

KS Wild

Activist Toolkit

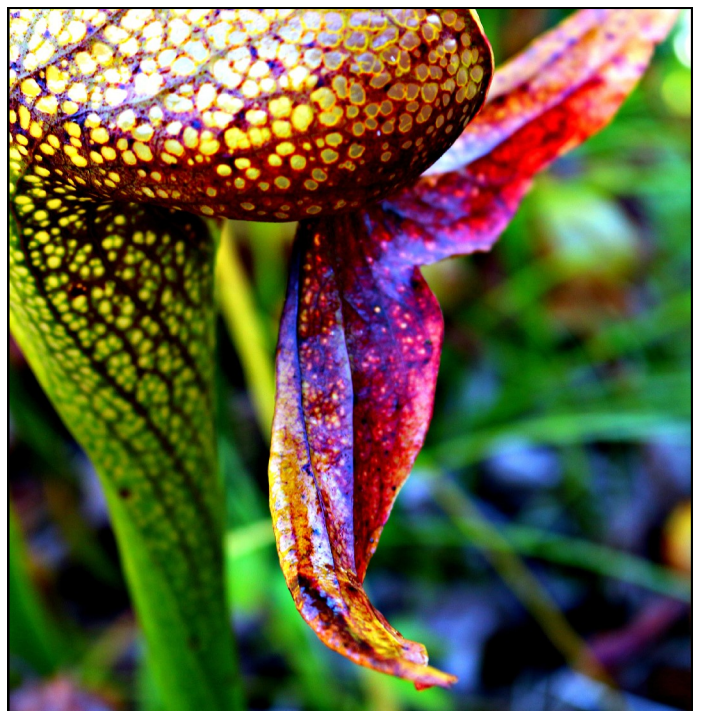


Defending Biodiversity in the Klamath-Siskiyou

The Klamath Siskiyou Wildlands Center protects and restores wild nature in the Klamath-Siskiyou region of southwest Oregon and northwest California. We promote science-based land and water conservation through policy and community action.

KS Wild achieves this vision through outreach and advocacy-based education, by building community support for the conservation of the region's special places and natural gems, by being the watchdog and steward of northern California and southern Oregon's public lands, public trust waters, and the diversity of plant and animal life. As a 501c3 non-profit, KS Wild is a watchdog for more than 8 million acres of public land in one of the most biodiverse regions in the world. We are supported by more than 4,000 donors, whose generous contributions fund four key areas:

- 1) ForestWatch:** Monitors public forest and wildlife management agencies, such as the Bureau of Land Management (BLM), US Forest Service, and U.S. Fish and Wildlife service. These public lands include the Medford and Klamath Falls BLM Districts, and the Klamath, Six Rivers, Shasta-Trinity, and Rogue River-Siskiyou National Forests.
- 2) Rogue Riverkeeper:** Formed as a program of KS Wild in 2009, Rogue Riverkeeper works at the local, state, and federal level to advocate for, support and implement protections for the Rogue River and the communities that rely upon it. Rogue Riverkeeper is a local watchdog on Clean Water Act implementation.
- 3) Climate Program:** Working alongside our Forest-Watch team, the climate program engages policy makers and land managers at the local, state, and federal levels to take bold action to prevent the worst impacts of climate change, while also advancing on-the-ground projects that prepare our region for coming changes. The nexus of this work centers on the relationship between forests and wildfire.
- 4) Special Places:** As an advocate for permanent protection of at-risk wildlands, KS Wild works with regional and national partners to encourage legislation that establishes Wild & Scenic, Wilderness, and National Monuments across the Klamath-Siskiyou bio-region.



Public Lands

Agencies and Personnel



When caring citizens steward our public forests, parks, and nature reserves, there is tremendous benefit to local communities and to wild nature. Healthy rivers and forests provide us with clean water, abundant fish, forage, and wildlife, recreation opportunities, therapeutic benefits, and buffer the impacts of climate change.

Regardless of who holds power in the Executive branch, the timber industry and its lobbyists often pressure our elected leaders and other decision-makers to prioritize industrial logging on public lands. Allowing private interests to influence decisions on public lands allows for destructive activities that will affect the health of our planet and future generations.

When KS Wild asks its supporters to take action to defend public forests, we often direct our attention to local Forest Superintendents and District Managers:

- 1) **Rogue River-Siskiyou National Forest:** Merv George, Superintendent. Office Number: (541) 618-2200
3040 Biddle Rd., Medford, OR 97504
- 2) **Klamath National Forest:** Patty Grantham, Superintendent. Office Number: (530) 842-6131
1711 South Main St., Yreka, CA 96097
- 3) **Six Rivers National Forest:** Ted McArthur, Superintendent. Office Number: (707) 442-1721
1330 Bayshore Dr., Eureka, CA 95501
- 4) **Fremont-Winema National Forest:** (541) 947-2151
1301 South G Street, Lakeview, OR 97630
- 5) **Medford District Bureau of Land Management:**
Elizabeth Burghard, District Manager. (541) 618-2200
3040 Biddle Rd. Medford, OR 97504
- 6) **Klamath Falls BLM Field Office (Lakeview District):**
Donald Holmstrom, District Mgr. (541) 883-6916
2795 Anderson Avenue, Bldg. #25 Klamath Falls, OR 97603
- 7) **Grants Pass Interagency Office (Medford District):**
Telephone: 541-471-6500
2164 N.E. Spalding Ave, Grants Pass, OR 97526



Public Lands

A Primer for Who's Who

Within the Klamath-Siskiyou, multiple federal land management agencies are responsible for the oversight of more than 8 million acres of public lands. The three primary federal land management agencies each work with the U.S. Fish and Wildlife Service for projects related to endangered species protection. Here is a quick rundown of the agencies KS Wild interacts with:

Bureau of Land Management

It's not very common for the BLM to be acting as forest managers (outside of Alaska), which makes these low-elevation forests in Oregon so unique. The 2.1 million acres of Oregon BLM forests are managed differently than the US Forest Service lands. That's because the 1937 O&C Act did put an emphasis on commercial timber production. For the last two decades, the timber industry has been trying to shop around lawsuits in conservative districts (not in Oregon) to try and secure timber primacy for decades to come.

US Forest Service

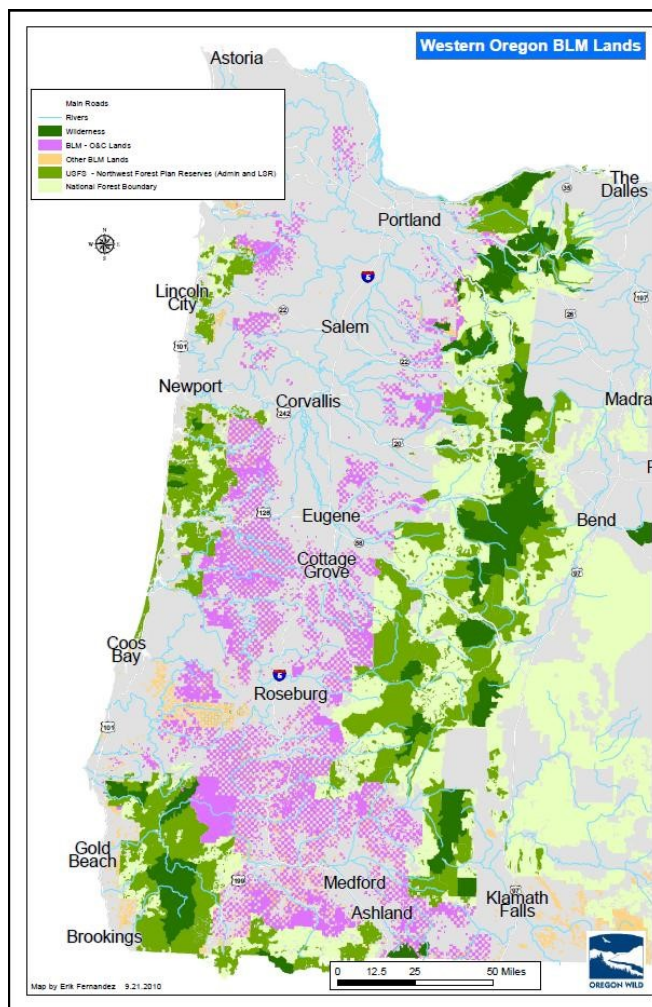
The Forest Service, within the Department of Agriculture, manages the vast majority of the Klamath-Siskiyou's public forests. California's National Forests in the region (Klamath, Shasta-Trinity & Six Rivers) have regional office in Vallejo, CA. The Rogue River-Siskiyou & Fremont-Winema have their regional headquarters in Portland. All of these forests are managed under the 1994 Northwest Forest Plan, which forms the basis for many of KS Wild's litigation efforts.

National Park Service

In southern Oregon, NPS manages Crater Lake National Park and Oregon Caves National Monument and Preserve. Under the management of the Department of Interior, the region's national park sites are recreation destinations and economic drivers. In 2014, KS Wild and business partners in the Illinois Valley helped secure a 4,000 acre expansion of the Oregon Caves Monument, which also included a 31,000-acre grazing retirement in the Bigelow and Miller Lakes basins.

US Fish and Wildlife Service

Works with the agencies and enforces federal wildlife laws. Their intended purpose is to protect endangered species. Also a land manager, focusing on migratory birds, significant fisheries & wildlife habitat. Explore the Klamath Basin wildlife refuges that they manage!



Oregon's BLM Forests are often lower in elevation than the National Forests in our region. The pink squares above represent the BLM public domain forests. They create a unique checkerboard pattern with private forest lands.

Elected Officials

Federal Offices

Oregon Congressional District 2 (includes Jackson County and Grants Pass)

Representative Greg Walden, (R)

14 N. Central Ave., Suite 112

Medford, OR 97501

Phone: (541) 776-4646

Oregon Congressional District 4 (includes Josephine & Curry Counties)

Representative Peter Defazio, (D)

612 S.E Jackson St, Room 9

Roseburg, OR 97470

Phone: 541-440-3523

Senator Jeff Merkley (D)

10 South Bartlett Street, Ste. 201 Medford, OR 97501

Phone: (541) 608-9102

Senator Ron Wyden (D)

10 South Bartlett Street, Ste. 201 Medford, OR 97501

Phone: (541) 608-9102

The key to influencing the people who represent you is to demonstrate that you are a well-informed and committee constituent. Your communication has an impact proportional to the amount of effort that you put into it.

Can I lobby?

Yes! And you should. YOU are a constituent - which means that you and other voters in your district carry the weight.

What is lobbying?

Persuading someone to your point of view, whether it is a city council member, a state legislator, a U.S. Senator, or the President.

What does it entail? Lobbying can include activities such as:

- Writing letter
- Calling the legislator's office
- Meeting face to face with the legislator
- Organizing others to write/call/meet their legislator
- Inviting a legislator to attend a town meeting



Elected Officials

State of Oregon

Oregon Governor: Kate Brown. 900 Court Street, Suite 254 Salem, OR 97301-4047
Phone: 503-378-4582

Oregon State Representative, District 1 (So. OR Coast and western Josephine County)

David Brock Smith

Capitol Phone: 503-986-1401

Capitol Address: 900 Court St NE, H-379, Salem, OR 97301

Oregon State Representative, District 2 (Portions of So. Douglas & No. Josephine and Jackson Counties)

Gary Leif

Capitol Phone: 503-986-1402

Capitol Address: 900 Court St NE, H-386, Salem, OR 97301

Oregon State Representative, District 3 (Southeast Josephine County)

Carl Wilson

Capitol Phone: 503-986-1403

Capitol Address: 900 Court St NE, H-388, Salem, OR 97301

Oregon State Representative, District 4 (Grants Pass and portions of western Jackson County)

Duane Stark

Capitol Phone: 503-986-1404

Capitol Address: 900 Court St NE, H-372, Salem, OR 97301

Oregon State Representative, District 5 (Southern Jackson County, including Ashland)

Pam Marsh

Capitol Phone: 503-986-1405

Capitol Address: 900 Court St NE, H-375, Salem, OR 97301

Oregon State Representative, District 6 (Medford)

Kim Wallan

Capitol Phone: 503-986-1406

Capitol Address: 900 Court St NE, H-376, Salem, OR 97301

Oregon State Senator, District 2 (Josephine & NE Jackson County)

Herman Baertschiger

Capitol Phone: 503-986-1702

Capitol Address: 900 Court St NE, S-323, Salem, OR, 97301

Oregon State Senator, District 3 (Jackson County)

Jeff Golden

Capitol Phone: 503-986-1703

Capitol Address: 900 Court St NE, S-421, Salem, OR, 97301

Lobbying

Tips for Calling your Elected Officials

Coordinate Calls - get a group together and have a “calling party.” The more calls that are received in a day, the more likely that your message will be heard.

Prepare a single question per call - e.g., taking a stand on protecting public lands, shutting down the LNG pipeline, defending the Monument. The next day or week, pick another issue, and call again.

Find out who you’re talking to. In general, the staffer who answers the phone will be an intern, a staff assistant, or some other very junior staffer in the MoC’s office. Ask to speak to the staffer who handles the issue (environmental policy, health care, etc.). Or, on a different day, call and ask whoever answers the phone, “Hi, can you confirm the name of the staffer who covers [immigration/health care/etc.]?” Staff will generally tell you the name. Say “Thanks!” and hang up. Ask for the staffer by name when you call back next time.

If you’re directed to voicemail, **follow up with email. Then follow up again.**

Keep a record of the conversation. Take notes on everything the staffer tells you. Direct quotes are great, and anything they tell you is public information that can be shared widely. Compare notes with the rest of your group, and identify any conflicts in what they’re telling constituents.

Lobbying Reminders

- Be on time, be friendly, and dress appropriately, be alert and assertive.
- Introduce yourself as a constituent, and thank your legislator for taking time to meet with you; thank them for a recent vote or offer a compliment on a legislative action.
- Establish common ground, indicate if you have any family, business, or social ties to the legislator.
- Take initiative and don’t make the legislator guess why you came to meet with her. Start off by telling the legislator what you are going to ask her to do. For example: “I think our public lands are worth protecting, I’ll tell you why....”
- Avoid arguing and any hostility - just state your convictions and ask for support. Be a good listener.
- Do not underestimate the influence of the legislator’s staff; don’t miss on the opportunity to meet with the staff if the legislator is unavailable.
- If the legislator keeps changing the subject, tactfully but firmly, bring the conversation back to the topic at hand.
- Elected officials are generalists and will not know as much about your issue as you do. You are their source of information at that moment.
- Don’t just drop by their office. Legislators are very busy. Always make an appointment.

Have a Say

The National Environmental Policy Act (NEPA) is a United States environmental law that promotes the enhancement of the environment. It was enacted on January 1, 1970 and also established the President's Council on Environmental Quality (CEQ). This body of advisors is often the group of people dictating public lands policy and environmental conservation efforts within the White House.

NEPA requires that all executive federal agencies prepare environmental assessments (EAs) and environmental impact statements (EISs) to assess and outline the potential environmental effects of proposed federal agency actions. NEPA is at the core of KS Wild's ForestWatch campaign.

To learn more about how we use NEPA to defend forests and wildlife, you can visit our [blog](#) at www.kswild.org.

Public Forums and Meetings

As part of the NEPA process, land managers are required to accept input, analysis, and recommendations from the general public. Often times, when projects are more controversial, KS Wild and other partners will encourage public meetings to facilitate input from a large number of affected landowners and community members. There is usually a way to submit written comments, but these public showings of opinion (either support or protest) are really important.

At times, these meetings are organized by the agencies with very little lead time. We try to announce the public meetings as soon as we hear about them, so check out www.kswild.org/events for our complete schedule of meetings, hikes, and presentations.

There are other opportunities to interact with agencies on your public lands; examples include field tours of proposed timber sales, scoping meetings before project planning begins, and educational programs. Check their online alerts or stop by an office to hear the latest (page 18).



In 2015, more than 300 people showed up at the Josephine County Courthouse to testify in support of the Klamath-Siskiyou's wild rivers. For years, mining companies have been looking to strip mine for nickel in the headwaters of the North Fork Smith River, Hunter and Baldface Creeks. Along with hundreds of residents from southern Oregon, more than 70,000 individuals signed petitions to protect these waterways from the threat of toxic mining. When you speak up and show support for public lands, it makes a difference.

Online Activism

Going Digital

Blogs, Facebook, Instagram, Twitter, Youtube...oh my!

Conventional forms of communication are changing. Unprecedented numbers of people including influential decision makers are using social media and other forms of new media to gain exposure and gauge social opinion on hot topics. Moreover, new media in the form of digital entertainment and social media are transforming the way we interact, and even how we know the world. Knowing and leveraging modern media outlets is crucial in understanding social conversations about the environment and shaping the discussions we have about problems and solutions.

What is new media and how does it relate to digital advocacy work?

New media supports the social conversation by providing information in compelling and influential ways. It may serve as an educational tool – bringing to light issues, concerns, or even solutions.

Pew Research Center has a [library of resources about online activism](#) and social media that are worth checking out.

Why does social media matter? (Because, popularity matters...still...)

Let's face it – social media is here to stay. It is also a tool used by traditional media managers and public land decision makers to gauge public opinion. In some cases, it may directly impact high-level decision makers and consequently the policies we see implemented on our public lands.

KS Wild Social Media Channels

Facebook: www.facebook.com/KSWild

Twitter: @KSWild;

Instagram: www.instagram.com/kswild

Popular Hashtags for KS Wild

When posting pictures of volunteer stewardship events, town halls, hikes, or presentations, you can also use hashtags to connect with other KS Wild supporters on social media.

#klamathsiskiyou, #KSWild, #LoveWhereYouLive, #DefendWhatYouLove, #CascadeSiskiyou, #RogueRiver, #RogueRiverkeeper, #ancientforests, #wildrivers, #Wildand Scenic, #wilderness, #SiskiyouFilmFest

Writing Letters

In the Media and to Representatives

Letters to the Editor

Keep it short! Make one or two points clearly stated and ideally in the first sentence. Describe what makes your point interesting or noteworthy to the readership? Make your letter relevant to a timely issue, event or discussion.

Include an action item for the audience. What do you want the community or your representatives to do with the information you are giving them?

Submit your letter to the editor. Be sure to include a courteous one to two sentence message along with your submission.

Follow Up!: Increase your odds of publication with a follow up phone call. Call the editorial page to make sure it was received.

After you've submitted your letter, get other people to write and send letters as well!

Check the paper for publication, and consider sharing further on social media!.

- **For the Medford Mail Tribune:** 200 word limit, submit to letters@mailtribune.com, follow up 541 631-1313
- **For the Ashland Daily Tidings:** 250 words limit, submit to tidingsopinion@dailytidings.com, follow up 541 482-3456 x225
- **For the Grants Pass Courier:** 250 word limit, submit letters@thedailycourier.com or mail it to them at PO Box 1468, Grants Pass, OR 97528. Follow up number is (541) 474-3823.

Note: you may only submit one letter every 30 days

Letters to your Representative

Letters are an effective way to introduce yourself to your legislator and state your purpose. Short, handwritten letters are best, but you can also compose it on a computer and email it to them. It's always a good reminder to be specific about the action you want your legislator take action on. Keep it short, less than one page and focus on a single subject.

The first paragraph should identify you as a constituent and what you are concerned about. If you are writing about a specific piece of legislation, refer to it by its bill number or name. Mention your community affiliations (e.g. parent, teacher, professor, small business owner). In the middle portion of the letter, explain your reasons for writing, calling attention to the bill's impact on you and your community. Be helpful, offer solutions - even if the legislator's viewpoints are different than yours.

Mail your letter, if time permits. If your issue is urgent, email or fax it to the legislator's office.

Meet your Reps

Ways to engage in person

Town halls typically follow a consistent format. Get there early to get a good seat. Make sure you sign up to speak. Upon entry, you will be given a raffle ticket and staffers will pull numbers from a hat to determine who gets to speak. There is no guarantee your number will get called, which is why it's important to make a statement in other ways: sign holding outside, talking to staffers afterwards, and wearing the same color as your fellow advocates.

Tips on How To comment:

People can get really nervous, but your comments don't have to be eloquent. Comments can and should be short and to the point. In order to be most effective, bring in personal connections you might have to your issue (economics, water quality, recreation, wildlife, climate change threats to grandchildren, etc). Also, try to stay focused on topics that the senator can influence such as, Oregon needs more Wilderness designations and keeping public lands public are good topics.

Keep repeating:

Be redundant to the point of polite annoyance. People sometimes hear someone reference the issue you were planning on talking about, and you feel like the topic has been covered so you either don't say anything or ask a question about a different topic. It is important to remember that the more the senator hears about a specific issue, the more she/he will focus on it.

Ask for their stance on an issue and what specifically they will do to address the problem. If they deliberately dodge your question, don't be shy to follow up and tactfully demand a clearer response.

Remember, they work for you and everyone else in the room!



Local constituents filled Ashland High School's gymnasium for Senator Wyden's town hall.

Meet your Reps

Ways to engage in person, Part II

Helpful tips for talking to your rep

Practice delivering your message on a time limit. You probably won't have more than a few minutes to get your point or question across. Build your argument, beginning with points that are indisputable. Elicit their concern by relating the problem to members in your community who are also constituents. Give your legislator the chance to agree with your points before moving on to your proposal.

Be persuasive - Show your legislator why their current handling is not adequate.

Be political - Your legislator wants to represent the best interests of their district, so relate the issue to broad public concerns.

Be solutions-oriented - find solutions for the problem, don't just focus on voting 'yes' or 'no.'

Give the legislator the chance to respond. If your legislator makes non-committal statements like "I understand your position", politely pressure for a commitment. Encourage them to act on the community's behalf.

If your legislator disagrees with you, don't press for a commitment. If your legislator agrees and supports you right away, thank them. Regardless of your interaction, you should try and thank them for their time.

Meeting with your Legislator

Sometimes, your legislator will have an opportunity to field personal questions and comments after the town hall. If you can't get their attention at that point, you might ask an aid how you can set up a personal meeting.

Introduce yourself as a constituent, starting with where you live. Explain what topic you'd like to discuss with your legislator. Ask for a 30 minute meeting (you probably won't get that long). If the legislator is absolutely unavailable, ask to meet with another staff person.

Prepare for the Meeting

Research their voting record! Knowing how your legislator has voted in the past will give you an idea for how to approach him/her. Know the facts around your issue and make a pitch in three minutes or less.

Who should attend?

Small groups are generally best. Think about someone who will help you make your best case.

And finally, **confirm the meeting!** Call them ahead of time and be persistent.

Meet your Reps

Ways to engage in person, Part III

So you met with your legislator, now what?

Debrief with your community members as soon as possible, preferably right after you've left the meeting. Discuss your impressions of what happened and what your next steps are. Re-cap and take notes on some of the things your legislator said (if there were several of you in the meeting, some of you might pick up on things others did not).

Follow up promptly with a thank you letter to the legislator and staff. In this letter, re-state your key points, include any further information the legislator requested, and reiterate any comments the legislator made during the meeting. The thank you letter is a polite gesture as well as an information vehicle, and will help further your relationship with the legislator. Include any additional requested materials.

Meet with them again! Lobbyists regularly use one meeting as a springboard to the next contact with a legislator, and so should you. Perhaps invite them to a town hall meeting, your organization's meeting, or send them a copy of your newsletter.

What else can you do?

Form Letters

Form letters and postcards that are generated by organized groups are almost always recognizable to legislators. They may not carry as much weight as a personalized letter from a constituent. However, they do demonstrate a large amount of public support on an issue. To be most effective, you should write your own letter. Try to personalize any sample letters to make it sound less scripted.

Email

Email can be a very quick and inexpensive way to communicate with legislators; however, it is not usually as effective as personal letters. Nearly all elected officials have public email addresses that are available for use by constituents. Email messages are generally shorter than letters, so the message needs to be more concise and, as always, polite. Increasingly, we are finding that legislators are moving toward email forms on their websites for security.

Pictures

Include pictures in your letter to help make your case—whether you are showing your dedication to an issue, or helping educate a legislator about the problem you need them to address.