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Peter Donaldson, Watershed Report
206-236-8114, peter@cedarriver.org

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The Watershed Report

WRIA 8 Salmon Recovery Story Video Series

Purpose

To produce a **new segment** of the Watershed Report, dedicated to telling the Salmon Recovery Story as a valued **curriculum resource** for thousands of classrooms and a **megaphone** for communicating data-driven stewardship messages to a broad, intergenerational audience.

Video Production

1. **Salmon Recovery Action Update** (10 min. updated annually)
2. **Salmon Science Chalk Talk** (online library with 3 x 3 min. videos added/year)
3. **Salmon Recovery Policy Planning** (Background, 5 min. updated every 5 years)
4. **First Person Salmon**; History of WRIA 8 as told by Salmon (10 min. one time production)

Curriculum Integration

The integrated chapters of the Salmon Recovery Story become part of the **Local Living Textbook**, FCRW's community-based curriculum currently in development. The Local Living Textbook supports secondary level teachers in integrating the new state standards for sustainability education with the annual performance measures of local governments. Using real data as primary classroom resources stimulates inquiry and catalyzes project-based learning. Classroom instruction shifts from seat work to community problem solving with measurable outcomes aligned with the following:

- WRIA 8 Start List
- Cedar River Watershed Habitat Conservation Plan
- Cedar River Basin Plan
- City sustainability performance measures
- King County DNRP Performance Measures and Strategic Plan
- Puget Sound Partnership Dashboard Indicators
- Stormwater Report; NPDES permit action updates (SPU, King County, cities)
- Salmon Safe Certification for business
- Salmon Safe Certification for farms
- King County Green School certification actions (outside of Seattle)
- Washington Green Schools certification actions (for Seattle Public Schools)

Strategies for maximum reporting efficiency and audience reach

1. Establish a rhythm with the WRIA 8 Team to **cull annual data** for updating the Salmon Recovery Story. Collaborate with SPU Cedar River Watershed **Habitat Conservation Plan** and the **Cedar River Basin Plan**.
2. Establish a **point of contact** within the staff of each city for updating sustainability data for the annual Watershed Report.
3. **Engage SRC members** (local electeds) in understanding the strategy behind the Watershed Report and how to employ it in their communities.
4. Establish an **annual calendar for public screenings** of the Watershed Report, delivered by local student leaders and co-hosted by each city and school district in partnership with other community organizations such as Rotary and the Chamber of Commerce.
5. **Post video links** on SRC member websites and actively promote the annual update through e-news to constituents.
6. **Use social media** to strategically build buzz for the seasonal release of Salmon Science Chalk Talks and the annual release of the Watershed Report.
7. Broadcast on **local access channels** through the King County TV Network (19 channels).
8. Establish at least five city/school district partnerships to pilot the **Local Living Textbook**. Provide professional development for 25 teachers/annually reaching 1,250 students.
9. Expand **Local Living Textbook** resources to all 13 school districts in WRIA 8.

Funding Need \$76,000 (\$64,000 annually, plus \$15,000)

\$30,000/yr. Program Design and Implementation. Project coordination, partnerships, curriculum design, training teachers, and program evaluation.

\$12,500/yr. Professional Development Institute for Teachers. \$500 stipend x 25 teachers/yr.

\$34,000 Video Production. Research, write, shoot, create music, edit, post.

1. **Salmon Recovery Action Update** (10 min. updated annually, **\$10,000/yr**)
2. **Salmon Science Chalk Talk** (online library with 3 x 3 min. videos added/year **\$9,000/yr**)
3. **Salmon Recovery Policy Planning** (5 min. updated every 5 years, **\$5,000/5yrs**)
4. **First Person Salmon; History of WRIA 8 as told by salmon** (10 min. **\$10,000 one time**)

Funding Path

KCD outreach funding

SPU HCP Outreach and Education funding

FCRW partnership grants

WRIA 8-FCRW co-authored grants

Corporate Sponsorship (Ivar's, Anthony's, Filson Supplies, Sage Rod and Reel)