

# River Voices



## Say it with Pictures

Use great graphics to get your message across

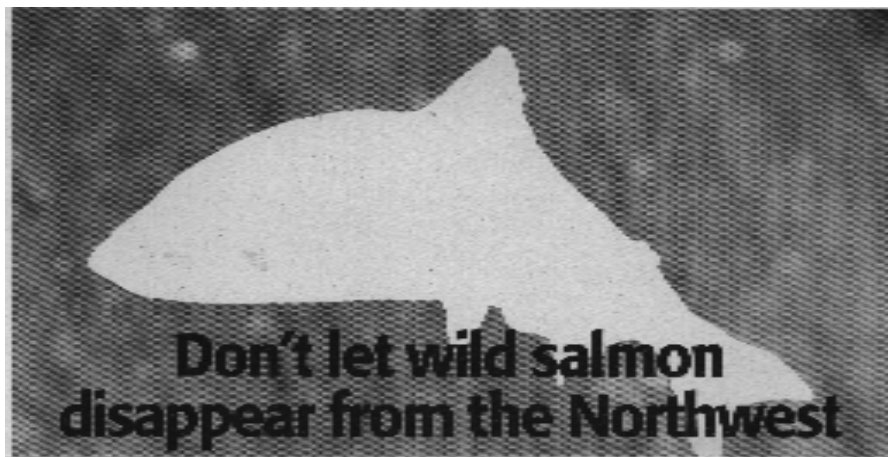
by Dick Beamish

Environmental protection lends itself to visuals that move, inspire and activate. Yet most environmental groups do not capitalize on the tremendous graphic appeal of their cause. We fail to get our message out effectively *because we fail to picture it in a compelling way.* Most of the printed communications I receive from enviros—and I'm on a zillion mailing lists—are heavy on words and light on pictures. And when a brochure, newsletter, annual report or other communique does include photographs or drawings, the pictures tend to be Dark, Dinky or Dull—the Three Deadly Ds of graphic display.

So let's take a page from Confucius (1 picture = 1,000 words), *USA Today*, and the Marlboro Man. Think about it. If the cigarette companies can lure millions of people to buy a product that can kill them, why can't we—who are selling health, clean water, natural beauty and a better quality of life—do a more professional job of picturing and marketing our product?

We can do better, much better. I'm not suggesting we model ourselves after the tobacco industry. Instead, let's look at the Sunday news review of the *New York Times*.

Until recently, the News of the Week consisted mostly of text. Now



**Strong graphic images will capture the attention of your audience. Save Our Wild Salmon Coalition developed an eye-catching action alert (above).**

Design: Tom Sackett

it features big pictures and drawings, catchy headings, and sprightly layouts—all calculated to grab our attention and pull us in. Its new design uses as much white space as filled space. Overall, maybe one-third of the section is devoted to text. The

*"We fail to get our message out effectively because we fail to picture it in a compelling way."*

result? The words are more likely to be read. *continued on page 4*

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*River Voices* is a forum for information exchange among river and watershed groups across the country. River Network welcomes your comments and suggestions. River Network grants permission and encourages sharing and reprinting of information from *River Voices*, unless the material is marked as copyrighted. Please credit River Network when you reprint articles and send us a copy. Additional copies and back issues are available from our main office.

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## Protect the nation's rivers while you work

Many people support River Network's river and watershed work through their workplace giving campaigns. If you're a federal employee, you can designate contributions to River Network (Agency #1330) in this fall's Combined Federal Campaign.

For Oregon employees, you may be able to give through the Environmental Federation of Oregon. For more information, please call David Wilkins at (503) 241-3506.



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River Network is a national nonprofit organization whose mission is to help people organize to protect and restore rivers and watersheds.

We support river and watershed advocates at the local, state and regional levels, help them build effective organizations, and promote our working together to build a nationwide movement for rivers and watersheds. River Network also acquires and conserves riverlands that are critical to the services that rivers perform for human communities: drinking water supply, floodplain management, fish and wildlife habitat, recreation and open space.

River Network's program includes the following six strategic initiatives:

- Identify and support active **citizen watershed councils** — 400 by the year 2000, and 2,000 by 2020.
- Build a **River Source Center** to provide state-of-the-art information to river and watershed advocates.
- Implement a **Leaders Program** to support and organize strong **river councils** in 30 states or major river basins to work on statewide river issues and support local watershed councils.
- Assemble **five regional networks** of state river councils and local watershed councils through annual rallies to address common regional river issues.
- Conduct **Safe and Sustainable Watersheds Campaigns** to help watershed organizations increase public awareness of the value of rivers to their communities.
- **Working Rivers Campaign** to help the public acquire riverlands that serve vital functions to communities.

### River Network staff

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# From the President

**T**he previous issue of *River Voices* focused on message — how can we make river protection a mainline concern for the American public? This summer issue is a follow-up. It focuses on getting the message across.

As river conservationists, much of our work is responsive, directed toward immediate problems of pollution and other insults to rivers. We research issues, write statements, attend hearings, lobby legislators, write action alerts. But in our heart of hearts, we know that to save our rivers, we're going to have to change the public mind-set about rivers. We have to create a different kind of public "listening" about rivers. When Joe Citizen reads about a new mine at the headwaters of a stream, we want him to feel instinctive concern about water quality, not elation at the prospect of jobs.

To change that mind-set will require many years of a consistent, simple message: public health and economic prosperity depend on clean and healthy streams. The message must be repeated steadily and clearly in the media, person to person, through direct mail, through opinion leaders, until the message becomes obvious to the public.

In the short term, we need to mobilize the true believers to defend our rivers. But in the long term, we need to greatly expand the constituency for rivers, appealing to the near-universal concern with drinking water, concerns over flooding, concerns of taxpayers, concerns over access to recreation. We have to get the message out to publics we are not talking to right now.

River Network is proud to announce formation of two new regional networks for watershed conservation: the Northeast Watershed Team (encompassing New York, Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont and Maine) and the Northwest Watershed Network (Oregon, Washington, Idaho and Alaska). In each region, we've allied with state-level river organizations to support grassroots watershed groups. The ultimate goal is to build effective regional campaigns to combat river and watershed degradation.

To help develop these campaigns, we recently brought on staff one of the country's most accomplished environmental leaders: Liz Raisbeck, formerly senior vice president of the National Audubon Society. Liz will be working in our Eastern Office in Washington, D.C., in tandem with Pat Munoz and our other staff there. One of Liz's immediate assignments is to begin developing a Great Lakes regional watershed network to take on the immense job of river restoration in the upper Midwest.

Our thanks to the Rivers, Trails and Conservation Assistance program of the National Park Service for helping to fund and produce this issue of *River Voices*. The fine people who staff that program have been a bulwark for river conservation throughout the country for many years.

Sincerely,



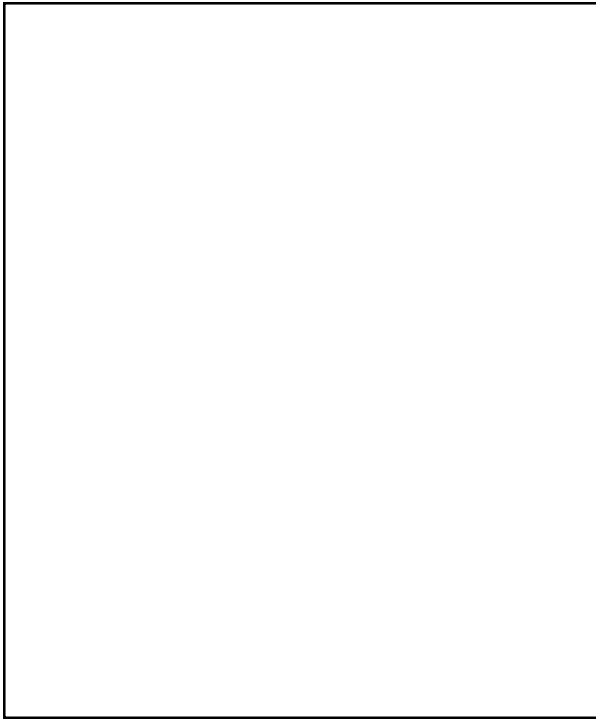
Phillip Wallin  
President



© photo by Linda Klewer

***But in our heart of hearts, we know that to save our rivers, we're going to have to change the public mind-set about rivers.***

Figure 1



**Hard-hitting photos tell your reader the story better than words can.**

Magazines such as *Time* and *Newsweek* now seem geared as much to viewing as reading. Look at the *Reader's Digest*: in the last decade or two it has become a *Viewer's Digest* as well. The once-photoless *New Yorker* now runs full-page photographs and carries snappy illustrations on almost every page.

More activist groups are also using graphics effectively. For example, look at Figure 1, the front-and-back cover (much reduced) of a brochure from the Native Forest Council. Does it catch your eye and make you curious about what's inside? The powerful black-and-white photograph by Michael Williams and the hard-hitting theme in bold white letters on a red background grab the attention of potential readers.

The graphics inside are equally gripping. A picture of "Our nation's beautiful virgin forests..." is juxtaposed with two other scenes of gut-wrenching ruination. To put things in perspective, the brochure displays three maps that

graphically communicate in a glance, the staggering loss of the virgin forests in the United States in 1620, 1850, and 1995. It invokes this response from many of us: "No more destruction! For God's sake (and the sake of our children) we must save the virgin forest land that is left."

Though you can't see it here, the brochure also makes effective use of a second color, a strong red that provides the background for the message on the front panel and highlights some of the headings inside. The brochure also depicts the diminishing virgin forests on the three maps.

### Scenics

Whatever your worthy goal, you need to inspire others to help

you reach it. This means evoking an emotional as well as intellectual response. If you match up dramatic pictures with interesting and useful text, you are much more likely to succeed in your purpose than by using words alone.

Scenic pictures can have a tremendous impact—and watershed protectors have a wonderfully scenic cause to promote. Except for babies and animals, few subjects are more picturesque than a lovely, free-flowing waterway. By graphically conveying the beauty and excitement of a river, you are also showing readers what they're fighting to preserve. Likewise, be sure to picture your

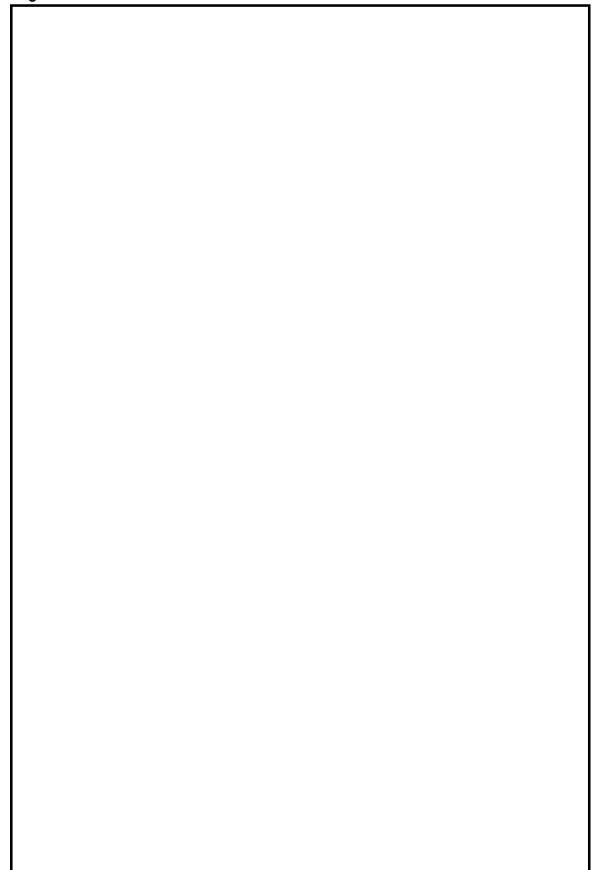
"enemy"—the waste, contamination and destruction of watersheds that you are striving to prevent or remedy. And where the Bad Guys are doing bad things to our life-support systems, don't hesitate to identify the culprits.

Whenever you can, publish glad tidings. Picture happy examples of environmental restoration. Show the removal of a dam that has outlived its usefulness and the return of spawning salmon or fish-hunting osprey, and you will light a fire of hope in your readers and rekindle their determination to fight on.

Figure 2 shows River Network's book, *How to Save a River*. What is more picturesque (and apt) than a full-cover photo of a free-flowing stream? Look at the picture of the St. Regis River in the newsletter of the Adirondack Council (Figure 3). Here

Figure 2

Photo: Tim Palmer



**Use beautiful, free-flowing shots to market your river.**



you can see—as well as read about—a river that was saved due to citizen pressure on government officials. (That picture would be better still with a couple of canoeists in it, thus making it easier for readers to picture themselves in this setting.)

Remember the magnificent photograph by Tim Palmer in the Fall 1994 issue of *River Voices*, showing Clarks Fork of the Yellowstone, an endangered river, as viewed from high on a mountainside? When you feature this kind of scenery in your publications, you are likely to elicit such reactions as:

- 1) Isn't that something!
- 2) That's where I'd like to be right now!
- 3) That river has to be saved!

This is exactly what our printed communications—not to mention our slide shows, films, videos and posters—must be designed to do.

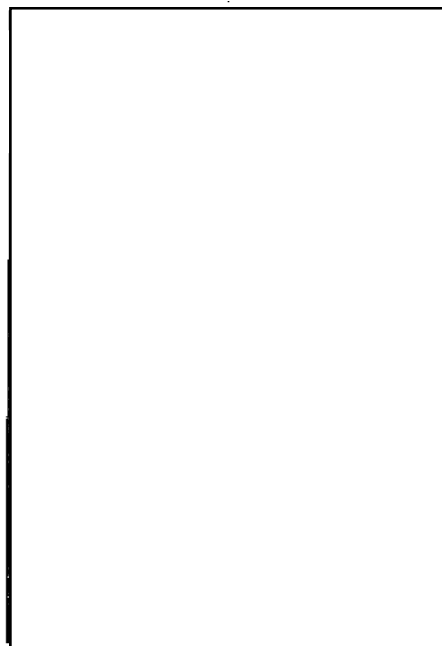
The photo of the Yellowstone River, which occupied a quarter of the page, was graphically effective for two reasons: it was a magnificent photo and it received adequate space.

In contrast, an evocative photo of the Upper Mesa Falls on the Henrys Fork (Fall 1995) lacked impact because it wasn't given enough room. The picture ran one column and measured 2 x 3 inches. If it had been printed at twice that size, the impact on the reader would have been far greater.

This reflects a dilemma facing all newsletter editors who want to devote more space to graphics. There's so much to say and so little room in which to say it. What to do? Here are some suggestions:

- Grit your teeth and edit down the copy to make room for graphics. The text won't bleed from cutting. In fact, it usually benefits.
- Delete a chunk of text, or perhaps a whole story, to make way for a good picture. If it's really important, you can always run the expurgated material in a future issue.

Figure 3



**ST. REGIS RIVER**— Three crucial miles between Lower St. Regis Lake and the Keese Mill Dam are preserved for posterity, including future generations of paddlers who begin or end a classic canoe trip on this stretch of river.

*Beautiful photos engage your readers. Photos become even more inviting, however, when the reader can see the activity and picture themselves in it. This photo would be better still with a couple of canoeists enjoying the river.*

- Add more pages to your publication or enlarge the pages to tabloid-size, thus making room for large, lively, telling illustrations. You might consider using “newsprint”—the paper that newspapers are printed on—to keep costs down.

Whatever you decide, remember this: a publication that looks inviting and conveys information through pictures as well as words is more likely to be read, remembered and acted upon.

### Contrasts

Contrasting pictures can help you tell your story. Most of us are intrigued by images of opposites: good and bad, right and wrong, then and now, before and after, ugly and beautiful, healthy and sick. For example, I vividly recall the pictures of two fish skeletons. One fish was healthy. The skeleton of the other was twisted and deformed. The contrasting pictures conveyed a central



## SAVED! Paul Smith's Lands

Another important “save” was announced by Governor Cuomo at the opening of the Adirondack Park Visitors Center. The State acquired 8,900 acres of forest and wetlands from Paul Smith's College in fee title (outright purchase) or as easements that allow the college to continue using the land for educational purposes.

The \$5.5 million purchase includes a popular swimming beach at the east end of Lake Clear and three miles of the St. Regis River as it flows from Lower St. Regis Lake to the Keese Mill Dam. The State deserves special credit for rescuing this lovely stretch of undisturbed river from subdivision and development.

At first, the College had intended to retain this frontage as a “nest egg”—which meant that sooner or later, the river corridor would be subdivided and “river view” houses built there. But the Council made a strong case for public purchase of the corridor, using a series of dramatic black-and-white photos to show what could be lost. Commissioner Jorling listened, and his department acted responsibly. As a result, this exceptional waterway will continue to serve, as it has for a hundred years, as a delightful beginning or end for an important Adirondack canoe trip.

### WHAT YOU CAN DO

Thank the Commissioner and tell him to keep up the good work. Write: Commissioner Thomas C. Jorling, NYS Department of Environmental Conservation, 50 Wolf Road, Albany, NY 12223.

point in the complex story of acid rain. With suitable headlines and captions, the pictures evoked the kind of emotional response—sadness, shock, anger, outrage—that can compel a reader or viewer to take constructive action.

Along with a pretty picture of a pristine shoreline, you can run a horrific picture of environmental devastation. For example, note the assault on a shoreline in Figure 4 (see page 6). If enough people see pictures like this and are moved to do something about it, then such practices can be stopped.

Rivers lend themselves to before-and-after pictures. For instance, if you place a picture of a healthy river next to one of the same river tamed and maimed, you are likely to stir the conscience of your audience. It is important to use professional-quality pictures and display them generously.

*continued on next page*

Figure 4



*Photos of environmental devastation, (like this one of a backhoe at work on Schroon Lake in the Adirondack Park) can be motivators to encourage people to take action.*

(It was the Sierra Club's heart-breaking slide show entitled "The Place No One Knew"—Glen Canyon before and after it had been dammed to become Lake Powell—that turned me on to conservation many years ago.)

Before-and-after contrasts can also tell a happier story. For example, if you displayed a photo of a dammed river and then one that depicts the same stretch running free again, you would deliver a hopeful message about progress and might inspire your audience to increase their efforts.

### Drawings

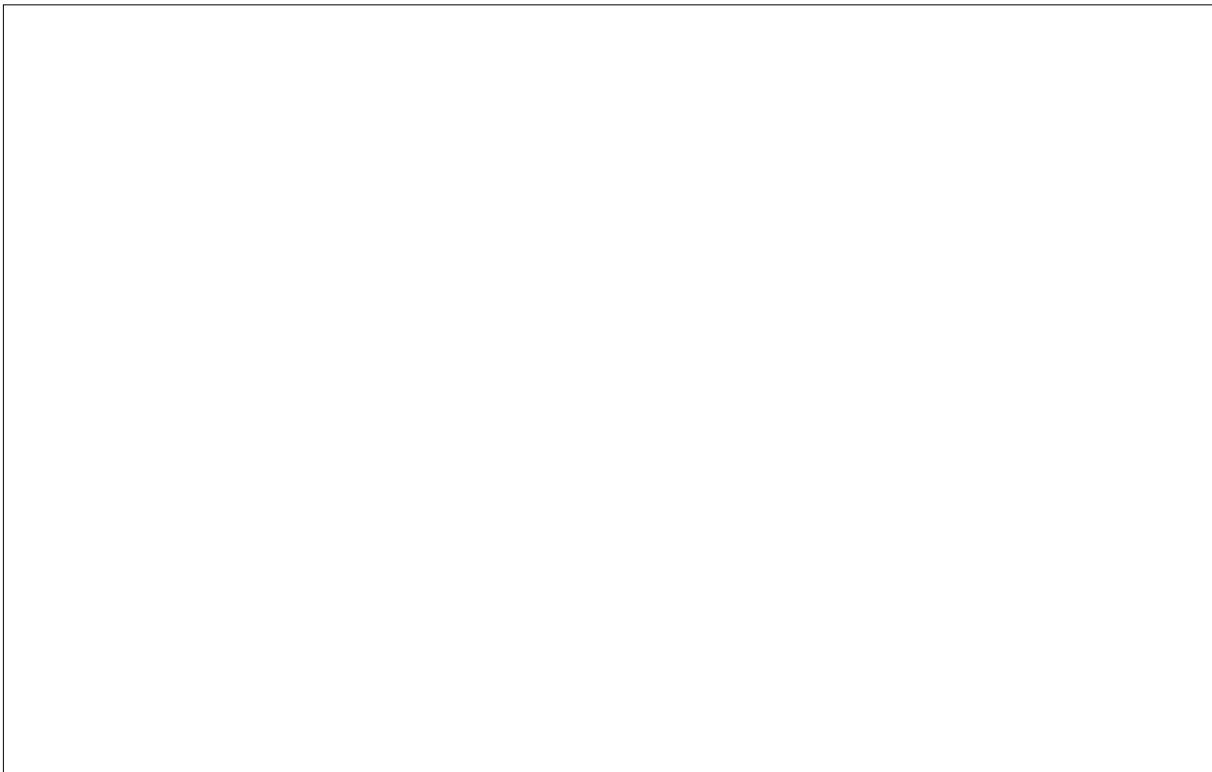
Sometimes drawings work better than photographs. For example, the before and after drawings of the mountain in Figure 6 (opposite page) illustrate the impacts of copper mining in the Tatshenshini wilderness. The small photographs to the left of the drawing enforce the destruction, as does the pullquote above. The group Tatshenshini Wild used this publication in a successful campaign that resulted in a 2.5 million acre area designated as wilderness.

Figure 5 (below) shows how rainfall run-off differs in the natural and urbanized environment on the same slope.

*(continued on page 8)*

▼ *Oftentimes, a drawing can visually explain simple or complex concepts better than photographs. Here the reader can learn about how development affects the way water moves through the watershed.*

Figure 5



Natural Environment vs. Urbanized Environment

Illustration: Vance Design & Associates

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Figure 6

*"The development of a huge open pit copper mine in the midst of one of the world's most rare and pristine regions is an environmental nightmare that threatens the river and every living thing in the region."*

*Vice President Al Gore*

Geddes says:  
*Its (Windy Craggy's) impact on the environment would be negligible."*<sup>8</sup>

***Grouping drawings and photos together can have impact on your reader. Here the group Tātshenshini Wild skillfully used drawings and existing photographs to tell their story of why a pit copper mine in the middle of Tātshenshini/Alsek wilderness would be devastating.***

**◀ *One page from a briefing book.***

Design: Roger Handling,  
Glassford Design

What exactly is a watershed—that complex system we want to protect and restore? A simplified drawing makes the concept comprehensible in 10 seconds or less. Figure 7 shows the cross section of a watershed and visually explains how rivers are inextricably connected to their watersheds.

### Critters

Most of us are moved by images of wild animals. Whenever possible, use an appealing “critter picture” of the salmon, loons, or otters whose home you are trying to save or revive. (Don’t hesitate to show the destruction of wildlife as well—that’s the way the early Audubon Society called attention to the plight of the persecuted plume birds.)

To reach your reader’s heart as well as head, translate such abstractions as biological diversity, wildlife habitat, and ecological sustainability into appealing (or appalling) pictures.

You can often crop a picture for dramatic effect, as in Figure 8, with a photo of an eastern timber wolf. In this case, one-time use of the photograph was purchased from Lee Rue, Jr. of Blairstown, NJ, a renowned and prolific photographer of wildlife.

Sometimes a good drawing will serve equally well. Line drawings or clip art may be what you need if you cannot find the right photograph. Figure 9 is an example of high-quality clip art purchased from an art catalog. *continued on page 9*

► *Photos of wild critters—salmon, loons, wolves, otters—reach most people’s hearts. Crop these photos for dramatic effect, as done in Figure 8.*

▼ *The drawing below shows the cross section of a simple watershed. Typically an idea not easily grasped by the public, this drawing helps educate them about rivers and watersheds in 10 seconds or less.*

Figure 7

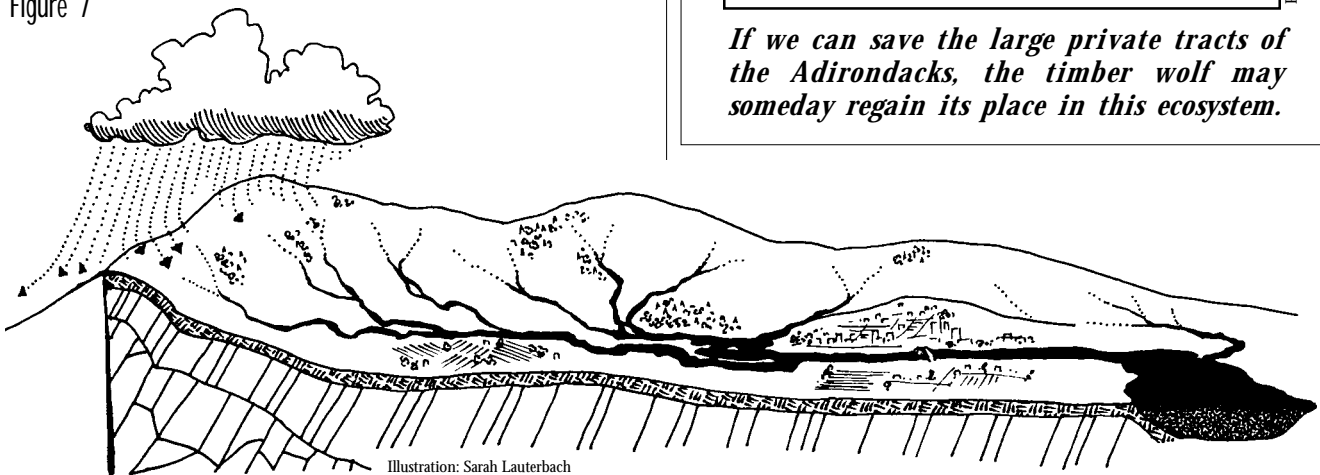


Figure 8

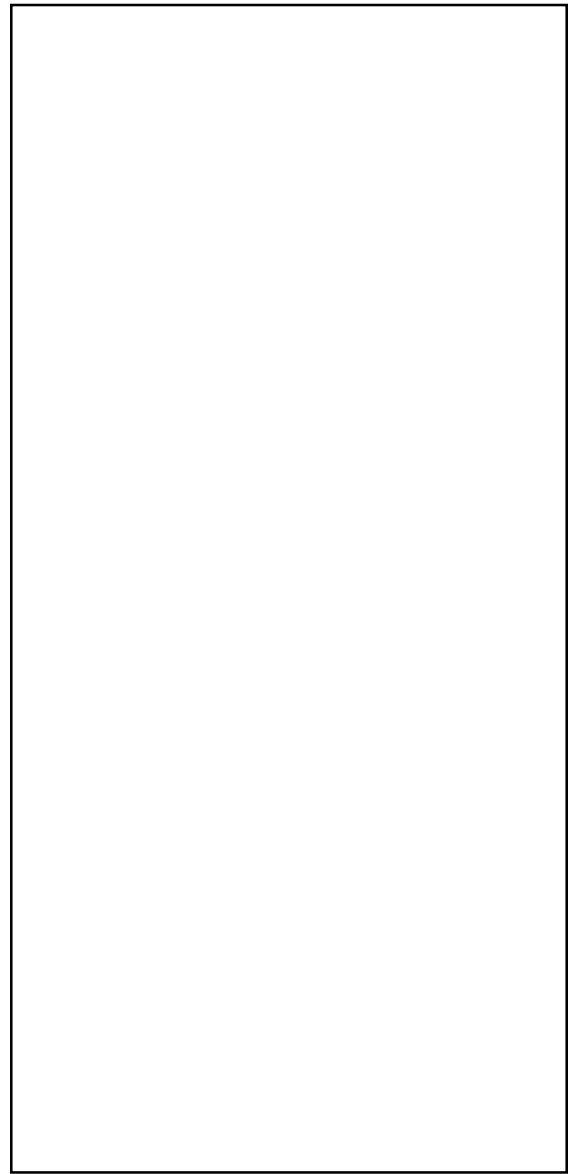


Photo: Lee Rue, Jr.

*If we can save the large private tracts of the Adirondacks, the timber wolf may someday regain its place in this ecosystem.*



## Historics

Archival photos can enliven your publication, explain your mission, and strike an emotional chord. Invariably, they attract attention. A good example may be seen in Figure 10, the front-page picture from a recent *River Voices*. The editor purchased it for a nominal fee from the Washington State Historical Society. In my neck of the woods, such pictures abound at the Adirondack Museum.

Figure 9



In this example, the picture of a young woman enjoying the beauty and bounty of nature captures the “pre-dam” era, the good old days when steelhead flourished in the Elwha River of Washington’s Olympic Peninsula. It also illustrates the accompanying story entitled, “Removing dams is a realistic goal that is gaining momentum in river restoration.”

The nostalgia this picture evokes and the sense of loss it conveys, plus the tantalizing prospect of paradise regained *if*

we join forces and work overtime, add impact and appeal to the story.

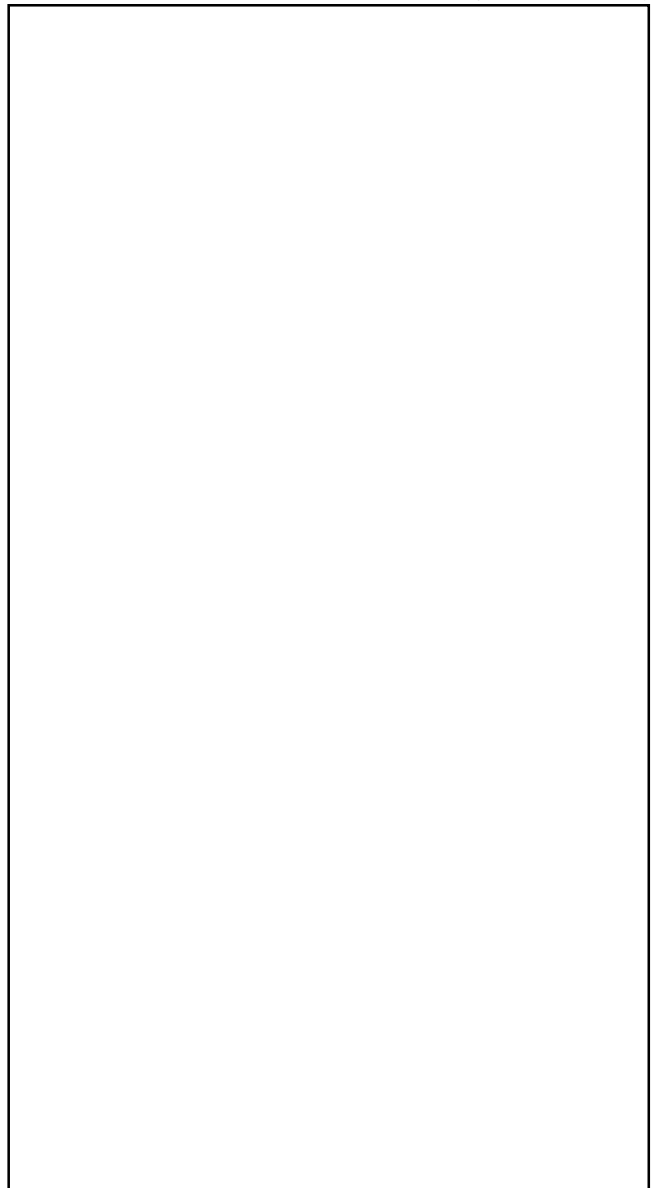
## Press coverage

Quality photographs will help inspire a journalist to cover your river. You can also use the *prospect* of good pictures—the photo opportunity that adds a visual dimension to the story—to prompt coverage of your event, protest, demonstration, achievement, cooperative agreement, grand plan, or other events that may be newsworthy.

*continued on page 10*

Figure 10

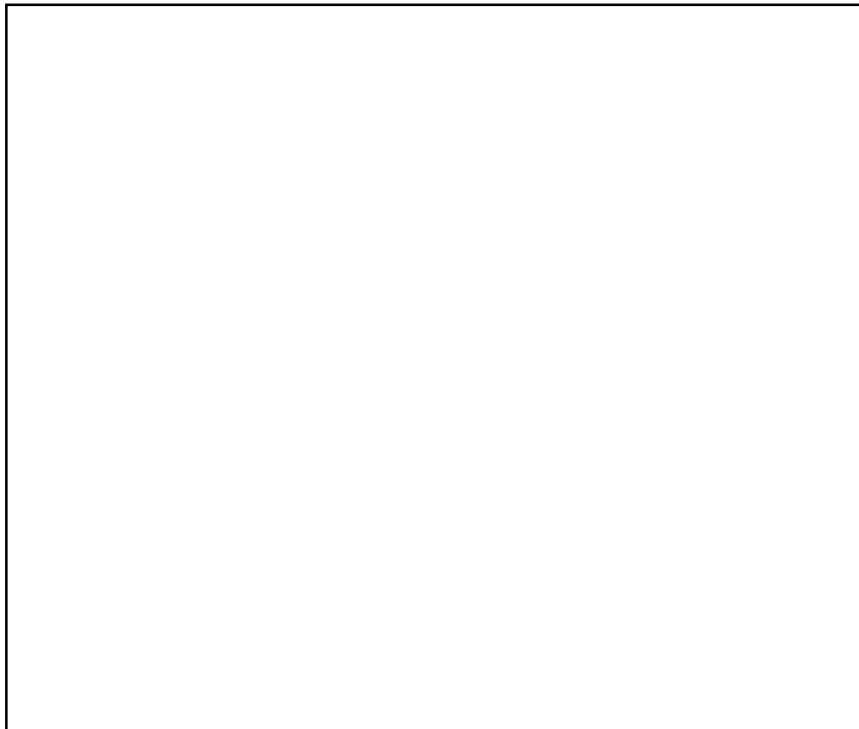
Photo: Washington State Historical Society



*Historical photos may best capture the essence of what you are trying to say. In this photo the free-flowing Elwha shows us exactly what we’re missing due to the Elwha dams.*

Figure 11

Photo: Kevin G. Coulton, Phillip Williams Assoc.



**Aerial photos can tell the story from a different perspective. Last winter, the Willamette River flooded Oregon City, Oregon, as well as several other communities.**

Consider, for example, the photo opportunities inherent in a field trip.

- Are you involved in a David-versus-Goliath struggle to save a wetland? If so, you can take a reporter and photographer into your swamp, marsh, or bog, in wading boots or canoe, to show what will be lost if the new dam (or subdivision, parking lot, soybean farm, race track, gambling casino, sports stadium, shopping center or highway expansion) is built.

- You can do a fly-over with reporters and a TV crew, to give them a bird's eye view of the place you hope to save or restore. See Figure 11 for a dramatic aerial picture depicting the flooding in the Northwest this winter. (The Environmental Air Force in the East, and Lighthawk in the West, may be available for such overflights.) If you're working to preserve a wild river from a hydroelectric development or a watershed from destructive logging, you

might follow an overview flight with a site visit "on the ground," such as a rafting trip down the threatened or restorable section.

Canoe trips for journalists are a natural for river savers. As reported in the 1994 Fall issue of *River Voices*, the "Source to the Sea" canoe expedition netted extensive publicity for the Merrimack River Watershed Council. More than anything else, it was the visual aspect of the story that attracted so much news and feature coverage.

Pictures can also inspire an editorial writer, cartoonist or columnist to cover your story. If you can *show* them what's at stake, if you can picture the threats and opportunities, you're much more likely

*If you can show them what's at stake, if you can picture the threats and opportunities, you're much more likely to stir their interest.*

## Do it like the pros

When you are designing your newsletter, brochure or other printed communication, follow the lead of the *New York Times* and the newsweeklies.

- Devote at least two-thirds of your publication to pictures, white space, and headings.
- Use graphics and headlines to highlight your story at a glance and to lure the reader.
- Use the best pictures and other artwork you can borrow, buy or commission. Use only sharp, high-quality professional photographs with enough contrast to reproduce well.
- Display your pictures in a way that makes an impression. Crop them for maximum impact. When you've got a winner, play it big. 🐟

to stir their interest. They might even use a picture that you provide to illustrate an editorial, guest commentary, or a letter to the editor (see Figure 12).

### Fundraising

Consider illustrating your fundraising proposals with pictures that show what you are fighting for and against. To set the scene, start with a dramatic photograph on page one of your proposal. A good black-and-white or four-color photocopy, or a good picture clipped out of a magazine will serve your purpose. You might also

include a few pictures showing the natural splendor, wildlife habitat, and recreational benefits that cry out for the kind of protection—or restoration—

your proposed project will help to provide. For contrast and shock value, run a picture showing the kind of outrageous abuse—as shown in Figure 1 or Figure 6—that you hope to halt or head off.

*Wherever you use photographs remember this: your pictures should be professional in quality and add meaning and impact to your story.*

Wherever you use photographs remember this: your pictures should be professional in quality and add meaning and impact to your story. Just as we wouldn't hire an amateur lawyer to represent our organization in a legal battle or an amateur doctor to remove our appendix, we shouldn't use amateurish photographs or drawings to illustrate our vital mission.

Can we afford to pay for professional photographs and drawings? Can we spend the time needed to track down good graphics, and devote the space needed to make our case visually as well as verbally? Considering the importance of our work, a better question might be: Can we afford not to? ➤

*Dick Beamish is a communications consultant for environmental causes. His illustrated book, Getting the Word Out in the Fight to Save the Earth, shows how to enlist, maintain and activate supporters, work productively with the news media, and raise major amounts of money. It was published last year by the John Hopkins University Press and is available at bookstores for \$24.95 (paperback) or from the publisher by calling 1-800-537-5487.*

Figure 12

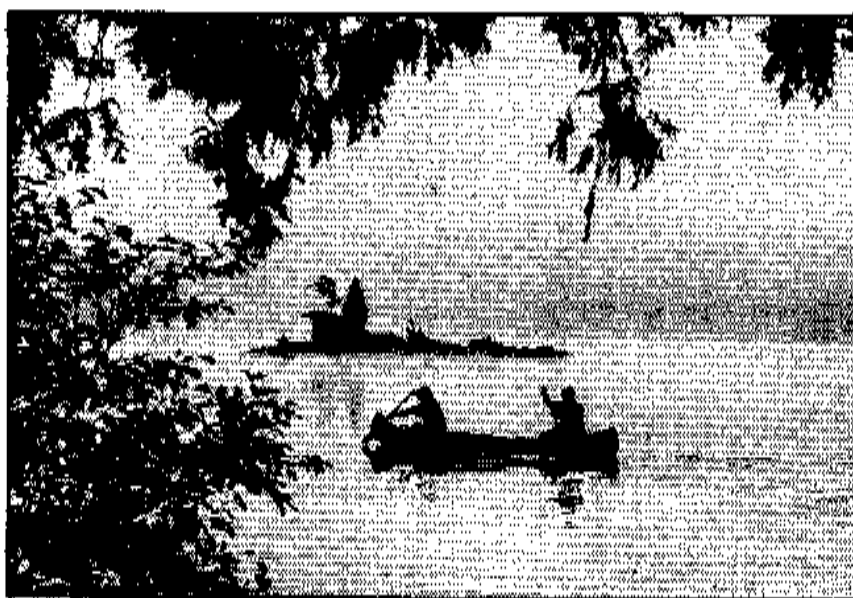


Photo by Allan Gaderstrom

### Canoeists in the Adirondack Park

## In praise of 'empty spaces'

To the Editor:

As one who makes part of his living from guiding people on wilderness excursions by canoe and on cross-country skis, I wish to take exception to columnist Dick Nelson's recent description of Adirondack wilderness as "one million acres of emptiness."

In contrast to those places where man and his works dominate, wilderness is defined by law as those areas "where the earth and its community of life are untrammelled by man — where man himself is a visitor who does not remain." There is precious little wilderness left in this world, and what's left is going fast. Today, about one-sixth of the Adirondack Park is designated as wilderness. These remnants of wild forests, lakes and mountains constitute about 90 percent of the public wilderness remaining in the eastern United States north of the Everglades. Overall it's not much — perhaps 1 percent of landscape east of the Mississippi.

While wilderness may appear as an empty space on the map, it is anything but empty in reality. Protected wilderness is a haven for human beings as well as for animals, plants and undisturbed ecosystems. In wilderness areas, you can still hear a loon calling

instead of a motorboat roaring. You can breathe spruce-scented air instead of exhaust fumes. You can enjoy "unimproved" natural beauty and experience peaceful solitude.

Almost every kind of outdoor recreation can be experienced in wilderness areas — canoeing, hiking, hunting, fishing, strolling, streamside loafing, skiing, snowshoeing, picnicking, bushwhacking, bird-watching, etc. What most distinguishes wilderness areas, compared to the rest of the state-owned Forest Preserve, is that no motors are allowed. No jeeps or jet skis, no motorboats or floatplanes, no all-terrain vehicles, dirt bikes or snowmobiles, may invade these natural sanctuaries. In contrast to every place else, natural tranquility prevails.

In the Adirondacks we still have the amazing opportunity to enlarge and complete the publicly owned wilderness system. How fully and quickly we seize this opportunity will be a test of this generation's foresight — just as the creation of the Adirondack Park is testimony to the foresight of our predecessors.

RICHARD BEAMISH  
Saranac Lake

*The writer operates Adirondack Wilderness Tours.*

*Next time you write your letter to the editor, enclose a high-quality photo.*

# Creating Materials that Work

A government agency changes its message to help keep local rivers clean

by Kathleen Krushas

*The following account of a local agency reworking its messages and materials has many similarities and comparisons that nonprofit river groups can draw in their work. We chose this particular example because of the excellent work that resulted when they rethought their approach to engaging the public in protecting the community's rivers.*

When ratepayers were confused about a local government agency's mission and programs, what did the agency do? It created a new set of informational materials and launched an engaging public service campaign. The core of this overhaul was to develop a clear, simple message to explain its mission of protecting, enhancing and restoring natural waterways for the community.

After an informal survey with troubling results, Communications Director Joan Saroka of the City of Portland Bureau of Environmental Services (BES) in Oregon knew it was time to start fresh and develop a campaign to simplify their message and streamline their materials.

Operating on a shoestring budget, BES enlisted the help of The AD Department, an advertising agency that was willing to do pro-bono work to help launch and create an unforgettable ad campaign.

What resulted was a timeless public service campaign that captured the attention and imagination of area residents.

## The Clean Rivers Campaign

The April/May 1995 Clean Rivers public service campaign's purpose was to create an emotional tie with the Willamette River and to encourage people to recognize the importance of the river in their lives.

The radio, television and print materials spoke about the "memories" associated with the Willamette River, a major waterway that

runs through the center of Portland. The ads asked "What memories flow from the Willamette?" and then provided the audience with several examples to inspire listeners to recall their own memories, including: "Who doesn't cherish a memory of the Willamette? A concert at the Waterfront. The parade of lighted boats every December. A lazy day in Willamette Park..." (See radio public service announcement right).

The campaign consisted of the following publicity pieces (all print materials were published in black and white):

- direct mail sent to every household in Portland;
- three television spots, one 10-second and two 30-second public service announcements;

- one 60-second radio piece;
- a poster explaining "25 things you can do to keep the river clean;"
- a Clean River Hotline established in January 1995 for residents to call regarding rivers. The hotline number was also included as a call to action in campaign pieces. Callers were offered the 25 household tips poster.

By repeating the same message in each publicity piece and using the same look throughout, BES began a new approach in educating the public about its mission.

The campaign was successful. Calls started poured into the hotline number.

## Clean Rivers, Part II

One year later the Clean Rivers program followed up with a new campaign to reach an even greater audience. The campaign was developed to:

- consolidate its message to the public (Clean Rivers) and reduce confusion regarding the many projects for which BES is responsible (six separate programs from surface water management to wastewater treatment which all fall under the "Clean▶



ENVIRONMENTAL SERVICES  
CITY OF PORTLAND  
CLEAN RIVERWORKS

### AD Department Bureau of Environmental Services :60 Radio "Recollections"

- Music: Quiet, reflective, acoustic effects of river life.
- MAN: Every spring, me and the Sellwood Bridge a
- KID 8: I saw an eagle, once, r
- ANNCR: What memories flow
- WOMAN 50s: We took a long walk i
- ANNCR: When you list to its sw current, where does it
- WOMAN 50s: ...and I remember the then just like that-he'd
- ANNCR: Who doesn't cherish a concert at the Waterfront every December. A laz
- MAN, 35: ...the beach at Cathed was a tradition we ...
- ANNCR: Memories. As precious itself. And so we urge Portland's Clean River protect water quality i There are many things pollution. So please, c poster and clean river
- Because your help is r For the memories that
- STATION  
ANNCR: Brought to you by the Bureau of Environmen

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istic mixed with sound

my dad would sit in a boat by  
and fish the salmon runs...

right over there...

from the Willamette?

n the rain by Oaks Park...

weet songs or gaze upon its  
take you?

mist hanging on the water and  
d asked if I'd marry him.

a memory of the Willamette? A  
ont. The parade of lighted boats  
zy day in the Willamette Park.

ral Park, every Labor Day. It

s and as fragile as the river  
you to join the efforts of  
r Works—a city program to  
n our urban rivers and streams.  
s you can do at home to prevent  
call 823-7740 for your free  
tips.

needed to protect our waterways.  
are still to come.

City of Portland,  
ntal Services.

***The previous sewage overflow signs were confusing to residents, so they unsuspectingly continued to swim in the river after heavy rain storms. The new signs, which are graphically based, are eye-catching and easy-to-understand.***

Illustration: Jeff Foster Design: Katney Bair and Bambi Petros

River Works” umbrella);  
• provide information  
about what BES does;  
• offer an opportunity  
for personal involvement;  
• provide helpful tips  
that result in long-term

behavioral changes that help  
improve water quality and  
educate people about the  
connection between storm  
drains and the river;  
• create long-term  
confidence that ratepayers’

dollars are well managed and  
well spent on appropriate  
Clean River efforts.  
The campaign consists  
of radio and television public  
service announcements  
(PSAs), billboards, ▶



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# Creating Materials that Work

*continued from page 13*

busboards, direct mailers, bill inserts, a media event and an upcoming river festival “RiverRocks: A Clean Water Revival,” in September. The festival will feature music, interactive displays and demonstrations. Participants will also have an opportunity to tour the Willamette by boat.

The target of the new appeal is to call attention to what pollutes the river through storm drains. BES worked with a local TV station (who is sponsoring the ads) to produce spots on “*What you can do*,” regarding issues that affect storm runoff: pesticides, dog poop, and cigarette butts. The agency is using a light, educational perspective in their campaign, approaching the subject through humor, instead of preaching the dangers of pollution.

Large drawings by children of activities that pollute the Willamette were incorporated into BES’ message “Dump No Waste, Drains to Stream,” which appears on buses throughout the Portland area.

To reinforce the message, artwork was selected (see right) which community groups stencil next to storm drains around the city. These groups also distribute door hangers to area households with information about river pollution.

One program within the Bureau, the combined sewerage overflow program, is a major, long-term capital

improvement project. It uses large, graphic signs (see page 13) to identify the hazards of overflow. The signage is unique as it is a notification system for river users.

When it rains during the summer months the signs are opened to display the graphic.

During sunny weather the signs are kept closed. In the winter the signs are open as a constant reminder to boaters that rain causes overflows.

Overall, the agency’s materials are designed to provide the public with more detailed information about the



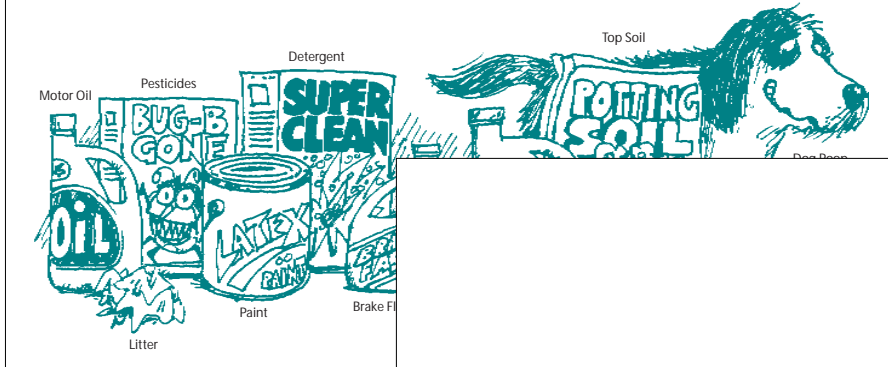
*The BES learned that long explanations about basic river pollution were not working with the public. Now they use large diagrams and simpler language to talk about the river and explain the effects of pollution.*

Illustration: Jeff Foster    Design: Katney Bair and Bambi Petros



# All This Stuff Ends Up in the River.

Enter the  
Clean Rivers  
Giveaway!  
Details and  
Valuable Coupons  
Inside.



program and to keep with the graphic standards and the general clean river message of the Bureau. In an effort to tie all of the agency's pieces together, it is gradually revising all its materials to incorporate its new look and logo.

"It has been exciting to develop these messages for the public," says Saroka. "I intend to continue market research, focus groups and other types of evaluation techniques to test and improve our effectiveness." 🐟

*A tabloid-size mailer was developed to let residents know what activities are polluting their river. The design approach was to keep the subject lighthearted, but informative. Originally printed in green and blue, this piece is part of the second Clean Rivers campaign.*

Illustration: Frank Farrah  
Design: Katney Bair and Bambi Petros

# Packaging your Issue for the Public

by Ken Ward and Kathleen Krushas

So you've done your homework. Your organization has found that 80% of your community's drinking water comes from your local watershed. Now you have the data to stop the proposed logging in your watershed. You write a scientific report laying out the research, conduct focus

groups, produce print materials, and receive extensive media coverage. You cover all your bases. At the polls your community votes for logging the watershed. What went wrong? The community never fully understood your message, that the watershed was their main source of drinking water.

Campaigns are not won and lost because of good and bad ideas. Successful campaigns have clear messages and get to the heart of the debate by reaching people where they live. You have to present your issue to the public in a simple way.

How do you move from a good idea to a successful campaign? You "package"

Packaging is the process of creating an identifiable, communicable, understandable and attractive image of a given program, project or organization using publications and publicity tools.

One thing that distinguishes packaging from other thinking processes is "point of view." This movie-making term refers to the camera angle from which film is shot and indicates from whose perspective the scene is being viewed. The packaging process requires its practitioners to be firmly situated in the point of view of the specific audiences we choose to address. To make this work, you have to put yourself in the place of the people with whom you are trying to communicate and ask yourself, "How can this information be conveyed in a way that causes me to care and understand?"

Ken Ward developed a checklist for "packaging your organization." The first step in packaging is to produce a coherent, simply written description of the project. This 1-2 page piece (see example) serves multiple functions. The summary presents the essence of a program in a form that makes it accessible to the rest of the organization, forms a touchstone by which the program may maintain its focus, and is the starting point for the rest of the packaging.

The formula for writing the summary is to begin with

your issue and your organization so that your audience can understand and react positively to your proposal.

## Packaging

The quality of program packaging is a major factor in how your organization is perceived by various audiences.

A few words about what packaging is not. It is not your program. It is not your organization. It is not your work. It is a process by which we attempt to choose how we wish these things to be understood: first by the people within our organization, and second by the rest of the world.

Design: Public Interest GREFX

**CLEAN WATER NOW!**  
NJPIRG Citizen Lobby's Campaign to Defend our Clean Water Laws

**The Polluters' Lobby**  
Remember when our beaches were closed because of water pollution? Remember when polluters could violate their permits and the NJDEP did nothing about it?  
The major polluting industries of New Jersey have written a "polluters' platform." They have made turning back the clock on our clean water laws their number one legislative priority. Companies, like DuPont, American Cyanamide and Ciba Giegy have spent over \$6 million between 1993-1995 filling campaign coffers and lobbying our state officials. This is what they want:  
• They want to effectively eliminate fines for breaking clean water laws. For example, they are proposing to cut the fine for serious water pollution violations from \$15,000 to just \$500.  
• They want to increase toxics allowed into our drinking water supplies.  
• They want to eliminate clean water citizens' lawsuits under NJ law.

**Our Clean Water Laws Are Under Attack**  
Since 61% of New Jersey residents support strengthening clean water enforcement laws, you'd think that the Polluters' Lobby would have a tough fight ahead of it. But that's not the case.  
1. Governor Whitman has proposed regulations that would completely rewrite and weaken our clean water laws.  
2. Governor Whitman supports legislation (S-385) that would repeal most of the NJ Clean Water Enforcement Act, the toughest clean water law in the country.  
3. Governor Whitman's proposed 1997 budget would cut the NJDEP more than any other state agency. Under Governor Whitman, water pollution control programs have been cut by 42%.

**It's Time for Action**  
The laws we have on the books are just starting to work. Our beaches are cleaner. Fish are returning to our rivers. We are starting to reclaim our waters. Our elected officials must be told to keep their hands off clean water.  
• Write or call Governor Whitman:  
The Honorable Christine Todd Whitman  
State House, CN-330  
Trenton, NJ 08625, (609) 777-2500.  
• Contact your representatives in the Senate and Assembly. For information on how to contact your legislators, call 1-800-792-VOTE.

**Clean Water Now!**  
Clean Water Now! is a coalition of the state's leading environmental groups including: Association of New Jersey Environmental Commissions • Audubon Society, NJ Chapter • Clean Ocean Action • New Jersey Federation of Sportsmen • Physicians for Social Responsibility • Sierra Club, NJ Chapter • Trout Unlimited, NJ Chapter

**NJ Waters at Risk**  
Even with the advances we have made, our waters are still at risk.  
• 44 million lbs. of toxics are discharged into New Jersey waters each year.  
• 85% of our rivers and streams fail "fishable and swimmable" standards.  
• 9 out of 11 major water suppliers, serving 2.8 million people, draw their water from polluted water sources.

**CLEAN WATER NOW!**

**NJPIRG Citizen Lobby**  
11 N. Willow Street, Trenton, NJ 08608 • 609-394-8155

NJPIRG Citizen Lobby Campaign Director  
Curtis Fisher, at Clean Water NOW! campaign kickoff

*A good summary covers all the questions in a clear, easy-to-read format. The summary for New Jersey PIRG's Clean Water Campaign (above and right) was developed in response to the NJ Governor entertaining proposals to weaken the state's clean water enforcement laws and program.*

an assertion of fact about a problem, and then answer all of the questions that flow from that assertion. This is the “story” for the program.

Assertion: There is a problem. It is “x.” Here are two facts that prove it.

Questions: How bad is it? What’s an example? How does it affect me? What are we going to do about it? It seems sensible, why would anybody oppose that? What about doing “x” as an alternative? Are there opponents? Who are they? Who are you? Who else cares about this? Who supports this program you are proposing? What’s your larger agenda? What can we do?

Main categories to cover in your summary include:

- **Problem.** Scary facts about what is happening now. Even worse prognostication of what will happen if this problem goes unchecked;
- **Solution.** Politics, a hint of long-term world view;
- **Platform.** Short term goals;
- **Politics.** What’s the fight about? Who are the opponents? Is somebody making money off this problem?
- **Action.** What can the public do?; and,
- **Description.** Who are you?

Once the written description is finished, there are other elements to consider in packaging:

- a name, slogan and tagline that is specific to your campaign. They must be accurate, understandable and

## New Jersey's Toxic Rivers

Segments of all the rivers, bays and estuaries on the map below have been found to violate water quality health standards for at least one toxic chemical.

### DRINKING WATER SOURCES

1. Hackensack River
2. Saddle River
3. Ramapo River
4. Pompton River
5. Passaic River
6. D&R Canal (New Brunswick)
7. Lawrence Brook
8. South River
9. D&R Canal
10. Delaware River
11. Manasquan River (2 intakes)
12. Rancocas Creek
13. Delaware River

Source: Names and locations provided by the NJDEP, Bureau of Safe Drinking Water

### Toxic Case Studies

The examples below are just a sampling of the violations found throughout New Jersey’s rivers.

**A.** Segments of the Rockaway River have been found to violate water quality standards for arsenic, beryllium, cadmium, chromium, lead, mercury, selenium, tetrachloroethylene and trichloroethylene. In addition, above acceptable levels of mercury have been found in fish tissue samples taken from the river.

**B.** Segments of the Hackensack River have been found to violate water quality standards for arsenic, beryllium, chromium, lead and mercury.

**C.** Segments of the Millstone River have been found to violate water quality standards for arsenic, beryllium, cadmium, chromium, lead, mercury and zinc. In addition, above acceptable levels of mercury have been found in fish tissue samples taken from Carnegie Lake.

**D.** Segments of the Manasquan River have been found to violate water quality standards for arsenic, beryllium, cadmium, chromium, copper, lead, mercury and nickel. In addition, above acceptable levels of mercury have been found in fish tissue samples taken from Manasquan Reservoir.

### Health Impacts

Arsenic, beryllium, cadmium, chromium, lead, nickel and tetrachloroethylene are listed carcinogens (cancer causing).

Copper, mercury, selenium, trichlorobenzene and zinc are reproductive toxins (infertility, low birth weight and birth defects).

## NJPIRG Citizen Lobby

11 N. Willow Street, Trenton, NJ 08608 • 609-394-8155

Map source: 1994 Identification and Setting of Priorities for Section 303(d) Water Quality Limited Waters in New Jersey, NJDEP, Office of Environmental Planning, August 1994 (Draft). For a copy call (609) 984-0058.

easy to pronounce and spell.

- people—who will present your organization and campaign consistently?
- logo and style—coherent, attractive and replicable design.
- additional print materials.
- publicity tools—external (news conferences, news

clippings, letters-to-editor, updates and memos) and internal (newsletters, presentations at meetings, updates and memos).

Take time to properly package your program or campaign—the results will be worth it. 🐟

*Excellent graphics and layout in this summary grab the reader’s attention.*

*Ken Ward directs Public Interest GRFX “design with a conscience” in Philadelphia, PA. (215) 985-1113.*

# Using Maps Effectively

## Telling your story with simple, meaningful maps

by Jodi Hernández, Jack Tidwell, and Scott Rae

A picture tells a thousand words. Maps, like pictures, are graphic representations of the world we live in—or could live in. Therefore, when you consider using maps in presentations to help people relate to your message, ask yourself, “What purpose do I want this map to serve?” The key is asking this question before AND after you create or locate the ideal map.

Also consider what type of presentation you will be making. Is your goal to persuade your audience? If so, your map(s) will be used to win the support of, or to gain an action by, decision-makers or stakeholders. If the purpose of your presentation is to demonstrate a process or mechanism, your maps will need to illustrate how the concept works. On the other hand, if your presentation is simply intended to provide an overview, then your maps will be used to provide basic information about a situation or describe program activities.

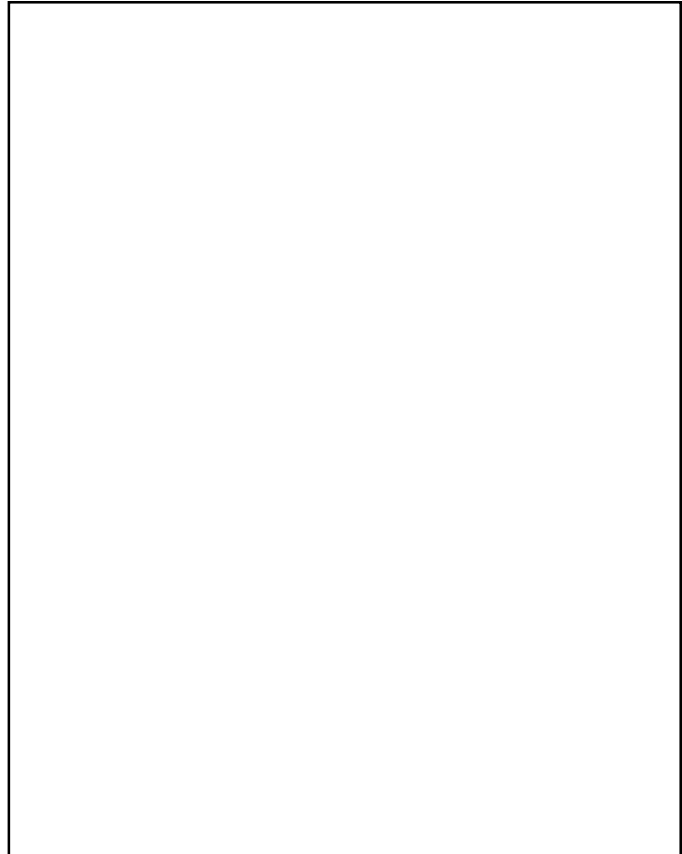
Most planning presentations fall into these basic categories. By focusing on the type of presentation you are making BEFORE you decide which map(s) to create or use, you can ensure that the central ideas of your message are clearly represented to the audience.

We also recommend you gather the following logistical information beforehand, to help guide you toward developing and using the best possible map(s) for your presentation:

- Who is your audience? In other words, is your audience composed of local government officials, property owners, school children, environmentalists, the general public, or a combination of these groups?

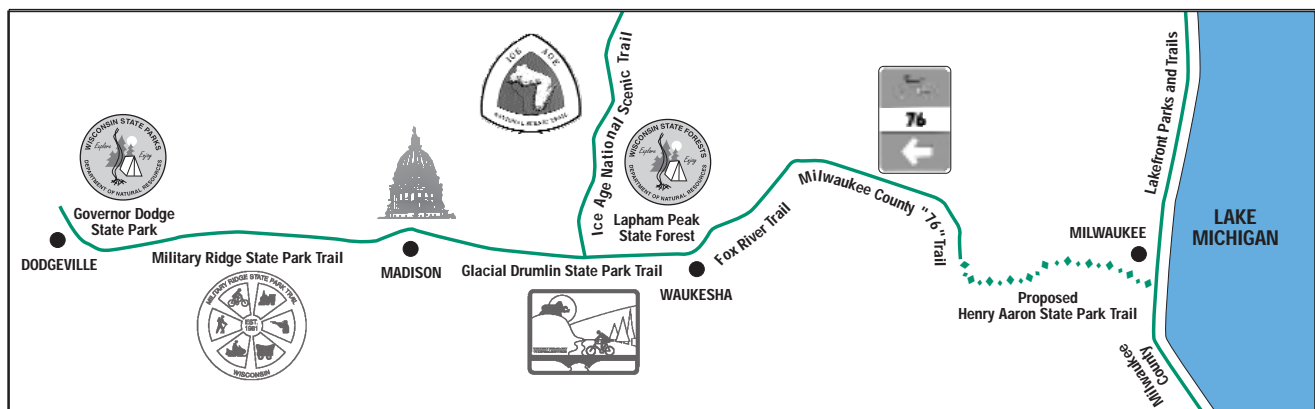
*continued on next page*

The following three maps are reprinted with permission from “Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development,” 1993.



*When visually conveying a new idea to your audience, it helps to show what it appears like today and what it could be tomorrow. Above: an aerial view of a site before development. On the next page, you will find illustrations of two possible approaches to development.*

Brochure produced by the Wisconsin DNR and the National Park Service Map: Graphic Works, Atlanta, Georgia



*Simple is better. When you want to introduce a new concept, use landmarks and symbols that are familiar to your audience. Above, the Wisconsin DNR shows how a new trail would complete the link of existing trails in the Milwaukee area.*

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## Potential Pitfalls to Avoid Getting Lost with Maps

### 1. Do not let your maps complicate your message.

Excessive details in maps are confusing, they invite skepticism and, worse yet, they can create the appearance of hiding behind the details.

**2. Do not skip the key logistical questions mentioned above.** Imagine showing up with a detailed concept plan for a multi-purpose greenway along a river, which you and your colleagues just spent six arduous months reworking. You didn't bother doing your homework before the meeting and you show up with only one small black and white wall copy. Your goal is to sell this vision to your city council, which is meeting with a capacity crowd of 100+ citizens and the meeting is being televised.

Use slides in front of large audiences or transparencies in front of medium to small groups. Wall maps are useful as long as you can direct the audience to get a closer view either individually or as a group, depending on how many they number. Handouts can also be useful, but they should enhance your presentation, not detract from it.

*continued on next page*

*Same view with creative development (above) and conventional development (right). A community presented with these three maps would be able to clearly see the options for proposed development.*

- What level of expertise/knowledge does your audience have about the topic you are presenting?
- What is the approximate size of the group?
- What will the forum of the presentation be (Q&A, small groups, panel or publication)?
- Will you have access to a blank wall to hang maps from, an oversized table to draw on maps, an overhead or slide projector?

Gathering this information before you start will save you time and result in a more effective presentation. This information will also help match your presentation format and content with your audience's needs.

After establishing the purpose you want your map to serve and collecting logistical information about who, what, where, and how the presentation will take place, you are ready to consider what type of map will work best for you.



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# Using Maps Effectively

**3. Don't lose sight of the message you want your map to convey in your presentation.** Imagine this scenario. You have just come up with an idea to build a trail along a creek that would link your neighborhood to an extensive regional greenway system. You use the developer's detailed plat map to depict your rough trail concept. At your first neighborhood association meeting some of the property owners oppose the entire concept, because they saw the trail line on the map as cutting off access to part of their property. You were just wanting to propose the linkage concept, not the actual alignment of the trail.

The moral of the story is that failing to identify specific land which may or may not be affected by implementing a project can permanently

*This beautifully hand-drawn map appeared in the Kinnickinnic River Land Trust membership brochure. The map shows landmarks easily identifiable by local residents: the St. Croix River, major roads and tributaries. Watershed boundaries are shown in light gray.*

derail an entire project during the conceptual stage.

## Three Steps to Keep Your Maps on Track

**"the most expensive maps do not always get your message across better than the old fashioned, hand-drawn ones."**

**1. Combine two types of mapping to differentiate between existing features and conceptual ones.** For example, use a Geographic Information System (GIS) or a United States Geological Survey map (USGS), or an aerial photo as the base map and overlay the hand-drawn, conceptual information. This works well as long as you can manage the level of detail and the number of features

depicted. While we rely heavily on GIS to depict possible scenarios related to flooding, and development, we have found that during public meetings people are more likely to offer

feedback to a concept rendered by hand than to that same concept printed by the computer. This demonstrates that the most expensive maps do not always get your message across better than the old fashioned, hand-drawn ones.

**2. Utilize a balance of map techniques** (fonts, lines, markers, colors, etc.). Make your maps pleasing to the eye. The message should jump out at you. We mentioned above that it is our experience that people offer more feedback about concepts which have been rendered by hand. More technical maps will be more useful as the details of your project mature towards implementation. Sometimes successful presentations utilize a blend of these map styles. You may find people relate to certain colors and markers, or icons, better than others. Wider lines can be used to highlight a concept or to indicate that a concept is still in the "fuzzy" stage. We recommend you collect samples of maps to remind you of what works and what does not.

**3. Keep maps and messages as direct as possible.** A clear and succinct message is easier to understand and is retained longer by your audience. It can be very tempting to present all of the details and history associated with a project. Keep in mind, however, that you may sacrifice getting your message across clearly by overwhelming an audience with too many background details.

We hope our suggestions will help improve the effectiveness with which you communicate your river message through maps. Good luck! 🐟

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*Jodi Hernández is a Community Planner with the National Park Service - Rivers, Trails & Conservation Assistance Program. Jack Tidwell is a Senior Environmental Planner with the North Central Texas Council of Governments and Scott Rae is an Environmental Planner for the North Central Texas Council of Governments.*

Design: Nora L. Koch



## Selected Map Resources

Selected map resources are listed below. For many of the agencies, there may be a regional or district office in your area.

Consult the *1996-97 River and Watershed Conservation Directory* (\$5 from River Network) for state and federal agencies. Try contacting your local library or city hall to find offices closer to home. Community colleges and universities are also very good sources of information, many have GIS systems.

### *Surf Your Watershed*

An online watershed map program produced by USEPA and USGS, based on USGS' "cataloguing units." A service to help watershed interests locate, use and share environmental information on their watershed communities. <http://www.epa.gov/surf>

National Park Service Rivers, Trails & Conservation Assistance RTCA program staff have a great deal of expertise and experience with river and trail conservation mapping. Contact the RTCA D.C. office at (202) 343-3758 for the office nearest you.

Aerial Cartographics of America  
100 W. Main Street  
Babylon, NY 11702  
Aerial photographs depicting trees and vegetation coverages.


Federal Emergency Management Agency  
National Flood Insurance Program  
500 "C" Street, SW  
Washington, D.C. 20472  
(202) 646-3445  
Floodplain maps.

Natural Resources Conservation Service, Headquarters Office  
U.S. Department of Agriculture  
P.O. Box 2890  
Washington, D.C. 20013  
(202) 720-4527  
Soil survey maps, soils reports, and farmland soils.

U.S. Fish and Wildlife Service  
U.S. Department of the Interior  
4401 N. Fairfax Drive, Rm #180  
Arlington, VA 22203  
Information about wetlands, endangered species, and water courses.

U.S. Geological Survey  
Map Distribution  
Box 25286, Bldg. 810  
Denver Federal Center, MS 517  
Denver, CO 80225  
Topographic and thematic maps of all areas of the United States. Consult USGS catalogs, pamphlets, leaflets, and circulars (limited quantities free), and USGS book publications for complete list of resources.

State Department of the Environment  
Stream and river classifications, and natural heritage information.

City or Town Hall  
Master plans, zoning bylaws, subdivision regulations, and road specifications. Check with public works, transportation, and parks and recreation departments for current plans and projects. Real property tax office, local tax assessors office, local planning or regional department. 

## Take Your Message to the World Wide Web

by Jodi Hernández, NPS RTCA and Scott Rae, NCTCOG

Thanks to computer technology, the ability to manage, process and access information is becoming easier and more interesting. The Internet has provided computer users with an opportunity to scan information remotely. Here lies a perfect opportunity to reach a wider audience with your message (see *River Voices* Summer 1995).

One group, the North Central Texas Council of Governments (NCTCOG), is creating a comprehensive Internet information site with the goal of providing easy access to program information about the Trinity River for member cities, and other regional, national and international users. Recent flood events have also reminded local communities that the Trinity's problems and opportunities are regional.

With efforts to improve the Trinity River's water quality, Metroplex citizens are rediscovering their only major source of water. There is a growing recognition that the Trinity River Corridor holds important community assets, such as wetlands, fish and other wildlife habitats, floodplains, historic sites, and recreational opportunities.

The development of a Trinity River virtual tour is currently underway at NCTCOG's Internet site, and is being designed to operate on any of today's popular Internet access software. It is a graphically oriented way to access data, photos, maps and information about sites, projects and activities located along the Trinity Corridor. The tour features numerous point-and-click maps where users can point to a location on a corridor map, click, and have information about that location appear on the computer screen. Through this method, one can literally travel up and down the corridor, accessing information at each site.

The tour is being designed to provide access to information about specific sites of interest in the corridor and about flooding, which has been a primary focus of recent studies in the corridor. A large collection of both data and sites is being compiled and prepared for access. The virtual tour will provide a gateway to corridor cities, parks, mapping, statistics, events, river conditions, modeling and digital movies.

With the success of local jurisdictions in the Trinity River Common Vision Program, the virtual tour is a significant opportunity to make information available to the many users of these resources. Look for it in the coming months.

The Trinity River Information Network (TRIN) can be accessed at <http://www.nctcog.dst.tx.us/envir/trin/trinity.html>



**Trinity River Corridor**  
*Flowing New Life Into Dallas*

Tools to help your organization be more effective!

# JOIN THE PARTNERSHIP

■ Fundraising Assistance ■ River and Watershed Information ■ Networking

## River Network Partnership Benefits

Joining the Partnership gives your organization access to a wealth of information and services, including:

### PUBLICATIONS BY RIVER NETWORK

#### *River Voices*

River Network's journal. Published four times a year, each issue provides river activists with in-depth coverage of a different river and watershed conservation or organization-building topic. Partnership includes one subscription — a \$35 value; additional subscriptions for your board of trustees are available at a discounted price of \$10 each.

#### *River Fundraising Alert*

Each issue focuses on a different fundraising topic, and is chock-full of helpful tips, case studies, and up-to-date information on potential funding sources. Four issues per year. Partnership includes one subscription — a \$35 value; additional subscriptions for your board of trustees are available at a discounted price of \$10 each.

#### *How to Save A River: A Handbook for Citizen Action*

A River Network publication by David Bolling. Presents in a concise and readable format the wisdom gained from years of river protection campaigns across the U.S. Partners receive one FREE copy of this invaluable resource — a \$17 value; additional copies are available to Partners for only \$12 each. (Island Press, 1994; 300 pages)

#### *Special Discounts*

In addition, all River Network Partners receive a discount of at least 20% on all River Network publications. Contact us for a complete list.

### NETWORKING INFORMATION & ADVICE

#### *Fundraising Assistance*

Partners receive River Network's annual *Directory of Funding Sources for Grassroots River and Watershed Conservation Groups* (valued at \$35). Upon request, we can provide model fundraising documents and how-to references, and information on local fundraising opportunities, as well as one-on-one fundraising advice. River Network also provides Partners with timely information on current funding opportunities, and notices of fundraising training workshops.

#### *Access to the River Source Center*

Upon request, Partners can receive assistance on conservation and organization-building issues: referrals to experienced river advocates and volunteer specialists; issue research assistance; written references and how-to materials; sample materials from other organizations; and one-on-one consultation with the River Network staff via a toll-free call or email.

#### *Action Alerts & Special Invitations*

Periodically, River Network hosts events such as Regional River Rallies and fundraising workshops. Partners receive advance invitations to these, as well as information on workshops sponsored by others, and, when appropriate, river-related action alerts from national or regional conservation organizations.

*"We really do appreciate your support and excellent publications. Best \$100 we've spent."*

Steve Harris  
Rio Grande  
Restoration

*"I can pick up the phone and say, 'Help!' and get it right away. Our organization has never had a better friend."*

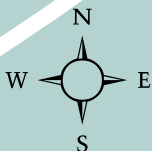
Joy Huber  
Rivers Council  
of Washington

# By joining the River Network Partnership, we can help you navigate your river work



Since 1988 River Network has helped hundreds of river and watershed conservationists. Our vision is to have vigilant and effective citizen watershed organizations in each of America's 2,000 major watersheds. Helping river and watershed organizations through the Partnership is one strategy for making our vision a reality. Let us give you the tools you need to be effective in your watershed.

## Here's some feedback from River Network Partners:



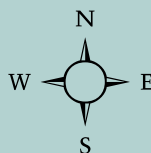
*"I could not have founded this organization without the technical assistance and wonderful encouragement I have received from River Network."*

Nancy Jacques  
Colorado Rivers Alliance



*"Thank you for the ongoing flow of helpful information. Becoming a River Network Partner is certainly some of the best money we've ever spent."*

George Cofer, Save Barton  
Creek Association, TX



*"River Network has saved me endless hours of research time."*

Fred Miller, Nine Mile  
Creek Conservation  
Council, NY



*"Having River Network available for advice and information on fundraising and other issues has made my job easier."*

Sally Bethea, Upper  
Chattahoochee Riverkeeper,  
GA

## Partnership Dues

Joining the River Network Partnership is one of the best investments you can make in protecting your river and its watershed. You'll receive valuable publications (a \$122 value), plus one-on-one advice and the opportunity to network with hundreds of like-minded river and watershed conservationists from across the country.



### YES, we would like to be a River Network Partner

*Citizen led, river and watershed conservation organizations\* are invited to join as River Network Partners. Dues is based on your organization's annual budget:*

Budget	Dues	Budget:
\$0 - \$20,000	\$60	\$ _____
\$20,001 - \$100,000	\$100	Amount dues enclosed
\$100,001 - \$200,000	\$200	\$ _____
\$200,001 +	\$300	

\*Individuals and government agencies are invited to join as River Network Members. For more information on membership categories and benefits, contact River Network.

NAME \_\_\_\_\_ EMAIL \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE (\_\_\_\_) \_\_\_\_\_

For more information contact: River Network, P.O. Box 8787, Portland, OR 97207-8787 (503) 241-3506 [rivernet@jgc.apc.org](mailto:rivernet@jgc.apc.org)



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MO  
Pequannock River Coalition, NJ  
Southwest Environmental Center, NM  
Hudson River Sloop Clearwater, NY  
For the Sake of the Salmon, OR  
Blacklick Creek Watershed Association,  
PA  
Bayou Preservation Association, TX  
Logan River Coalition, UT  
Lake Memphremagog Watershed  
Association, VT  
Vermont River Conservancy, VT  
Friends of the White Salmon, WA  
Rock River Coalition, WI

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Grand Canyon River Guides, AZ  
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MA  
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Chapter, NJ  
Greenway Conservancy for the  
Hudson River, NY  
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Sierra Club - Mississippi River Basin,  
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We also thank the many people who support River Network through their workplace giving campaigns. For more information, see page 2.

\* Individuals, corporations and organizations that have recently contributed \$100 or more to River Network. Foundation contributors are listed once a year in our annual report.