

SAGEWEST: Sagebrush Communications Network

About SageWest

Many entities have a stake in the management of the iconic sagebrush ecosystem but sometimes struggle to reach across their industry and organizational silos to share their successes with other stakeholder groups or areas of specialty, thus failing to seize opportunities that could be more broadly beneficial.

Launched in 2016, SageWest is a respected platform that brings together those that have an interest in the management of the rugged sagebrush country.

SageWest is a nonpartisan network whose primary form of communicating is via a listserv. This serves as a valuable platform for information sharing (latest science, conferences, resources, communication products) related to the sagebrush ecosystem and building relationships among the wide range of stakeholders that work in sagebrush country. To facilitate networking, a contact sheet for all participants is shared monthly.

The breadth of expertise amongst SageWest participants is unique – including biologists, researchers, private and public land managers, communication professionals, energy analysts, policy-oriented professionals, etc.

Participants include representatives from states agencies, federal agencies, tribal representatives, ranching stakeholders, the energy industry, sportsmen groups, conservation groups, other relevant non-governmental organizations, universities, consulting firms, gubernatorial and congressional offices.

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, but instead provides tools, resources, and a unique networking opportunity for participants.

To Learn More About SageWest

In 2020, SageWest finalized a **charter document**. This describes the intent and purpose of the network, how it operates and envisioned possibilities for its evolving future. Of note, the Western Association of Fish and Wildlife Agencies' *Sagebrush Executive Oversight Committee* (which includes state and federal agency leaders) endorsed SageWest, see [Charter here](#).

Additional resources are available at our **online landing page**: <https://www.partnersinthesage.com/sagewest>

About the Listserv

The listserv 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) 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, finalized policy decisions, and technical resources;
- Conferences or trainings pertaining to the sagebrush ecosystem;
- Opportunities to cross-fertilize ideas;
- Job postings by SageWest members (must be *directly* related to sagebrush ecosystem management/conservation); and/or,
- Assist in the identification of new communication opportunities or tools.

There is also a listserv *solely for communicators* (SAGEWEST-Comms@list.audubon.org). Both listservs are managed by Audubon Rockies. To get added to either listserv, send an email to Daly Edmunds (daly.edmunds@audubon.org) and include your name, job title, employer, phone number, city/state. Before being added, participants must agree to terms of use. Only members can receive and post messages.

How to Send an Email via the Listserv



1. To send an email to this listserv, type 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.
3. Once an email is sent over the listserv, “[SAGEWEST]” will automatically be added to your subject line. You are able to include attachments (10M limit) or hyperlinks to websites in the body of the email.
4. Please **DO NOT “reply all”** to messages, UNLESS your message is relevant to the entire listserv. Instead, direct your email to the individual that sent it.
5. As we have state and federal agency personnel participating on this listserv, email content is subject to state and federal “open records” policies.
6. Please respect the members of this listserv – DO NOT automatically include anyone on your own email or e-newsletter distribution lists. Doing so also violates **federal anti-spam regulations**.
7. The listserv is not to be used to promote advocacy or promote positions on state or federal policies. However, the listserv can be used to inform when policies relevant to the sagebrush ecosystem are finalized.
8. 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.

SageWest’s Structure

Participation in SageWest is voluntary with members recognizing the individual and broader benefits of being part of the network. SageWest is broken down into a three-part structure that consists of a:

- *Technical Committee* (communication professionals that do the bulk of organizing and keeping forward momentum)
- *Advisors* (provide critical guidance in prioritizing the areas of focus for SageWest communications)
- *Field Delivery Team* (includes the full SageWest network).