

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 Washington and why have you stayed here (or what do you miss)?



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

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

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

What does your Washington 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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TALKING POINTS

CONSIDER INCLUDING SOME OF THESE POINTS

Congressman Simpson's "Columbia Basin Initiative" 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 Columbia Basin Salmon and Steelhead.
- Help save Southern Resident orcas who rely on Columbia Basin Chinook salmon for the majority of their diet.
- 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.
- 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 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. JAY INSLEE

Phone: (360) 902-4111

Address: PO Box 40002
Olympia, WA 98504

SEN. PATTY MURRAY

Phone: (202) 224-2621

Address: 154 Russell Senate Office Building
Washington, D.C. 20510

SEN. MARIA CANTWELL

Phone: (202) 224-3441

Address: 511 Hart Senate Office Building
Washington, DC 20510

REP. PRAMILIA JAYAPAL

Phone: (202) 225-3106

Address: 2346 Rayburn House Office Building
Washington, DC 20515

REP. KIM SCHRIER

Phone: (202) 225-7761

Address: 1123 Longworth 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 Washington's leaders to support the Columbia Basin Initiative 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 the Columbia Basin Initiative 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 Rep. Simpson and work to advance this proposal into legislation. Thank you.

GOV. JAY INSLEE

Phone: (208) 334-2100

SEN. PATTY MURRAY

Phone: (202) 224-2752

SEN. MARIA CANTWELL

Phone: (202) 224-6141

REP. PRAMILIA JAYAPAL

Phone: (202) 225-5531

REP. KIM SCHRIER

Phone: (509)-850-5340

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
#cleanwater #snakeriver*

GOV. JAY INSLEE

Twitter: @GovInslee

Facebook: @wastategov

Instagram: @govinslee

SEN. PATTY MURRAY

Twitter: @PattyMurray

Facebook: @PattyMurray

Instagram: @SenPattyMurray

SEN. MARIA CANTWELL

Twitter: @SenatorCantwell

Facebook: @SenatorCantwell

Instagram: @senatormariacantwell

REP. PRAMILIA JAYAPAL

Twitter: @RepJayapal

Facebook: @RepJayapal

Instagram: @RepJaya

REP. KIM SCHRIER

Twitter: @RepKimSchrier

Facebook: @RepKimSchrier

Instagram: @RepKimSchrier

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 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 the Northwest.
- The comprehensive proposal includes funds/investment throughout 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. Jay Inslee, Sens. Cantwell and Murray to support the Columbia Basin Initiative proposal as it addresses the concerns of all stakeholders and makes Northwest 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

Everett Herald
Editor, The Herald, P.O. Box 930
Everett, WA 98206
letters@heraldnet.com
<https://www.heraldnet.com/opinion/writing-a-letter-great-just-follow-a-few-rules/>

Tri-City Herald
4253 W. 24th Ave., Ste. 120
Kennewick, Wash. 99338
<https://www.tri-cityherald.com/opinion/letters-to-the-editor/submit-letter/>

Peninsula Daily News
305 West First St. (P.O. Box 1330)
Port Angeles, WA 98362
<https://www.peninsuladailynews.com/submit-letter/>

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

Wenatchee World
P.O. Box 1511,
Wenatchee, WA 98807
<https://www.wenatcheeworld.com/opinion/submit/>

The Olympian
605 11th Ave. SE, Suite 102
Olympia, WA 98501
<https://www.theolympian.com/opinion/letters-to-the-editor/submit-letter/>

Whitman County Gazette
P.O. Box 770
Colfax, WA 99111
<https://www.wcgazette.com/contact>

Seattle Times
P.O. Box 70.
Seattle, WA 98111
letters@seattletimes.com
<https://seattletimes.com/opinion/how-to-send-us-a-letter-or-op-ed/>

Lewiston Tribune
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Lewiston, ID 83501
letters@lmtribune.com
https://lmtribune.com/site/forms/online_services/letter/letter_editor/

The Columbian
Letters from Readers, The Columbian, P.O. Box 180,
Vancouver, WA 98666
letters@columbian.com
<https://www.columbian.com/lettertotheeditor/>

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220 E. Fifth St., Suite 314
Moscow, ID 83843
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https://dnews.com/site/forms/online_services/letter/letter_editor/

Seattle Weekly
1008 Western Ave., Ste. 300,
Seattle, WA 98104
letters@seattleweekly.com.
<https://www.seattleweekly.com/news/letters-to-the-editor/>

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

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