



## **Yampa/White/Green Headwaters Magazine**

**Spring 2010**

### **Distribution Plan**

As discussed in the 2009 Water Supply Reserve Account application to fund an issue of Headwaters magazine on the Yampa, White and Green basins, CFWE will assist the Roundtable in its distribution by completing the following activities:

#### ***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 5,800 copies)*
- *Copies to the Roundtable for distribution to members and stakeholders (500 copies)*
- *Copies available at CFWE office and booth at trade shows and conferences (350 copies)*
- *Copies to local water educators for use in their programs (350)*
- *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 with distribution of the publication and will work with local water educators, such as the Community Agriculture Alliance, to develop additional means of telling the stories in the publications such as community presentations, workshops and media stories.*

*Deliverable: Distribution Work Plan created in conjunction with Yampa/White Roundtable members or their designee.*

In early February, 2010 CFWE mailed approximately 5,800 copies of the publication to our mailing list and delivered 500 copies to the Basin Roundtable, as well as an additional 350 copies to the Community Agriculture Alliance of Steamboat Springs for their upcoming water education workshops.

CFWE will retain 350 copies at our office to distribute throughout 2010 at conferences and trade shows.

The electronic version of the publication, plus an additional interview video with area ranchers Matt and Kristy Belton, were placed on [www.cfwe.org](http://www.cfwe.org) in February 2010.

CFWE presented the publication to an audience of almost 125 people in March 2010 at the Community Agriculture Alliance's first water education workshop. CFWE commits to sending a staff person to the remaining three workshops in 2010 to help distribute the publication and educate people on its contents.

In addition to the above activities, the Roundtable members have agreed to distribute the publications throughout their basins and Colorado as a whole in the following ways:

1. The Community Agriculture Alliance will distribute their copies in the following manner:
  - Water Forum # 1 = 110 copies
  - Water Forum #2-4: have available for all participants
  - Community Agriculture Alliance Board of Directors and Advisors = 30 copies
  - Routt County CattleWomen = 60 copies
  - Routt County Conservation District and NRCS = 10 copies
  - Yampa Valley Sustainability Council = 30 copies
  - Steamboat Springs City Council and Department Heads = 35 copies
  - Northwest Colorado Cultural Heritage Tourism = 25 copies
  - Bark Beetle Information Task Force = 10 copies
  - Yampatika and US Forest Service = 50 copies
  - Yampa Valley Housing Authority = 20 copies
  - Vision 2030 Stewardship Committee = 20 copies
  - Girls to Women Workshop: Careers in Agriculture = 24 copies
  - Additional meetings = 100 copies
2. The Yampa/White/Green Basin Roundtable will give each member a number of copies to distribute within their communities. CFWE received commitments to distribute them to:
  - libraries in Steamboat and Craig
  - visitors to Carpenter Ranch
  - Area businesses that receive a lot of foot traffic such as rafting outfitters, ice cream shops and outdoors shops