

# SageWest: Sagebrush Communications Network

## Frequently Asked Questions

### ***What is SageWest?***

To serve the need for improved networking and advancing communication around the uniquely western heritage that is embodied in the rugged sagebrush country, **SageWest** was launched in 2016. This network is comprised of diverse stakeholders that focused on advancing communications related to management of the sagebrush ecosystem. Participants contribute a wide range of expertise and include representatives from states agencies, federal agencies, tribal representatives, ranching stakeholders, the energy industry, sportsmen groups, conservation groups, and other relevant non-governmental organizations. All participants are supportive of the following vision statement:

***A sagebrush country that is sustainably managed, and restored in a balanced and collaborative manner for the benefit of people and wildlife.***

In a ***coordinated and collaborative manner***, we hope to produce the following results:

- Heightened enthusiasm and renewed commitment to conserve sagebrush country;
- New or strengthened relationships among stakeholders;
- Amplification of existing efforts, sharing of success stories and new scientific published studies, cross-fertilization of ideas, and identification of new opportunities; and,
- Enhanced appreciation for the value of multi-stakeholder collaboration.

The network does not address policy or advocacy<sup>1</sup>, but instead provides tools, resources, and a unique networking opportunity for participants.

### ***How did SageWest Come About?***

This network came about in August 2016, when a diverse group of leadership and communications staff convened for the *Sagebrush Ecosystem Vision and Communications Forum*. The group uniformly agreed that improving communication efforts amongst entities working in this ecosystem, as well as with the general public, is a valuable and necessary endeavor. Participants agreed that a collaborative approach that balances competing interests is far preferable to an atmosphere of conflict and misinformation. Based on input received at the forum, with additional participants having since been engaged, a Sagebrush Ecosystems Communications Framework was created to build and expand upon the unprecedented, existing communication efforts related to greater sage-grouse, recognizing the broad efforts-to-date regarding sage-grouse by diverse stakeholders. A Charter was also established to communicate our purpose in late 2017. The Charter and Framework are available at <https://iwjv.org/resource/sagewest>.

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<sup>1</sup> It is understood that individually, if so desired, participants may connect to work on policy and advocacy activities.

## What is the SageWest Listserv?

This is the primary platform for communication amongst network members - **posting/sharing of information related to the vision of this group is strongly encouraged**. The use of a single email address ([SAGEWEST@list.Audubon.org](mailto:SAGEWEST@list.Audubon.org)) allows participants to connect with a uniquely wide network of other professionals working on the sagebrush landscape. Specifically, this online forum promotes sharing of information related to:

- The value of the sagebrush ecosystem,
- Success stories,
- New science, policy and technical resources,
- Conferences or trainings pertaining to the sagebrush ecosystem
- Opportunities to cross-fertilize ideas, and/or
- Assist in the identification of new communication opportunities or tools.

Monthly distribution of participants' contact information encourages networking amongst those practicing in the sagebrush ecosystem. A new listserv *solely for communicators* ([SAGEWEST-Comms@list.audubon.org](mailto:SAGEWEST-Comms@list.audubon.org)) has been established. Both listservs are managed by Audubon Rockies. To get added to this listserv, send an email to Daly Edmunds ([dedmunds@audubon.org](mailto:dedmunds@audubon.org)) and include your name, job title, employer, phone number, city/state.

### HOW DO I USE THIS LISTSERV?



1. To send an email to this listserv, type [SAGEWEST@list.Audubon.org](mailto:SAGEWEST@list.Audubon.org) into the "To" field of a blank email.
2. In the subject line, type in a subject that makes it easy for recipients to understand the content and relevance. Once it is sent over the listserv, "[SAGEWEST]" will automatically be added to your subject line. Feel free to include attachments (10M limit) or hyperlinks to websites you're referring to in the body of the email.

1. Please **DO NOT reply** to messages, as the entire listserv will receive your email message – UNLESS your message is relevant to everyone. Instead, forward your email to the individual that sent it.
2. As we have state and federal agency personnel participating on this listserv, email content is subject to state and federal "open records" policies.
3. Please respect the members of this listserv – DO NOT automatically include anyone on your own newsletter databases etc.
4. Content posted on listserv is to be respectful in nature and not inflammatory or derogatory to other stakeholders, as many perspectives are represented on this listserv.

## How is SageWest Structured?

SageWest is broken down into a three-tiered structure that consists of a:

- *Steering Committee* (makes over-arching decisions)
- *Technical Committee* (does the bulk of organizing and keeping forward momentum)
- and *Field Delivery Team* (includes the full SageWest network).

A June 2017 workshop of SageWest communicators resulted in the creation of seven workgroups: Framework Updating, Messaging, Social Media Campaign, Media Outreach, Working Lands, Decision-Makers, and Science. These workgroups work to strategically advance communications, utilizing their varied expertise and perspectives. A variety of resources specific to SageWest are available at <https://iwjv.org/resource/sagewest>.