



Title: Marketing the Pacific Northwest Water Quality Program

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Organization: University of Idaho

State: ID **Region:** Pacific Northwest

Year of Funding:

Theme: Water Policy and Economics

Situation: Land grant institutions in the Pacific Northwest routinely receive water-related grants and contracts exceeding \$40,000,000 on an annual basis. However, most of the results provided by these research dollars are unknown to the general public and policy makers.

Objectives: The objective of this project is to develop a marketing program targeted at 300 key policy makers and professionals with an interest in water. This project will exhibit our progress and value to water issues in the region.

Methods: We have a goal of developing a fact sheet every 15 days that highlights water quality progress accomplished by land grant institutions in the region. We highlight Extension, education and research progress. Every 15 days our targeted policy makers receive a color update sheet from us.

Partnerships: This supports our partnerships with local and federal agencies – it shows them what we are doing - and what we can do with them as partners.

Research: Fact sheets highlight research, education and outreach accomplishments.

Resources: This is an up front cost of our regional project. The fact sheets (communication) will provide support for us in the future.

Results: We regularly hear from policy makers on our mailing list. The comments are favorable - and we are often asked by our congressional delegation for additional information. This opens congressional and legislative doors for us.



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