



The SageWest Newsletter

What is this, how does it work, and who made it?

What It Is

The SageWest Newsletter, launched in April 2019, is a collaborative electronic publication designed for [SageWest network](#) participants and friends. Distributed quarterly to SageWest listserv subscribers, the publication features new material as well as selected previously-posted content. Stories are curated or created by a subset of communicators within the network that came together out of a shared interest in nurturing and growing our SageWest community using targeted, strategic communication tools and tactics.

Focused entirely on the people, places, science, and stories in sagebrush country, this newsletter is a new tool that embodies the spirit of our innovative partnership, helps to drive traffic to contributor stories and websites, and is something worth sharing with partners on the cusp of becoming more engaged in sagebrush efforts.

The project is one of several generated as a result of the 2018 Communicators Workshop. We will be tracking open rates, click-throughs, and listening to reader feedback to determine the evolving future of this collaborative publication. Tell us what you think at sagewestnetwork@gmail.com.

How It Works

The SageWest Newsletter is managed by an Editor and a team of seven Curators, one for each column. Any participant in the SageWest network can submit a story, event, or other content to the Editor at sagewestnetwork@gmail.com for consideration. Content published is determined by the Editor and Curators based on numerous factors, including but not limited to: appropriateness (does it meet our content and listserv guidelines?), timeliness/seasonality, uniqueness (is it new for us or is it republished?), availability (does it publish in time for distribution?), and format (can it be made short and snappy enough to get your attention in the newsletter format?).



The Editor and Curators work together as a team to create each newsletter. We ask that you send all content ideas to the sagewestnetwork@gmail.com address rather than sending your idea directly to a member of the team. Please be aware that space is limited, so if your story doesn't make it into the newsletter, we may find other ways to feature it within the network.

Who Made It

We are a group of communication and outreach professionals employed by various organizations working in sagebrush country. At the October 2018 SageWest Communicators Workshop, we decided to work together on this project. We see this newsletter as one tool that helps us all achieve the overarching goal of the SageWest network itself: **to use communication in order to advance collaborative conservation of the sagebrush ecosystem.**

Click on a name to learn more:

- [Jennifer Strickland, USFWS: Editor and Co-Curator for Policy](#)
- [Marjie Brown, Great Basin Fire Science Exchange: Calendar and Events](#)
- [Sara DiRienzo, WYG&F: Curator for Humor and Social Media](#)
- [Hannah Nikonow, IWJV: Curator for People of the Sage](#)
- [Suzanna Soileau, USGS: Co-Curator for Science](#)
- [Hannah Hamilton, USGS: Co-Curator for Science](#)
- [Sue Kemp, USGS: Co-Curator for Science](#)
- [Bebe Crouse, The Nature Conservancy MT and WY: Curator, Natural History](#)
- [Daly Edmunds, Audubon Rockies: Curator for Education, Co-Curator for Policy](#)



Jennifer Strickland

2019 Editor, Curator for Feature Stories and Co-Curator for Policy



Jennifer is a public affairs specialist located in Denver, Colorado serving the Mountain-Prairie Region of the U.S. Fish and Wildlife Service. She began her career with the agency in June 2009 as its first New Media Specialist and was charged with building the agency's social media presence from the ground-up. Now, Jennifer focuses on strategy, storytelling, team building, and partnerships within the sagebrush ecosystem, as well as other media relations and internal communications duties. She is a member of the SageWest Technical Team and finds joy in designing or supporting projects that achieve conservation and communication outcomes by leveraging people's natural talents, passions, and personalities.



Marjie Brown

Curator for Events Calendar



Marjie is the managing editor at Wildfire Magazine and social media manager for the Great Basin Fire Exchange. I also curate this Sagewest Calendar to Rule All Calendars. Have an event to add? Email me at sagewestnetwork@gmail.com with "Event " in the subject line. I will place it accordingly, color-coded no less, so no one ever misses an opportunity to talk sagebrush with their peers and stakeholders.



Suzanna Soileau

Co-Curator for Sage Science



Suzanna is the Outreach Coordinator for the U.S. Geological Survey's Ecosystems Mission Area. Based out of Bozeman, Montana, she works to help promote science and coordinate outreach for the USGS Sagebrush Ecosystem Program. Suzanna and her family live near the headwaters of the Missouri River in Three Forks, Montana.



Hannah Hamilton

Co-Curator for Sage Science



Hannah M. Hamilton is communicator with the U.S. Geological Survey. She enjoys a good book, traveling and making quilts. Hannah got interested in environmental issues as a Peace Corps volunteer in central Africa and began her federal career as a biological technician in the southeastern United States. Hannah has a B.A. in psychology, M.A. in mass communication and a Ph.D. in mass communication.



Sue Kemp

Co-Curator for Sage Science Spotlight



Sue leads the communications and data and records management programs at the U.S. Geological Survey's Forest and Rangeland Ecosystem Science Center. She lives in Corvallis, Oregon, riding a bike to work almost every day, rain or shine. Sue's happiness is found in skeins of colorful yarn, knitting needles, food, wine, and hard cider. Sue started out her career as a marine biologist with Miami-Dade County, Florida and the U.S. Army Corps of Engineers working on South Florida and Everglades issues. It was there she realized the need for scientists to better communicate science to decision makers and the public. She has found her "place" at the USGS, more than 3300 miles away from where she started, sharing science stories and facts about the world we live in with everyone.



Hannah Nikonow

Curator for *People of the Sage*



Hannah Nikonow is the sagebrush communications specialist for the Intermountain West Joint Venture. In her role, Hannah works with a vast suite of partners to translate science, write conservation success stories, profile awesome people and the work they do for natural resources, and promote conservation tools, research, and lessons learned. She spends her free time fishing and hunting with her Wirehaired Pointing Griffon.



Sara DiRienzo

Curator for Humor and Social Media



Sara DiRienzo is the public outreach specialist for Wyoming Game and Fish Department. When she is not finding creative ways to communicate about Wyoming's outdoors, recreation and wildlife, she is working on becoming the next limerick writer for "Wait, Wait, Don't Tell Me." Contribute ideas for her Social Media and Humor column by e-mailing sagewestnetwork@gmail.com with "Humor and Social Media" in the subject line.



Bebe Crouse

Curator for Natural History



Bebe Crouse handles media and communications for The Nature Conservancy in Wyoming and Montana as their Director of Communications. She spent 27 years as a working journalist for CBS, NPR, Marketplace, the Wall Street Journal, BBC and NBC. Her work took her to Europe, Mexico, Central America, Cuba and states from California to New York. Her position at TNC merges her years of journalism with her education in environmental science.



Daly Edmunds

Curator for Education and Co-Curator for Policy



Daly Edmunds is the Policy and Outreach Director for Audubon Rockies, a regional office of National Audubon Society. Daly utilizes her wildlife science background to help further Audubon's Sagebrush Ecosystem Initiative on a regional scale, involving working with with government representatives, conservation organizations, and community leaders throughout the West. Daly and her family live in Fort Collins, Colorado.