

Statement of Work

WATER ACTIVITY NAME –

Solicitation of stakeholder input and advice through publication of a Yampa/White edition of *Headwaters* Magazine

GRANT RECIPIENT –



FUNDING SOURCE – Yampa/White Basin Roundtable funds and CFWE matching funds

INTRODUCTION AND BACKGROUND-

The proposal will provide a tool for Yampa/ White Roundtable members to actively solicit input and advice from affected local governments and stakeholders. It will also educate over 6,500 Colorado residents about issues in the Yampa and White basins. The publication can be used by water educators in the Yampa and White basins to better reach their audience.

Production of this issue will assist Roundtable members and others in the community who do water education, such as the Community Agriculture Alliance, by providing them with high quality materials needed to educate the public. The Foundation will assist the Roundtable with distribution of the publication and will work with local water educators to develop additional means of telling the stories in the publications such as community presentations, workshops and media stories.

The proposal seeks \$20,000 to fund a portion of the production of an edition of *Headwaters* magazine focused on the Yampa and White basins. Full cost of the edition is \$32,000. Production includes the writing, editing, design, printing, distribution and management of the issue. The issue would be available in January 2010.



Headwaters magazine is the Foundation's most widely available and well-known educational resource. The Foundation distributes over 6,500 copies to residents of Colorado and the West. Once a year, the magazine features a river basin in Colorado and discusses in detail the challenges the basin faces, the agencies and people responsible for managing water resource affiliated issues, and the many success stories already accomplished. The Foundation has featured the San Juan, Dolores, Rio Grande, Arkansas and South Platte basins since the first basin-focused issue in 2004.

The proposal is intended to educate Roundtable

stakeholders in the Yampa and White basins about the basins' geography, water supply and environmental challenges, water management agencies (including the IBCC and Roundtables) and different user groups. The issue will help the Roundtable achieve their goal of communicating with basin stakeholders to better solicit their input for needs assessments and project planning.

OBJECTIVES –

This project has the following objectives

1. With input from the Roundtable members, produce a high-quality, accurate and unbiased account of the water management history, issues and challenges of the Yampa and White basins
2. Prominently feature the Roundtable's assessment of both nonconsumptive and consumptive needs and the projects it has funded
3. Provide information the public can use to learn more about the Roundtable's work and become involved
4. Educate the greater Colorado public through distribution of 6,500 copies via normal CFWE channels
5. Educate local stakeholders by assisting the Roundtable and local water educators with distribution of additional copies within the Yampa/White basin
6. Educate local citizens by assisting the Roundtable and local water educators, such as the Community Agriculture Alliance, in development of additional distribution channels such as workshops, media stories or presentations

TASKS

Task 1 : Story Budget Creation

The first step 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(s) of the Yampa/White Roundtable or their designee will be invited to serve as an interim committee member for the Yampa/White 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.

Deliverable: the story budget which outlines the issue and length of each story

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 the additional outside reviewers for fact-checking, additional editing and general readability. The attached *Headwaters* Publication Guidelines outlines the process more fully.

Deliverable: edited text of the magazine

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 the outside reviewers.

Approved layout is then sent to the printer. 7,000 copies of the Yampa/White Basin issue will be printed.

Deliverable: 7,000 copies of the edition

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.

SCHEDULE

[illegible]

Colorado Foundation for Water Education
WSRA Application--Yampa/White BRT
July 2009

Total Costs

	Labor	Other Direct Costs	Total Project Costs	CFWE Matching Funds	Total Requested Funds
Task 1: Story Budget Creation	\$1,392	\$250	\$1,642	\$642	\$1,000
Task 2: Writing and Editing	\$10,146	\$50	\$10,196	\$3,196	\$7,000
Task 3: Graphic Design and Printing	\$6,820	\$7,025	\$13,845	\$5,845	\$8,000
Task 4: Distribution and Input Solicitation	\$5,705	\$650	\$6,355	\$2,355	\$4,000
Total Costs	\$24,063	\$7,975	\$32,038	\$12,038	\$20,000

Labor Budget

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

Other Direct Costs

	Mileage (at \$.505/mi)	Teleconference	Printing (7000 copies at \$.975each)	Mailing	Total Direct Costs
Task 1: Story Budget Creation	\$50	\$200			\$250
Task 2: Writing and Editing	\$50	\$0			\$50
Task 3: Graphic Design and Printing		\$200	\$6,825		\$7,025
Task 4: Distribution and Input Solicitation	\$50	\$0		\$600	\$650
Total Cost	\$150	\$400	\$6,825	\$600	\$7,975

In-Kind Contributions

Project Personnel	CFWE Committee Members*	Graphic Design	Total In-kind Costs
Hourly Rate	400	85	
Task 1: Story Budget Creation	8	0	\$3,200
Task 2: Writing and Editing	12	0	\$4,800
Task 3: Graphic Design and Printing	0	20	\$1,700
Task 4: Distribution and Input Solicitation	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

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.

Water Supply Reserve Account – Grant Application Form
Form Revised March 2009

The above statements are true to the best of my knowledge:

Signature of Applicant:

Print Applicant's Name:

Project Title:

Return this application to:

Mr. Todd Doherty
Intrastate Water Management and Development Section
COLORADO WATER CONSERVATION BOARD
1580 Logan Street, Suite 600
Denver, CO 80203

To submit applications by Email, send to: todd.doherty@state.co.us