopping conservation legislation in the short term because its wild claims can mobilize opposition very quickly. Based on our experience in Washington, their effectiveness usually peaks at about three to six months. After about six months, people begin to discover that they have been had by the resource abuse distortions and the movement's effectiveness levels off. After about nine months, its effectiveness begins to decline.

Consequently, in many cases, conservationists simply have to disprove the resource abuse movement's wild claims and wait it out. The movement may well be able to prevent any legislation from passing in any given year. But if conservationists refute the misleading claims and continue to work their proposal, they are likely to be successful the next year or the year thereafter. The resource abuse movement makes conservation more difficult and often delays good legislation, but it rarely defeats good conservation in the long run. #

Doug North is the Conservation Chair of Northwest Rivers Council in Seattle, Washington. He is also one of the founding board members of River Network.

Other Winning Strategies to Fight Resource Abuse Rhetoric and Tactics

GET INVOLVED AND GET OTHERS INVOLVED

Our voices need to be heard. If concerned citizens speak out in support of wildlife and the environment, the resource abuse movement will be hard put to change laws and regulations that protect all of us, in favor of a few special interests.

- *Establish a strong and constant presence at local planning meetings and hearings.*
- *Coordinate with other environmental groups in your community.*
- *Contact civic, business, political, educational, and religious leaders in your community.* Recruit spokespeople from the ranks of those groups the resource abuse people claim to represent, such as farmers.
- *Identify potential "wise use" converts and reach out to them.* Show them why the protecting the environment is good for them and their children. Be careful not to alienate them by statements that make sweeping generalizations that include them such as "all ranchers and farmers are anti-environment."
- *Go on the offensive; be proactive and positive.* Don't be forced into apologizing for an environmental position. We are not anti-people, we are for an improved quality of life for all. Get accurate information about issues the resource abuse movement is likely to spread misinformation — before they do.

EXPOSE RESOURCE ABUSE RHETORIC

A common tactic of the resource abusers is to distort the facts or make up facts so that they sound reasonable.

- *Read what they are saying and research the correct facts.* Get on their mailing lists. Pay particular attention to the economics of environmental protection. Point out how environmental protection and conservation results in increased long-term economic security. Emphasize quality of life issues — imagine a future without clean air, clean water, trees, and wildlife.
- *Find out and publicize who the resource abuse groups in your area actually represent.* Most are supported by industry.
- *Explain what would happen if we follow the recommendations of the resource abuse groups.* Describe how differently your community might look if there had been no environmental regulations in place over the last 20 years.

REACH OUT TO THE MASS MEDIA

Some newspapers and magazines seem to be taking the side of resource abusers due to their emphasis on jobs and supposed grassroots clout.

- *Unearth the facts that contradict the resource abuse platform.* Share this information at public meetings and meet personally with editorial boards.
- *Start simply.* One easy first step is to write a letter to the editor or a piece for the op/ed section. Recruit someone well-known in the community to also write such a letter.
- *Develop a relationship with your paper, radio, or local television station.* Be a source of accurate and interesting information about environmental issues and the resource abuse movement.
- *Keep your messages simple, personal, and related to reader/viewer concerns.* Back up passion with facts.

OTHER SUGGESTIONS

- *Stand strong in the face of the intimidating tactics of resource abusers.* If you set the example, others are likely to support you.
- *Stake the moral high ground.* Don't let yourself be drawn into a shouting match. Continue to counter hyperbole with facts.

This information was provided by the National Audubon Society. They are compiling information to help grassroots environmental activists counter resource abusers. If you have information to help other activists or if you need help, contact Brian Vincent, National Audubon Society, 666 Pennsylvania Avenue, SE, Washington, DC 20003.

Addressing Landowner Concerns in the River Conservation Planning Process: Some Practical Advice

by Chuck Hoffman

People in our society resist change. Many people are convinced that the government, do-gooders and big corporations are out to fix the world by imposing new burdens on everyone but themselves. When the problems get too difficult to handle, people lash out at the next "improvement" project that gets their attention. Sometimes, this is your lovely, brand new river plan.

Property owners adjacent to proposed greenways or river corridors have legitimate concerns and strongly stated opinions on the subject. Some concerns appear repeatedly in corridor after corridor, while others arise unique to the peculiar circumstances of a local area. Common concerns include eminent domain, communication and cooperation, the apparent catering to recreational or environmental interests, property values and taxes, liability, management and maintenance, and crime, trespass and vandalism.

Fortunately, river advocates have many ways to address these concerns directly and in good faith. These techniques will not help with people who are determined to be against any plan, no matter what it is, nor with people who have set out to destroy the planning effort. They will help, however, with people who have legitimate concerns, who are beset by misinformation, who are afraid, or others fed up with social and environmental planning.

The following ideas have been tested on the ground on river corridor, greenway and rail-trail projects around the country. Little is new, but the advice will work if properly implemented.

GENERAL ADVICE WHEN EMBARKING ON A RIVER PLANNING PROCESS

The following italicized statements are problems common to all planning processes. Failure to address them often results in the failure of the plan. Accompanying sentences suggest the appropriate strategy to be employed to address the

problem and how that strategy might be put into action:

Landowners do not clearly understand the nature of the changes. Make sure that information about the project is conveyed in straightforward, understandable terms appropriate to the community. Every project has an impact or result that affects the resource, a group or an individual negatively in some way.

Private landowners along proposed river corridors have legitimate concerns, strong opinions, and the ability to destroy your river protection efforts. Addressing their concerns is essential.

They or their representatives have had no part in the decision. Provide for direct interest group representation in the process. Implement a planning process that is open and is founded on an aggressive public involvement program. Ask identified interest groups to designate a representative and an alternate to participate in the public involvement process.

The change affects their vested interests directly. Explain thoroughly the benefits and costs of the plan to the affected communities. Prepare a stakeholder analysis to identify positive and negative impacts on the community. Where negative impacts are identified take steps to mitigate them.

The change is advocated by people they don't know or whom they distrust. Plan supporters must make the effort to get to know as many people in the affected community as possible. Supporters should also work to establish close working relationships with community leaders. Make the effort to visit individually with

as many affected individuals and groups as possible; be friendly, courteous and honest in all dealings with the community, including the way the response to public comment is addressed; meet with local officials and other community leaders; meet with and be available to the local media, but do not expect the media to make you the next-door-neighbor to every house in town.

The change is inconsistent with other of their values. If possible, take action to blend the project in with the community, but do not paint it as something that it is not. Learn to accept the community's point of view; recognize that an individual is always the best expert on their own life and their immediate surroundings; recognize that a community or interest group will always decide on its own what is in its own best interest. What is essential is an accurate and complete presentation of the project, both in its benefits and its shortcomings.

CONSIDERATIONS SPECIFIC TO ADJACENT LANDOWNERS

Concern: Landowners are concerned that protection of the corridor will inhibit reasonable use of their property or that their property will be acquired involuntarily. They feel that any attempt by a public agency to open that land to environmental or recreational endeavors is an infringement of their property and rights.

Strategy: Address the issue directly. Do not avoid or make light of it.

Action: Build into the plan a clear definition of what acquisition is to take place, why the property is required, the extent to which acquisition will take place on a willing buyer-willing seller basis, under what circumstances eminent domain may be used (if at all), the steps to be taken to ensure that eminent domain is indeed the last resort, and how these assessments and decisions will be reviewed by the public.

Concern: Landowners have extraordinarily strong feelings that their concerns be listened to and addressed by those that wish to develop river corridors adjoining their land. They literally beg to be included fully in the process of determining whether or not the corridor plan should be implemented. Failure of those preparing river plans to listen to and work with landowners has been a source of antagonism and distrust.

Strategy: Include landowner representation on planning teams.

Action: When forming cooperative decision-making task forces, include landowner representation in the membership. Include as many property owners as necessary to provide for reasonable participation. In other parts of the country, representation has been defined by town or township, by section of the greenway, by urban dweller-farmer representation, and by organized landowner interest group.

Concern: Farmers see much less value in recreation facilities than do planners. They are skeptical of the projected use of recreational river corridors, or alternatively, that they will be overrun by too many recreational users. They may be dubious about the economic benefits that are projected to flow to the community. They may or may not be opposed to these benefits, but they will be skeptical.

Strategy: Develop an educational program that addresses directly the concerns about recreational impacts on landowners and private property. Project sponsors should be in regular and frequent communication with landowners. One effective strategy is to share the experience at similar river corridors with property owners.

Action: Project sponsors should conduct regular and frequent informal discussions with property owners, perhaps moving from neighborhood to neighborhood. Drop-in to sponsor offices should be encouraged. Sponsors should make the rounds of local government meetings to respond to concerns. Establish a peer exchange program under which property owners from other corridor areas, both urban and rural, visit other corridors in the planning stage.

Concern: In general, farmers are more opposed to river corridor plans than other owners of adjacent land. Many farmers, facing difficult economic hardships, eye the additional acreage of the corridor as

available land to be put to agricultural use for profit, and they resent the conversion to a greenway or river corridor that might cause problems. Farmers see little personal advantage in access to the river; they tend to be dubious about community benefits.

Strategy: Landowners will not be easily dissuaded from this viewpoint. The best strategy is to develop a plan with the strongest and most broad-based community benefits possible. The peer exchange technique may also help on this problem.

Action: Use the peer exchange technique to give landowners information from credible sources on how river corridor plans have worked elsewhere.

Concern: The landowner is concerned that having the corridor adjacent to his/her property will increase the risk of liability claims being made against them.

Strategy: Prepare information for every adjacent property owner on the extent to which state law limits landowner liability and the circumstances under which liability could be real for the owner. Review the physical plan for potential hazard areas, and undertake an appropriate risk management program to reduce exposure to liability claims.

Action: Provide information to property owners on their protection from liability claims. Offer landowners recommendations on how to reduce risks. Prepare a risk management analysis for the corridor physical plan to reduce hazards and anticipate liability problems.

Concern: Landowners will be concerned about users camping in the vicinity of their property. They will be concerned that there are adequate sanitary facilities. Access may be an issue, with regard to places along the corridor where the public may park cars without obstructing highways or causing a nuisance.

Strategy: Landowners should be part of the solution to maintenance and management problems along the corridor. The plan should use what they know about their property and the surrounding landscapes to better manage the corridor.

Action: Plan access points as far from homes as possible. Plan parking areas off the roadway and well-distanced from home sites. Since adjacent property owners will know their stretch of the

corridor better than anyone, include landowners in the management and monitoring of the system through a telephone network system that has dual benefits: it keeps managers in touch with property owners, and it uses the owners to spot maintenance and management problems.

Concern: Landowners have concerns about having members of the public along their property, with resulting concerns about trespass, litter, vandalism, and liability. Other concerns may be unique for a specific location: drainage along an agricultural field, proliferation of non-native weeds within the right-of-way; overhanging trees that may interfere with harvesting equipment; fencing for protection of public from livestock.

Strategy: Provide for appropriate maintenance, emergency services, police protection and patrols.

Action: Provide in the corridor management plan for regular maintenance of the corridor and for appropriate emergency services and police protection. Corridor maintenance can be supplemented by volunteer groups. Neighborhood Watch type programs can be instituted by and on behalf of property owners, with a hotline number conspicuously advertised in publications sent to adjacent property owners. These groups can also help alert managers to corridor maintenance needs. Cooperative agreements or similar agreements should be entered into where necessary between the corridor managing agency and local governments for providing emergency services and police protection. There may be a cost associated with these agreements. Emergency access points for such services should be built into the design. A common way to do this would be to enter into arrangements with adjacent property owners for access to the corridor. Another way to improve maintenance is to have users from volunteer support groups carry maintenance checklists for each segment.

CONSIDERATIONS SPECIFIC TO ADJACENT COMMUNITIES

Concern: The river corridor plan will not produce the same economic benefit as some other commercial use.

Strategy: Stress the benefits of use of the corridor as a recreational centerpiece, community water supply, fishery, or other

(Landowners continued on page 8)

(Landowners continued from page 7)

existing valuable use. Where appropriate, design economic development incentives into the plan.

Action: Planners should stress the values of the corridor in the awareness-building and educational activities. The plan should identify opportunities for economic development to occur in ways that are congruent with the design of the corridor.

Concern: The corridor will cause adjacent property values to drop.

Strategy: This concern has not been demonstrated anywhere to date. Two actions must be taken to ensure this does not occur. First, management plans must provide for reasonable use of private property, or the property should be acquired. Second, the management agency should provide proper operation and maintenance of the system to minimize impact on adjacent properties.

Action: Managers should provide regular maintenance of the corridor, particularly in terms of trash management, control or vandalism and law enforcement. The land management section of the plan must take specific steps to ensure that private property owners have reasonable use of their property.

Concern: The community must assume a greater risk of liability than if there were no corridor plan.

Strategy: Take action to reduce potential hazards within the corridor and at access

points. Seek appropriate insurance coverage.

Action: Managers should undertake a normal risk management assessment to identify potential hazard areas and design appropriate risk reduction standards. Normal liability insurance should be sought.

Concern: The community is concerned that the design of the corridor will increase the burden on local emergency response teams.

Strategy: Include design features that allow for emergency access; provide for coordination on access procedures.

Action: Features at regular access points designed to restrict vehicular access by the public should be designed to permit access by emergency and sanitation vehicles. Emergency access points should be designed into the system where necessary. The plan should include provisions for coordination on emergency policies and procedures with police, public works and emergency response teams. #

Chuck Hoffman is a partner in the river consulting firm of Hoffman, Williams, Lafen & Fletcher in Silver Spring, Maryland. HWLF specializes in planning and implementing processes for public involvement, coalition-building, and citizen-based planning specifically related to river, trail and public transit corridors. He also serves as Executive Director of the National Association for State and Local River Conservation Programs.

"Working with local landowners and governments to show them the long-term benefits of river conservation builds an ethic that will pay future dividends, perhaps on other rivers."

Joe Higgins
U.S. Forest Service
("The Wild & Scenic Rivers Act:
Perspectives on Private Land Uses",
June 1991)



Overcoming Public Meeting Disruptions: A Prime Target for "Backlash"

by Pamela Stone

This article is reprinted and slightly edited from an article by Pamela Stone of Citizen's Clearinghouse for Hazardous Wastes which appeared in their April 1992 issue of "Everybody's Backyard." It focuses on dealing with polluters, but the concepts apply to other river threats as well.

The latest strategy used by polluters to defeat grassroots successes is to pay money to organize and advertise phony "citizens" groups. Their goal is deflecting attention away from efforts by real community organizations, confusing concerned citizens, gaining media attention, and providing politicians with an excuse to say, "My constituency is not in agreement with the pros and cons of this facility, therefore it is up to ME to decide its fate."

Currently there are only a handful of phony grassroots environmental groups. But we have seen enough activity across the country to advise you it is time to expect and plan for polluters either organizing a "citizen-led" counter effort in your town, or working to seriously diminish your effectiveness in the eyes of the public. Expect polluter efforts, include the possibilities within your planning, and move on toward victory.

Public meetings are the prime target of citizen/polluter attacks on your organization. The polluter may organize an opposition citizen group to attend and disrupt, they may bring in workers from local or outside facilities or a legion of executives and lawyers, or hire an outside firm to discredit you or misrepresent "environmental" claims.

When your group organizes a public meeting, plan for any of the above occurring. If you've already faced a couple of these groups, be prepared for them attending again. This article focuses on ideas for overcoming polluter-backed disruptions.

PRE-PLANNING

Your group's core or executive committee should not only plan out the meeting's subjects beforehand, but also develop a plan to handle every possible point of polluter disruption at the meeting. Set up

the various scenarios with each other, then role-play your actions and words until everyone is comfortable. Develop a purpose statement and an agenda for the meeting.. CCHW staff can be very useful for meeting pre-planning and role-plays. Once you've developed a plan, stick to it.

RULES

Outline some basic common courtesies that everyone participating in the meeting agrees to, such as one speaker at a time. Help people stick to these rules. You may need to remind some participants that your organization has called the meeting, is paying for hall rental, etc.

JOBS

The polluter uses "jobs vs. environment" effectively during this economically depressed time. Your neighbors and workers can be whipped into a frenzy if they believe you're out to destroy their livelihoods. Involve workers in your meetings and organization before the polluter targets you, and continue reaching out to workers even if you've already been labelled by management. Adopt a statement about protecting jobs and developing safe workplaces in your organization's goals and then work toward achieving it. Include the jobs statement at every meeting and consider raising the issue as part of your meeting's agenda.

CREDENTIALS

When anyone stands up to make a statement at your meeting, have your rules specify that their introduction include who they are, where they work. This precludes organized "outsiders" claiming they're taxpayers and helps audience members understand why some people may make angry statements.

INTRODUCE YOUR GUESTS

If you bring in an "outsider" to make a presentation at your meeting, state that your group (i.e. local taxpayers) has invited this person in to the community. If an elected official, a company executive/lawyer, or others that you recognize show up to give you a hard time, introduce them at the beginning of your meeting.

USE YOUR WELCOME COMMITTEE

Greeting people at the door and matching interested new folks with experienced

veterans is not the only use of the welcome committee. If you know "yahoos" are coming to bust up the meeting, have your welcome committee ask folks how they heard about the meeting. If it's a members-only meeting or you paid for the hall, you can keep out disrupters. If you've heard threats, let the local police/sheriff know about it and ask them to stand at the door.

MAINTAIN A SENSE OF CALM

You want newcomers to leave the meeting with a positive experience. There's no point in scaring away you potential allies by getting in a "point-counterpoint" shouting match - this result is what the polluter wants. Use the meeting's purpose statement and agenda to stay on track. Polluter-organized individuals will try to get you arguing or talking at length about non-issues. Example: "Do you drive a car? Don't you know that cars release more contamination, etc.."

CONTROL THE MICROPHONE

Watch Sally Jesse Raphael or Phil Donohue for helpful tips. Once a polluter, agency official or politician gets control of the microphone, you've lost your meeting and are about to become an audience member of their meeting.

TAKE A BREAK

If your plans aren't working out too well, you can consider taking a break - call an intermission and then caucus with your group. Decide what to do differently when the meeting reconvenes.

LEARN FROM YOUR MISTAKES

O.k., so maybe a meeting didn't go so well - we've all been there, don't worry. Get together with your fellow meeting planners and review the experience. Talk about how you could possibly have prevented certain situations from occurring. Take notes on things to do differently and use them when you're planning your next meeting. Then try to relax and have some fun. #

For more information about running an effective public meeting, refer to the April 1991 edition of "Everybody's Backyard" which includes an article, "Holding Effective Meetings." Contact CCHW, PO Box 6806, Falls Church VA 22040, (703) 237-2249.

Friends of Little River: Grassroots River Protection Despite Opposition

by Desmond Disney and Rita Haberman

The Little River begins on top of Lookout Mountain near the Georgia-Alabama border. From there, it flows through 50 miles of primarily undeveloped woodlands and rocky cliffs, including the breathtaking Little River Canyon, a 12-mile stretch attaining depths of 700 feet at several points. The beautiful Little River is one of the top three tourist and recreational areas in Alabama, and it provides habitat for rare plant and fish species. Undeniably, it is a treasured resource. What follows is the story of a grassroots effort to protect it. Though the protection effort is unfinished, the story offers numerous lessons, including how to deal with opposition and "backlash."

THE START OF FRIENDS OF LITTLE RIVER

Like many river protection campaigns, this one started as a result of an ominous threat to the river, a proposal to turn an abandoned strip mine at the headwaters of Little River into a landfill. In January 1988 over 125 individuals from a diversity of backgrounds representing a wide array of interests crowded into the small town hall in Mentone, Alabama to hear an expert panel discussion about the proposed landfill. They were all united for the moment by a common cause — to preserve Little River.

One panel member, Dr. Doug Phillips of Troy State University, a vocal defender of the environment and champion of planned growth, emphasized that water pollution was only one of the threats that must be considered when planning for the future of the Little River. Other demands are tourism, residential expansion, agriculture, forestry and other competing interests. He told the group that they could choose among two strategies. The first was "the way we usually do it in Alabama — get together and raise hell." The second was to form a coalition of the diverse interest groups, including landowners, those with economic interests and other river users to work with existing agencies to preserve and protect Little River. Phillips suggested the coalition work "to paint a picture of what we want this place to be 50 years from now" and develop a plan to get there. Other panel

experts and concerned citizens echoed the need for overall planning for growth.

It was the consensus of those attending that there was a need for an independent organization to investigate the various threats to Little River and its resources, to communicate citizens' concerns about these demands to government agencies, and to influence the way these threats/demands are addressed. Thus was the beginning of Friends of Little River (FOLR).

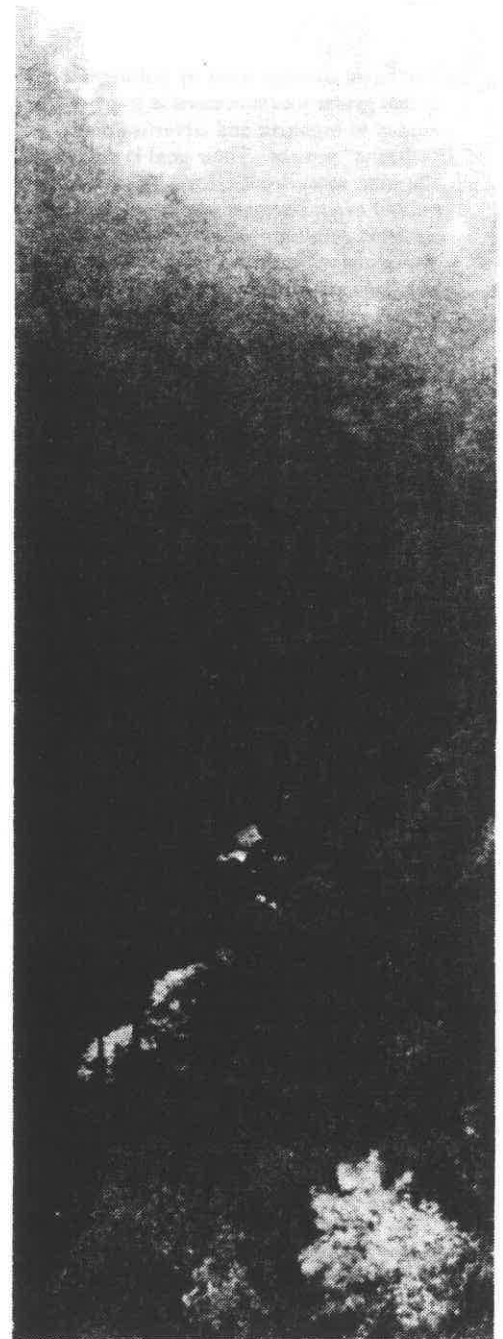
THE RIVER PLANNING PROCESS

From its inception, a primary issue of concern to FOLR has been to address the issue of land development. With some ten million people living within a 150-mile radius of Little River, the river corridor is a prime site for vacation homes. FOLR recognized that without a protection plan for the river, carelessly planned development, poor forestry practices and incompatible industries could irreparably damage the character of the river.

Following an essential principle of river planning, the FOLR worked to involve all users of the river and its resources in the planning process. They also emphasized the need for local input and local control. They contacted the National Park Service (NPS) for their expertise in developing a river corridor study and strategies for conservation. FOLR also contacted numerous national and local environmental organizations — American Rivers, Trust for Public Land, American Farmland Trust, Sierra Club, Alabama Conservancy, canoe clubs and other river groups along with state and federal agencies for their input and assistance.

The information gathering process was going smoothly, and in fall 1989 FOLR was ready to make a formal request to the NPS for their assistance in developing a river corridor study. The process abruptly changed course, however, when FOLR learned that Congressman Bevill (D - Alabama) was sponsoring a bill to allocate \$150,000 for a New Areas Study for portions of Little River and Little River Canyon for possible inclusion in the

National Park System. The bill was signed into law November 1989. FOLR and the NPS decided to postpone their original plans for the river corridor study until completion of the New Area Study.



THE OPPOSITION BUILDS

The prospect of a new national park raised the red flag for organized opposition. The National Park Service sought public involvement through a committee of 24 locally appointed representatives. The committee was predominantly in favor of a local addition to the National Park System because they saw the increased tourism as a economic boon to the area. Many landowners with property within or near the possible park boundaries, however, had a very different attitude. They felt shut out of the process. FOLR took a neutral position on the issue. Recognizing the demand for and importance of more public input, FOLR independently hosted four public meetings and made recommendations to the NPS.

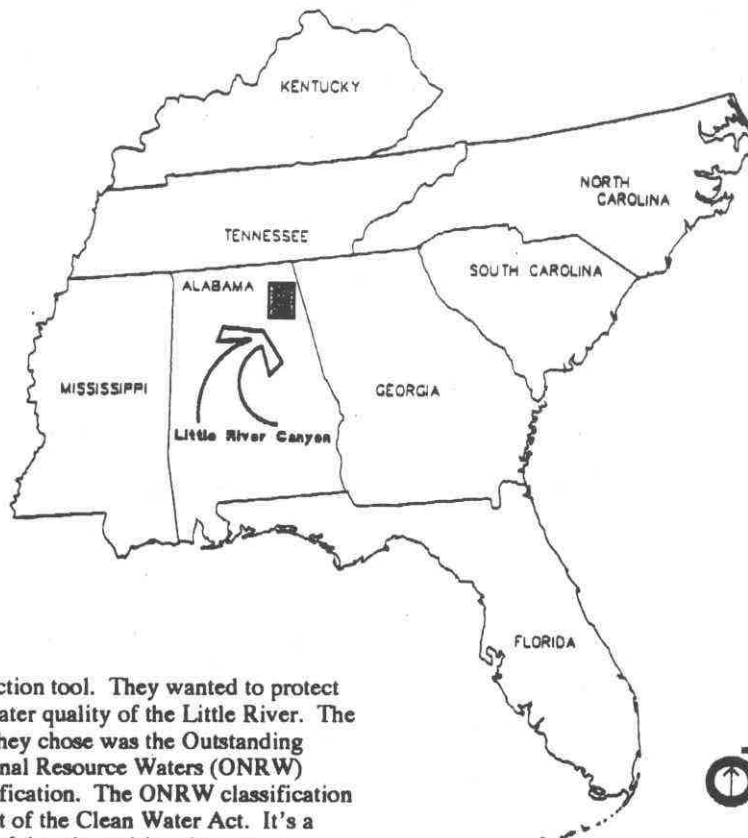
The opposition remained relatively quiet until spring 1991 when the NPS presented the results of their New Area Study. The study called for the establishment of the 34,000-acre Little River National Recreation Area (LRNRA). For many private landowners, that public meeting was the first they heard of the plans. They saw their property within the boundaries of the proposed park, and understandably, they were irate.

Incorporating NPS recommendations and private property owners' concerns, Congressman Bevell introduced a bill in 1991 to establish a LRNRA that included 19,000 acres of land already in public ownership or owned by Alabama Power. The bill also specifically stated that there would be no forced condemnation and transactions would be on a willing seller basis only. The opposition was still not satisfied.

This year Bevell introduced yet another bill, this time to establish the Little River National Preserve. The legislation was tailored to address numerous concerns. It includes provisions to allow hunting within the boundaries, to permit land acquisition on a willing seller basis only, to prohibit hydropower development (modeled after the Wild & Scenic Rivers Act, Section 7A), and to allow the State to continue to manage the land of DeSoto State Park. The Little River National Preserve bill (H.R. 3665) passed the U.S. House of Representatives and is awaiting action in the Senate.

UTILIZING ANOTHER RIVER PROTECTION TOOL, ONRW

While the New Area Study process progressed, FOLR pursued another river



protection tool. They wanted to protect the water quality of the Little River. The tool they chose was the Outstanding National Resource Waters (ONRW) classification. The ONRW classification is part of the Clean Water Act. It's a powerful tool requiring the state to maintain water quality of such designated waters at their present level. More specifically, it prohibits any new point source discharges or expansions of existing ones and requires non-point source discharges to use best management practices.

In February 1990, Friends of Little River, DeSoto State Park, and Alabama Department of Conservation and Natural Resources, petitioned the Alabama Environmental Management Commission requesting that the Little River, east and west forks and tributaries be reclassified to the ONRW designation. After a strong showing of support for the designation at a May 1990 hearing, the commission unanimously approved the reclassification in June 1990.

The Little River is the first river in Alabama to receive the ONRW designation. FOLR attributes the success to a combination of different factors. First, the Little River definitely fit the criteria for ONRW classification. Second, Don Elder of the Cahaba River Society provided insightful guidance based on his attempt to have the Cahaba designated. Third, the State of Alabama was under a lot of pressure to bring its anti-degradation standards up to compliance with federal standards. Fourth, the designation had a

broad base of support including the local chapters of national environmental organizations, state environmental groups, and state agencies. And perhaps most interestingly, the timing was right. The opposition was caught up in the brouhaha over the New Areas Study, which was announced just two months earlier.

THE OPPOSITION'S TECHNIQUES AND FOLR'S RESPONSE

For the most part there is strong local and statewide support for FOLR to protect Little River. There is however, a small, well organized, and very vocal local group of citizens that were opposed to the ONRW designation and currently the establishment of the Little River National Preserve. They call themselves Save Our Land, and they are affiliated with the National Inholders Association.

They've used a couple techniques to build on people's fear of the federal government, regulation, and the loss of private property rights. They showed a video depicting the NPS dragging property

(Little River continued on page 12)

**"Our goal is to destroy,
to eradicate the
environmental movement.
We're mad as hell.
We're dead serious -- we're
going to destroy them."**

Ron Arnold, Executive Director,
Center for the Defense of Free Enterprise
(Albuquerque Journal, December 15, 1991)

**"I believe that farming,
ranching, mining, logging
are all legitimate, honor-
able, useful and necessary
enterprises. I respect and
admire those who carry on
these occupations.
Especially those who do it
in a way that treats the
earth with love, and the
rights of our posterity with
respect. The problem,
where things go wrong, is
in scale, size, number. The
carnage that we're doing to
the American West, the
planet as a whole, results, I
think, mainly from too
many people demanding
more from the land than
the land can sustain."**

Edward Abbey
The Bloomsbury Review,
November/December 1980

More Information about the Resource Abuse Movement

"The Wise Use Movement" February 1992. Author anonymous.

An independent, report on the "wise use" movement. Examines the "wise use" movement as an emerging influence on the environmental agenda, including its main issues, membership, successes, and funding. Copies available from River Network.

Krakauer, Jon. 1991. Brown Fellas. *Outside Magazine*. December 1991.

Baun, Dan. 1991. Wise Guise. *Sierra*. May-June 1991.

Gottlieb, Allen. 1989. "The Wise Use Agenda." Center for the Defense of Free Enterprise. Describes the top twenty-five goals of the "wise use" movement. Copies available from River Network.

(Little River continued from page 11)

owners out of their homes and burning condemned buildings. They've also used the editorial page of the local paper as a way to rile up others. One of their letters to the editor regarding the ONRW designation included these statements. "If this amendment is affirmed, severe restrictions will be placed upon every foot of land that might possibly impact Little River, even remotely. In essence, landowners would no longer have the legal right to decide the disposition and/or development of their own property... We are allowing this organization, Friends of Little River, to take away our right to decide the use of the one thing that defines our lifestyle, reflects our heritage and sustains our future — our land..."

FOLR has been careful not to get into a debate over these issues with the opposition in the newspapers because they feel it is a never-ending battle. Although FOLR has found it necessary to rebut some of their outrageous statements, their approach has been to build support for the preserve through personal meetings with individuals and organizations, stating the facts and explaining why they support Congressman Beville's legislation. In these meetings, FOLR emphasizes that the Little River is a not only a local and a state treasure, it is also a resource of national significance.

The efforts of Save Our Land have intimidated a lot of people. Many would-be supporters have been afraid to publicly endorse the designation. The community, however, is getting tired of hearing about the issue. Gradually through personal meetings, FOLR is getting the correct, accurate information about the implications of a designation out to those affected. The persistence to "weather the storm"

and to educate the public is an invaluable lesson.

LESSONS FROM THE PAST AND NEW DIRECTIONS FOR FOLR

The past four years have been very educational for members of FOLR. They've learned numerous lessons in river conservation: inform and involve private landowners from the onset, get accurate information out early in the process, build a broad base of support, utilize a variety of protection tools, tailor the protection tools to the situation, be persistent and patient in countering opposition.

After the national preserve issue is settled, FOLR plans to concentrate its efforts on educational programs. They have already started a cooperative water quality testing program with the local high school and the health department. FOLR also plans to increase local membership and board representation. In this rural area, local representation, meaning those "born and raised" in the area, is essential to give the organization credibility. They also plan to work more with other local and state groups on environmental issues to build support and coalitions in the future.

FOLR draws on their experiences from the past to be more effective in future river protection efforts. We hope that other river activists can also benefit from this story. #

Desmond Disney is the President of Friends of Little River. For more information about FOLR and their work contact: FOLR, PO Box 111, Mentone, AL 35984, (205) 634-4510.

Grant Funding Alert

Recreational Equipment, Inc. (REI) is awarding grants to state and local river conservation groups through the National Rivers Coalition.

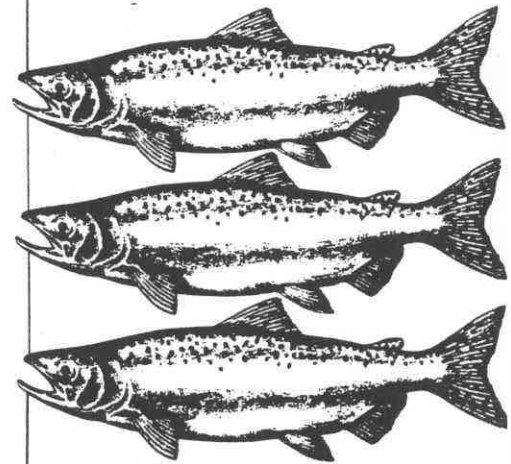
The Coalition considers applications for grassroots work that:

- Protects and enhances natural resources and recreation for rivers subject to hydropower licensing and relicensing;
- Adds rivers for study or designation in the National Wild and Scenic Rivers System or improves the management of designated rivers;
- Improves State river programs through efforts on legislation, regulations and/or implementation of a statewide rivers assessment;
- Promotes the passage of state or federal legislation that would facilitate federal, state or local river protection; and
- Supports increased funding of the National Park Service's Conservation Assistance Program for Fiscal Year '93.

Grants generally range from \$200 to \$1000. Funding is given for river policy work and should be used for printing, mailings, organizing grassroots meetings, travel and telephoning.

The Coalition meets to review applications in April, June, September and December. Proposals must be received no later than the 20th of each preceding month. They need not be more than 2-3 pages in length and should describe the need, the organization, the goal being sought in the project and a budget for the proposed work. Indicate whether or not your group is a 501 (c)(3) organization. Other pertinent information (newspaper articles, sample materials) may be appended.

Send applications to Suzi Wilkins at American Rivers, 801 Pennsylvania Ave. SE, Suite 400, Washington, DC 20003; (202) 547-6900. Suzi can answer any questions regarding these grants. #



Get Your River Group on Television

The Community Forum, a non-profit organization, is encouraging grassroots river organizations to discuss river issues on local public television programs. They have produced a short video about rivers. Your organization can use this video as a catalyst for a local public television program focussing on local river issues.

Rivers is a mini-documentary (15 minutes) that tells how rivers have powered America, through archival stills and film, from the time of European settlement to the present. It asks for a re-evaluation of the "progress."

This is a great opportunity to publicize river and stream issues in your area. The Community Forum encourages you to package your local show around "What our community can do to protect our river." Emphasizing the importance of local involvement will provide your group with a way to advertise your activities and recruit more support.

Call your local public television station program manager and ask if they are interested. Offer information on local river problems and try to set up a meeting to plan a program. Provide suggestions on river experts for program interviews. Provide a list of actions viewers can take to protect the rivers and streams of your community. If your public station does not respond, try cable or commercial channels. It is important to offer assistance and information, not to lobby the stations.

For more information, or to order the videotape, call: Ann Pearson, Alliance for Community Education, (207) 363-1890, 190 Beech Road, York, ME 03909. #



River Network Staffs River Leadership Program

River Network is celebrating our fourth birthday by hiring a director for the River Leadership Program. The program is designed to develop new leadership in the river protection movement in the United States on the state and grass roots levels and to provide support to strengthen existing local, state, and regional river watershed protection efforts. The new program director is Pete Lavigne, a long-time river advocate and experienced nonprofit management expert. His background includes a wide variety of environmental advocacy and management working for and with groups including American Rivers, the New England Coastal Campaign, the Merrimack River Watershed Council, The Coalition for Buzzards Bay, the Westport River Watershed Alliance, the Vermont Natural Resources Council, Friends of the Earth, Clean Water Action and many others. He combines practical experience in the towns, statehouses and Congress with an impressive knowledge of environmental issues. We're happy and proud to have him on board.

Searching for Rivers... and River Advocate Leaders

by Pete Lavigne

America has more than 3.5 million miles of rivers, comprising more than 100,000 streams. Yet healthy river systems are a finite and vanishing resource. The vast majority have been drained, dammed, ditched and overdeveloped and/or choked with pollution. Many, if not most of our rivers, are in danger of losing their most basic natural features, capacities and ecological balance. Recent studies, including a major 1992 release from the National Academy of Sciences, show that one-third of the freshwater fish species in North America, two-thirds of North American crayfish, and nearly three-fourths of mussel species are now rare or imperiled. Habitat change and destruction and water pollution account for up to ninety percent of the problem.

It is my belief that people make a difference and two or four or more people working together can cause a revolution — and a revolution is what is needed in the way we treat and defend our rivers and watersheds. Right now, there are only 7 solid state river councils in the United States — 7 out of 50 states in which there is a steady advocacy presence trying to reverse the trends of degradation and disappearance of our nation's rivers. These state or regional

coalitions — the “middle management” of the rivers movement — are the front line for dealing with state legislatures, resource agencies, Congressional delegations, and the interest groups that use and abuse rivers. Without state or regional river councils it's harder, and in recessionary times nearly impossible, for grass-roots guardians to deal with broadly-based threats to their rivers.

River Network's challenge with the River Leadership Program is to strengthen and expand that middle management and to galvanize and invigorate grassroots groups. To do that we need your help.

We are launching a “talent search” for leaders in river protection in all 50 states. We want committed activists, with a fire for rivers and watershed protection, to build river coalitions, form state river alliances and work to reverse the trends of degradation, diversion, ditching, and damming which are sucking the life out of the arteries and veins of our natural environment. In the next twelve months we hope to contract with a few committed leaders to start new state councils, and continue to help to strengthen and solidify some of the newer existing coalitions and

state councils.

If you or your friends think particular states or regions are ripe for organizing or if you know individuals who can build coalitions, delegate responsibility, inspire others, and keep their eyes on the big picture, give River Network a call or drop us a letter. If you are stuck with strategy, need ideas for membership, want to come up with something new for fundraising, need specific information on an issue, or are just looking for a fresh perspective on any issue, call us at 1-(800) 423-6747 and we'll help you through the River Leadership Program or the River Clearinghouse.

It's a great privilege to be charged with the responsibility of advocacy for a great natural resource and a great privilege and greater challenge to work to support you peers in their river watershed protection efforts. It is a challenge River Network has set with the River Leadership Program and one which promises great rewards. Over the months to come, River Network looks forward to working with you to meet that challenge and make the expansion of river protection and restoration a reality.

River Network's River Clearinghouse Services

Toll-free problem solving service :

1-800-423-6747: Call us and we'll give you whatever help we can to save your river.

Networking :

We maintain a database of over 1,500 grassroots river conservation organizations. Tell us what you are working on and we'll put you in touch with other activists and organizations who can share their experience with you.

Lotus Software :

In cooperation with the Lotus Development Corporation, River Network is offering a free copy of Lotus 123 software to any organization working on river protection. Lotus 123 is both a spreadsheet and a database software program compatible with personal computers. If your group is interested, please send River Network a letter that includes the following information:

- 1) a statement that your group is incorporated
- 2) a brief description of how your group plans to use the Lotus software, and
- 3) what size computer disks (3.5 or 5.25 inch).

Special Publications :

River Wealth a collection of fundraising ideas and techniques used successfully by grassroots river groups. Ideas are organized by membership, business support, events, and sales and services. \$5.00

River Wise a collection of public education techniques used successfully by grassroots river groups to educate their communities about the values and issues of their local rivers. \$5.00

C(3) or C(4) - a manual to lead river groups through the decision-making process of whether to apply as 501(c)(3) or 501(c)(4) tax-exempt status. \$2.00

Case studies :

We document and distribute "success stories" of river conservation to help activists avoid reinventing the wheel. We recently published a booklet of five case studies, entitled *People Protecting Rivers: A Collection of Lessons from Grassroots Activists*. The features stories are the Charles in Massachusetts, Clark Fork in Montana and Idaho, Gauley in West Virginia, Sacramento in California, and Upper Mississippi in Minnesota. The case studies are organized by issues for easy reference. \$2.00

Fundraising Training Videos :

If your group is considering a fundraising campaign, you may want to consider some training first. Kim Klein, a national fundraising trainer and author of *Fundraising for Social Change*, with help from the Partnership for Democracy, has produced six videos:

- Planning for Fundraising*
- Special Events*
- The Role of the Board*
- Asking for Money & Prospect Identification*
- Major Gift Solicitation*
- Raising Money by Mail*

River Network has purchased a set of these videos. If you'd like to borrow them, free of charge, give us a call.



DORIS is a free service to put you in touch with volunteer specialists with expertise on river-related issues. River Network has recruited over 500 river specialists within conservation organizations, professional societies, state and federal agencies, and our national network of river guardians. DORIS specialists have expertise in a wide variety of issues ranging from hydropower to streamside development to pollution. Information about the DORIS specialists, including how they'd like to help grassroots river activists and areas of expertise is compiled on a computer database housed at River Network.

To find out more information about DORIS and how it can help you and your group protect rivers, call us toll-free at (800) 42-DORIS. We'll link you up with some free advice!

We'd like your input to make DORIS even better. We are always interested in expanding the team of DORIS specialists. If you have experience or expertise in any aspect of river conservation that you feel would be helpful to other river activists, we welcome and encourage you to participate in DORIS. In addition, if you know of other river specialists you think might be interested in sharing their expertise through DORIS, please let us know who they are. We will contact them through the mail and request their participation.

Yes, I'd like to support the work of River Network.
Enclosed is my donation:

\$35 Supporter \$100 Contributor \$1000 Founder
Name: _____
Address: _____
City, State, Zip: _____
Telephone: _____

Yes, I know of a river guardian or group that may be
interested in becoming part of the national Network.
Please send information to:

Name: _____
Organization: _____
Address: _____
City, State, Zip: _____
Telephone: _____

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