

# TELLING YOUR OWN STORY

## A BRAINSTORMING WORKSHEET FOR TAKING ACTION

What is your name?

Where do you live?

What role do you play in your community?

What brought you to Idaho and why have you stayed here (or what do you miss)?



When did you first see a salmon or steelhead or understand their migration and impact?

What would your Idaho experience look like with renewable and clean energy?

Why is the Snake River or free-flowing rivers important to you?

What does your Idaho experience look like personally or for your family?



What should be done?

**TEXT IDAHO FISH TO 52886 TO TAKE ACTION TODAY!**



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[lweber@idahoconservation.org](mailto:lweber@idahoconservation.org)

# TALKING POINTS

CONSIDER INCLUDING SOME OF THESE POINTS

Congressman Simpson's "Northwest in Transition" proposal would...

- Restore the lower Snake River in eastern Washington and bring back abundant, wild Snake River salmon and steelhead. Enhance local economies and support the culture of local communities, who depend on Idaho's fish.
- Develop clean energy throughout the region and modernize the Northwest's energy transmission system, bringing local investment and energy security to rural areas and making future power prices more certain.
- Improve water quality and quantity throughout the Northwest via watershed partnerships and university research programs. In Idaho, this includes funds for mid-Snake River (southern Idaho) programs, grants/incentives to manage agricultural waste, and water research by the University of Idaho.
- Help businesses transition to a revitalized Snake River waterfront and enhance the Lewiston-Clarkston area as a recreational destination.
- Rebuild and expand road and rail links to ensure that Idaho and eastern WA farmers continue to move their crops efficiently.
- Establish a "Snake River Center for Advanced Energy Storage," a new research laboratory to be co-located in Lewiston-Clarkston and the Tri-Cities, WA.
- Modify irrigation infrastructure along the lower Snake River corridor so it continues to function in a restored river.
- Designate a new Lower Snake River National Recreation Area.

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# LETTERS TO DECISION MAKERS

DIG OUT THE STAMPS AND ENVELOPES! WRITE A PERSONAL LETTER

- Make it Personal
  - Share your story
  - Why are you concerned?
- State the Solution
  - Include the facts
  - Choose one or two key points to back up your solution
- Ask to Engage
  - Urge decision-makers to work with others to advance Simpson's proposal into legislation

## GOV. BRAD LITTLE

Phone: (208) 334-2100

Address: PO Box 83720

Boise, ID 83720

## SEN. JIM RISCH

Phone: (202) 224-2752

Address: 483 Russell Senate Office Building

Washington, DC 20510

## SEN. MIKE CRAPO

Phone: (202) 224-6141

Address: 239 Dirksen Senate Building

Washington, DC 20510

## REP. MIKE SIMPSON

Phone: (202) 225-5531

Address: 2084 Rayburn HOB

Washington, DC 20515

### *And remember...*

- Speak to shared values. Be respectful.
- Share the positive economics of fish recovery and the value of healthy river systems.
- Prepare for the long-haul. Find your community and engage in a way that feels sustainable.
- Motivate others to engage and speak up. Your voice matters.
- Find other ways to get involved.



# CALL YOUR DECISION MAKERS

PICK UP THE PHONE! YOUR (ACTUAL) VOICE CAN MAKE A DIFFERENCE

- Make it Personal!
  - Share your story and your connection to Idaho
  - Why are you concerned?
- Keep it Short and to the Point
  - State why you are calling - to urge Idaho's leaders to support Simpson's "Northwest in Transition" framework
- Ask to Engage
  - Urge decision-makers to work with others to advance Simpson's proposal into legislation

## Sample phone script

*Hi, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_. I am calling to urge [name of decision maker] to engage with and support Congressman Simpson's Northwest in Transition proposal. [Share your story, why you are concerned, and why Rep. Simpson's proposal is the path forward]. I urge [decision maker] to join with Simpson and work to advance this proposal into legislation. Thank you.*

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Phone: (202) 224-2752

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Phone: (202) 224-6141

### REP. MIKE SIMPSON

Phone: (202) 225-5531

### ***And remember...***

- Speak to shared values. Be respectful.
- You will most likely share your concerns with a staffer, be sure to thank them.
- Motivate others to engage and speak up. Your voice matters.



# USE SOCIAL MEDIA

MANY DECISION-MAKERS USE SOCIAL MEDIA, AND PAY ATTENTION TO IT

- Like a Letter to the Editor, decision-makers use social media as a gauge for public opinion. Just a few comments can make an impact
- Social media makes it easier for people to engage on issues, and decision-makers have to be more responsive
- Social media plays a valuable role in getting the attention of a decision-maker, but it also informs others that care about an issue.

Share this Take Action: <https://p2a.co/LJrhMYQ>.

Use these hashtags when creating your post:

*#investinNorthwest #saveidahosalmon #freethesnake #solutionstogether  
#wildidaho #idaho #cleanwater #idahome #snakeriver*

## GOV. BRAD LITTLE

Twitter: @GovernorLittle

Facebook: @governorbradlittle

Instagram: @governorbradlittle

## SEN. JIM RISCH

Twitter: @SenatorRisch

Facebook: @SenatorJimRisch

## SEN. MIKE CRAPO

Twitter: @MikeCrapo

Facebook: @mikecrapo

Instagram: @mikecrapo

## REP. MIKE SIMPSON

Twitter: @MikeSimpson4ID

Facebook: @RepMikeSimpson

### *And remember...*

- Speak to shared values. Be respectful.
- Motivate others to engage and speak up by sharing your posts, tagging others and using hashtags.



# LETTERS TO THE EDITOR

## A TESTED AND TRUE METHOD FOR GETTING THE WORD OUT

Still to this day, publishing your opinion as a letter to the editor (LTE) in your local paper can influence elected officials. Decision-makers rely on local papers as a gauge for public opinion, and as an influential community member, your voice matters.

**LTE's should be localized, punchy and timely.** Your fellow community members read LTE's to find out how people think or feel about particular issues and how those issues affect them locally, not to hear in-depth policy analysis or engage in national policy debate.

State the reason you are writing, make 2 or 3 strong factual points to support your position, state why this issue matters to you (personal story - write from the heart about why you care), state clearly what you are asking for, and keep it short (Usually 200-300 words max). Ground your story in some aspect of the proposal.

- State your name, where you live, and what you do.
- Thank Congressman Mike Simpson for his proposal. The proposal is bold, comprehensive, and urgently needed for Idahoans and the people of the Northwest.
- The proposal is a solution for many of the challenges facing the people of the region and it ensures a prosperous future for all of us while restoring abundant, healthy, and self-sustaining populations of salmon and steelhead to Idaho.
- The comprehensive proposal includes funds/investment throughout Idaho and the Northwest for clean, reliable and affordable energy, clean water, outdoor recreation, local communities who depend on salmon and steelhead, improvements for transportation and irrigation for farmers and other water users, and research on clean energy and storage technologies.
- Urge Gov. Brad Little, Sens. Crapo and Risch to support Simpson's proposal as it addresses the concerns of all stakeholders and makes Idaho communities whole.

**\*Do not send the same letter to competing publications.**

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# NEWSPAPER ADDRESSES

## CONTACTS FOR PRINT AND ONLINE NEWSPAPERS IN THE REGION

Boise Weekly  
P.O. Box 1657  
Boise, ID 83701  
[editor@boiseweekly.com](mailto:editor@boiseweekly.com)

Bonner County Daily Bee  
P.O. Box 159  
Sandpoint, Idaho 83864  
[bonnercountydailybee.com](http://bonnercountydailybee.com)  
<https://form.jotform.com/63485081842157>

Bonnors Ferry Herald  
7183 Main St.  
Bonnors Ferry, ID 83805  
<https://form.jotform.com/63477482582164>

Coeur d'Alene/Post Falls Press  
201 Second St.  
Coeur d'Alene, ID 83814  
<https://form.jotform.com/63567976899183>

Idaho Falls Post Register  
P.O. Box 1800  
Idaho Falls, Idaho 83403  
[https://www.postregister.com/site/forms/postregister/pr\\_letter/](https://www.postregister.com/site/forms/postregister/pr_letter/)

Idaho Mountain Express  
Box 1013  
Ketchum, ID 83340  
[https://www.mtexpress.com/site/forms/online\\_services/letter/letter\\_editor/](https://www.mtexpress.com/site/forms/online_services/letter/letter_editor/)

Idaho Press  
P.O. Box 9399  
Nampa, ID 83652  
[op-ed@idahopress.com](mailto:op-ed@idahopress.com)  
[https://www.idahopress.com/site/forms/online\\_services/letter/](https://www.idahopress.com/site/forms/online_services/letter/)

Idaho State Journal  
P.O. Box 431  
Pocatello, ID 83204  
[ifennell@journalnet.com](mailto:ifennell@journalnet.com)  
[https://www.idahostatejournal.com/site/forms/online\\_services/letter/](https://www.idahostatejournal.com/site/forms/online_services/letter/)

Idaho Statesman  
1200 North Curtis  
Boise, ID 83706  
<http://www.idahostatesman.com/opinion/letters-to-the-editor/submit-letter/>

Lewiston Tribune  
P.O. Box 957  
Lewiston, ID 83501  
[letters@lmtribune.com](mailto:letters@lmtribune.com)  
[https://lmtribune.com/site/forms/online\\_services/letter/letter\\_editor/](https://lmtribune.com/site/forms/online_services/letter/letter_editor/)

McCall Star-News  
1000 First Street  
McCall, Idaho 83638  
[starnews@frontier.com](mailto:starnews@frontier.com)

Moscow-Pullman Daily News  
220 E. Fifth St., Suite 314  
Moscow, ID 83843  
[letters@dnews.com](mailto:letters@dnews.com)  
[https://dnews.com/site/forms/online\\_services/letter/letter\\_editor/](https://dnews.com/site/forms/online_services/letter/letter_editor/)

Rexburg Standard Journal  
PO Box 10  
Rexburg, ID 83440  
[editor@uvsj.com](mailto:editor@uvsj.com)  
<https://www.rexburgstandardjournal.com/submissions/letter/>

The Spokesman-Review  
999 W. Riverside Ave.  
Spokane, WA 99201  
[editor@spokesman.com](mailto:editor@spokesman.com)  
<https://www.spokesman.com/letters/submit/>

Twin Falls Times-News (magicvalley.com)  
P.O. Box 548  
Twin Falls, Idaho 83303-0548  
[https://magicvalley.com/forms/contact/letter\\_to\\_the\\_editor/](https://magicvalley.com/forms/contact/letter_to_the_editor/)

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