

Solicitation of stakeholder input and advice through publication of a South Platte edition of *Headwaters Magazine*

Attachment A: Scope of Work

I. Task Descriptions

Task 1 : Story Budget Creation

The first step of publication is creation of a story budget for the issue. A story budget is an outline of the stories to be included in the issue, the length of each story and identification of sources and reviewers for each story.

The Foundation has well-vetted procedures for creating the story budget that have been adopted by the Board of Trustees. The adopted *Headwaters* Publication Guidelines are attached. In short, staff and members of the Foundation's Educational Programs Committee and Publications Committee meet to brainstorm the potential stories. Ideas are vetted by the full Board of Trustees and any outside authorities familiar with the topic.

A member of the South Platte or Metro Roundtable will be invited to serve as an interim committee member for the South Platte issue to better include information on the Roundtable's needs assessment and technical work. That roundtable member will also help the Foundation with creating information in the edition that will instruct readers on how to provide feedback to the roundtables, as per requirements in CRS Section 37-75-104(2).

The Publication's editor then contacts writers for the issue and makes assignments.

The story budget which outlines the issue and length of each story is the deliverable for this task.

Task 2: Writing and Editing

Writers assigned to each story then contact sources, conduct background research and write their pieces. Once draft text is complete, the raw text is submitted to the editor for initial review. Upon completion of her review, the edited text is sent to the Foundation Publications Committee and any outside reviewers for fact-checking, additional editing and general readability. The attached *Headwaters* Publication Guidelines outlines the process more fully.

Edited text of the magazine is the deliverable for this task.

Task 3: Graphic Design and Printing

The edited text is laid out and photographs, graphics and any other visual art is created and included in the layout.

The layout of the magazine is then reviewed by the Foundation Publications Committee and any outside reviewers.

Approved layout is then sent to the printer. 6,500 copies of the South Platte Basin issue will be printed.

Task 4: Distribution and Input Solicitation

The Foundation will distribute the edition by the following means:

- Mass mailing to all CFWE members and other recipients (approx 5,500 copies)
- Copies to both Roundtables for distribution to members and stakeholders (500 copies)
- Copies available at CFWE office and booth at trade shows and conferences (500 copies)
- Electronic version on CFWE website

The edition will be used by Roundtable members as a tool to actively solicit feedback from their affected local governments and other stakeholders as required by CRS Section 37-75-104(2). The edition will include information on the roundtables and describe the avenues readers can use to give input and feedback to the Roundtables. The Foundation will assist the Roundtable members in their outreach efforts by providing materials and information related to the contents of the issue, helping with distribution and attending a limited number of speaking engagements or educational events on behalf of the Roundtables.

II. Personnel

1. Review and General Oversight: CFWE Publications and Educational Program Committee members

a. Publications Committee:

- | | |
|---|---|
| • Justice Gregory Hobbs, Jr.,
Colorado Supreme Court
Justice and Committee
Chair | • Jim Pokrandt, Colorado River
Water Conservation District |
| • Alex Davis, Colorado
Department of Natural
Resources | • John Porter, Southwestern Water
Conservation District |
| • Veva DeHeza, Colorado
Water Conservation Board | • Rep. Kathleen Curry |
| • Lynn Herkenhoff | • Margaret Medellin, JF Companies |
| | • Robert Sakata Jr., Sakata Farms |
| | • Taylor Hawes, Colorado River
Water Conservation District |

b. Educational Programs Committee:

- | | |
|---|---|
| • Reagan Waskom, Colorado
Water Resources Research
Institute and Committee
Chair | • Lynn Herkenhoff |
| • Veva DeHeza, Colorado
Water Conservation Board | • Wendy Hanophy, Colorado
Division of Wildlife |
| • Justice Gregory Hobbs, Jr.,
Colorado Supreme Court
Justice | |

2. Management: Nicole Seltzer, CFWE Executive Director
3. Editing: Lori Ozzello, CFWE Editor
4. Writing: Professional writers with an understanding of Colorado water issues

5. Graphic Design: Emmett Jordan, Principal, Emmett Jordan Designs
6. Printing: AlphaGraphics

III. Budget

The total cost of the proposal, including in-kind contributions, is \$42,938. The request is for \$16,019 each from the Metro and South Platte Roundtables to cover personnel and direct expenses, which total \$32,038.

Table 1: Total Costs and Requested Funds

Total Costs				Total Requested Funds
	Labor	Other Direct Costs	Total Project Costs	
Task 1	\$1,392	\$250	\$1,642	\$1,642
Task 2	\$10,146	\$50	\$10,196	\$10,196
Task 3	\$6,820	\$7,025	\$13,845	\$13,845
Task 4	\$5,705	\$650	\$6,355	\$6,355
In-Kind Contributions	\$10,900	\$0	\$10,900	
Total Costs	\$34,963	\$7,975	\$42,938	\$32,038

Table 2: Personnel Costs

Personnel Budget					Total Costs
Project Personnel	Project Manager	Editor	Writers	Graphic Design	
Hourly Rate	\$62	\$50	\$.50 / word	\$85	
Task 1	16	8	0	0	\$1,392
Task 2	8	53	14000	0	\$10,146
Task 3	10	5	0	70	\$6,820
Task 4	40	5	0	35	\$5,705
Total Hours	74	71	14000	105	
Total Cost	\$4,588	\$3,550	\$7,000	\$8,925	\$24,063

Table 3: Other Direct Costs

Other Direct Costs					Total Costs
	Mileage (at \$1.05/mi)	Teleconference	Printing (6,500 copies at \$1.05each)	Mailing	
Task 1	\$50	\$200			\$250
Task 2	\$50	\$0			\$50
Task 3		\$200	\$6,825		\$7,025
Task 4	\$50	\$0		\$600	\$650
Total Cost	\$150	\$400	\$6,825	\$600	\$7,975

Table 4: In-Kind Contributions

Project Personnel	In-Kind Contributions		Total Costs
	CFWE Committee Members*	Graphic Design	
Hourly Rate	400	85	
Task 1	8	0	\$3,200
Task 2	12	0	\$4,800
Task 3	0	20	\$1,700
Task 4	3	0	\$1,200
Total Hours	23	20	43
Total Cost	\$9,200	\$1,700	\$10,900
* Committee member hours assume 8 members at \$50/hour			

IV. Schedule

This is the publication schedule of the Fall 2008 edition of *Headwaters* Magazine.

1. July 15, 2008 : Editor receives final story budget from Foundation Executive Director, including a list of suggested writers and sources;
2. July 30, 2008 : Editor provides CFWE Executive Director with a list of contracted writers and expanded story ideas;
3. September 2, 2008 : CFWE Executive Director, Publications Committee Chair and designer receive raw text from editor;
4. September 22, 2008 : CFWE receives edited text from editor to share with CFWE Publications Committee and designated reviewers;
5. September 29, 2008 : All comments from CFWE due to editor
6. October 3, 2008 : Final copy submitted to designer
7. October 17, 2008 : Draft layout submitted to CFWE Board of Trustees
8. October 23, 2008 : Edition goes to printer
9. October 31, 2008 : Edition is mailed

Colorado Foundation for Water Education **Headwaters Guidelines**

Headwaters Magazine is published three times a year (June, October and January) and addresses current events and news items of interest. The magazine's audience is not technical or legal in nature. Stories will be written in language suitable for a wide audience. The goal of every Foundation publication is to present balanced, accurate, non-positional water-related information to Colorado citizens. The tone and content of each issue should reflect this goal while, at the same time, being interesting, readable and inclusive of controversial subjects.

The following guidelines generally describe the Foundation's process for publication of issues of Headwaters Magazine. These guidelines are subject to adjustment by the Executive Director, in consultation with the Chair of the Publications Committee, as the need arises in regard to any particular issue of Headwaters. These guidelines also provide a basic framework for editing of Citizen Guides; however, the selection and management of authors for Citizen Guides resides in the Executive Director and the Publications Committee and these guidelines will be adapted as necessary to the publication of each Citizen's Guide.

1. The Foundation Publications Committee, Executive Director, Editor and Designer will identify topics to be covered in the issue.
2. The Executive Director and Editor will work together to develop a story budget, writer assignments, schedule and financial budget for each publication. The Executive Director then gives the go ahead to the Editor to manage writers.
3. The Executive Director and the Publications Committee Chair, in consultation with the Editor, can identify additional reviewers (other than members of the Publications Committee and CFWE board members) at any time during the publication process. The reviewers will be held to the same confidentiality standards as members of the CFWE board and Publications Committee. Reviewers shall not be persons who are quoted in any article or to whom comments are attributed in any article.
4. The Executive Director will establish the story budget in collaboration with the Editor, Designer, and Chair of the Publications Committee and devise deadlines for submission of draft copy, layout, review, and other identified steps towards completion of the publication. The Editor and Designer will not be held responsible for delays that result from Foundation review. Design will always be given at least three weeks.
5. The Editor shall communicate the Foundation's list of suggested sources to the designated writers for the story involved, and the writer shall be responsible for identifying additional sources. If sources are difficult to reach, writers shall notify the Editor and move on to other sources.
6. Writers will submit the raw copy to the Editor. If the Editor has questions about the contents or point of view of a particular story, the Editor shall contact the Executive Director for clarification.
7. Breaks with AP style may be made in certain circumstances. For instance, the State Engineer and Foundation will always be capitalized even though it is a violation of AP style.

8. Raw copy will be sent to the Designer to begin assigning photos and graphics. The Designer and Editor will discuss preliminary layout and then work to identify additional graphics or any other material needed for the publication.
9. Raw copy will also go to the Executive Director and the Publications Committee Chair for a first read. Outside subject matter experts, if not previously identified, may be designated to review story drafts at this point. The Executive Director, the Publications Committee Chair, and the Editor will work together to avoid situations of potential prior restraint by third parties over the contents of the publication.
10. After any revisions of the raw text by the Executive Director and the Publications Committee Chair, edited copy is sent as a PDF file to the members of the Publications Committee and designated reviewers. The Foundation will consider the reviewers' comments but is not bound to accept them.
 - a. Committee members will treat copy as confidential material;
 - b. Committee members should check facts and dates and to the greatest extent possible, leave punctuation, grammar and syntax to the editor and/or copy editor;
 - c. Committee members should provide comments to the Executive Director, Publications Committee Chair and Editor, related to holes in stories, confusing content, inaccurate or inappropriate illustrations or content, and any other observations;
 - d. Committee members should identify any needed sidebars or additional stories as early in the process as possible;
 - e. Committee members are expected to meet predetermined deadlines. Comments past deadlines will be read, but might not be included.
 - f. The Editor will review Committee comments and rectify any conflicting suggestions. Changes will be prepared by the Editor. In the case of unresolved conflicts over copy, the Editor seeks guidance from the Executive Director and Publications Committee Chair, as they have final authority to approve copy.
11. The magazine draft may go to an outside copy editor for grammar, style and punctuation.
12. The edited copy goes to the Designer for layout.
 - a. Headlines are done and copy is proofed. At this point, unless last minute story or news item breaks, stories and copy are finalized;
 - b. Designer and Editor collaborate on headlines, placement of stories, and all matters of layout;
 - c. Publications Committee Chair and Executive Director review layout, proof the publication and approve changes.
13. The draft final magazine is provided to members of the Publications Committee and the full Board for final comments, with a set time for response.

14. The corrected magazine is reviewed, proofed by the Editor, Designer, Executive Director, and Publications Committee Chair.
15. The Executive Director gives the go-ahead to the Designer for publication.
16. The Executive Director and the Editor coordinate any news releases regarding the Publication.

**Solicitation of stakeholder input and advice through publication of a South Platte edition of
*Headwaters Magazine***

Attachment B: Previous Basin Issues of *Headwaters Magazine*

HEADWATERS

COLORADO FOUNDATION FOR WATER EDUCATION

FALL 2004

FOCUS ON
SOUTHWESTERN
COLORADO



SAN JUAN
& DOLORES
RIVER BASINS



HEADWATERS

COLORADO FOUNDATION FOR WATER EDUCATION | FALL 2005

BASIN FOCUS



The Rio Grande Basin

Declining Aquifers
Preserving Wetlands
Restoring the River

HEADWATERS

COLORADO FOUNDATION FOR WATER EDUCATION | FALL 2007

RISING EXPECTATIONS

— THE ARKANSAS RIVER BASIN —

