

Update Report

Period: 2/1/2014 - 1/31/2015

Project: R/COCC/SS-2 - Governing Complex Environmental Commons: Stakeholder Partnerships in Salmon Recovery in Washington, Oregon, and California

STUDENTS SUPPORTED

Robinson, Jocelyn, jdrobinson18@gmail.com, Washington University, School of Marine and Environmental Affairs, status: cont, field of study: Marine Affairs, advisor: Nives Dolsak, degree type: MA, degree date: 2014-06-01, degree completed this period: No

Student Project Title:

Framing of Local Newspaper Reporting: Salmon or People

Involvement with Sea Grant This Period:

graduate student researcher; her thesis is also on the salmon recovery

Post-Graduation Plans: *none*

CONFERENCES / PRESENTATIONS

“Governing Complex Environmental Commons: Stakeholder Partnerships in Salmon Recovery in Washington and Oregon.” Salish Sea Ecosystem Conference. Co-authored with Sara Singleton)., public/profession presentation, 1200 attendees, 2014-05-02

“Governing Complex Environmental Commons: Information Flows and Collaborative Salmon Recovery.” Western Political Science Association Annual Meeting. Co-authored with Sara Singleton)., public/profession presentation, 960 attendees, 2014-04-17

ADDITIONAL METRICS

P-12 Students Reached:

P-12 Educators Trained:

Participants in Informal Education Programs:

Volunteer Hours:

Acres of coastal habitat protected, enhanced or restored:

Resource Managers who use Ecosystem-Based Approaches to Management:

Annual Clean Marina Program - certifications:

HACCP - Number of people with new certifications:

ECONOMIC IMPACTS

No Economic Impacts Reported This Period

SEA GRANT PRODUCTS

Description	Developed?	Used?	ELWD?	Number of	Names of
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	Yes	Yes	No	Managers	Managers
Database of stakeholders involved in salmon recovery in Puget Sound and the Columbia River	Yes	Yes	No	0	
Tool for analyzing public discourse about marine resource management, specifically salmon recovery.	No	Yes	No	0	

HAZARD RESILIENCE IN COASTAL COMMUNITIES

No Communities Reported This Period

ADDITIONAL MEASURES

Number of stakeholders modifying practices:

Sustainable Coastal Development

of coastal communities:

PARTNERS

Partner Name: Western Washington University (WWU)

IMPACTS AND ACCOMPLISHMENTS

Title: **Washington Sea Grant research investigates the effectiveness of stakeholder involvement in salmon recovery plans for Puget Sound and the Columbia River**

Type: accomplishment

Description:

Relevance: Salmon populations in the Northwest continue to face steep challenges, with half the salmon runs in Washington waters designated as threatened or endangered. Public discussion frames development of salmon recovery policies, and successful rebuilding efforts require contributions from diverse voices, ranging from tribal and state managers to conservation organizations to landowners and the private sector.

Response: Washington Sea Grant-funded researchers studied public discourse on salmon recovery by examining local newspapers in the Puget Sound and Lower Columbia regions. They examined 1,287 Puget Sound articles and 360 in the Lower Columbia articles, identifying 3,800 and 1,060 stakeholders, respectively, in the two

regions. Results from two related research projects and a study comparing media coverage on salmon recovery in three regional newspapers also were used to augment the dataset.

Results: Analyses show that governmental entities and environmental groups dominated participation in salmon recovery planning and most of the public discourse. Preliminary results indicated that private interests—agriculture, forestry and logging, real estate, energy, construction, business advocacy organizations—have little input to salmon recovery planning and implementation. Of 2,300 comments on the Puget Sound Action Agenda for salmon recovery, only 79 came from the private sector. The lack of participation reflects the private sector's limited involvement and may result in recovery policies that fail to represent all community segments, undermine private-sector accountability, and reduce support for future efforts.

Recap:

Recap: Washington Sea Grant research identifies a significant lack of private sector involvement in discussing, planning, and implementing Northwest salmon recovery.

Comments:

Primary Focus Area: COCC (SCD)

Secondary Focus Area: LME (SSSS)

Associated Goals: Assist coastal communities and marine-dependent businesses in planning and making decisions that provide local and regional economic benefits, increase resilience, and foster stewardship of social, economic, and natural resources. (SCD Inter-relation)

Support conservation and sustainable use of living marine resources through effective and responsible approaches, tools, models, and information for harvesting wild and cultured stocks and preserving protected species. (SSSS Supply)

Partners:

Western Washington University

Related Partners: *none*

PUBLICATIONS

Title: **Local Media Coverage of Environmental Conflict: The Klamath River Basin**

Type: Full theses / Dissertations Publication Year: 2014

Uploaded File: [Robinson_MA_Thesis_abs....t.pdf](#), 143 kb

URL: <https://digital.lib.washington.edu/researchworks/handle/1773/26203>

Abstract:

This is a study of a content analysis of newspaper coverage from the Klamath River Basin conflict over water allocation in 2001 and 2002. The conflict boiled down to the question of who had right to the limited water in the basin - the farmers or the fish? The print media plays a role in policy agenda-setting, and communication literature suggests community newspapers tend to reflect the structure and norms of the cities and towns in which they are based. I analyzed two newspapers in the communities most involved in the conflict: the Herald and News in Klamath Falls, Ore., an agricultural community; and the Times-Standard in Eureka, Calif., which covers the fishing and tribal communities along the lower Klamath River. Did the Herald and

News use more pro-agriculture frames, reflecting the community in which it is based? Did the Times-Standard use more pro-salmon frames? A regional paper, The Oregonian in Portland, Ore., was also examined to see if its physical distance from either community meant it used more neutral frames. The study examined articles written during the peak of the conflict, March-September 2001 and March-October 2002. Results suggest that there is a link between newspaper and frames, but it is most strongly seen in the Times-Standard, the lower river newspaper, which used almost twice as many pro-salmon frames as pro-agriculture frames as did the Herald and News or The Oregonian.

Citation:

Robinson, Jocelyn. 2014. Local Media Coverage of Environmental Conflict: The Klamath River Basin. Master Thesis. University of Washington.

Copyright Restrictions + Other Notes:

the thesis is publicly available through ResearchWorks of University of Washington.

Journal Title: *none*

OTHER DOCUMENTS

No Documents Reported This Period

LEVERAGED FUNDS

No Leveraged Funds Reported This Period

UPDATE NARRATIVE

Uploaded File: [Dolsak_7159_update_nar....1.pdf](#), 107 kb

Additional Information for the WA Sea Grant National report:
Collaborative Management of Complex Environmental Commons

PI: Nives Dolšak, University of Washington
Partner: Sara Singleton, Western Washington University

(1) Developed Tools

This project developed a tool for analyzing public discourse about marine resource management, specifically salmon recovery. Public discourse on salmon recovery is one of key aspects of policy agenda setting, identifying causes of policy problem and assigning responsibility for the solution. Using this tool, researchers first identify key venues in which public discourse occurs (such as local newspapers), select the articles to be examined, code the article content for salmon recovery issues, actors, and venues where salmon-related policy decisions are made. Subsequently the researchers analyze and compare the type of actors included in the public discourse with the data on on-shore activities impacting salmon recovery.

(2) Accomplishment

Problem Statement: Following the NOAA salmon recovery plan recommendations, salmon recovery has to include local, regional, state and federal actors in salmon recovery efforts. While the current processes indeed include governments and non-governmental organizations across these levels, the involvement of some sectors, including the private sector, especially agriculture, is substantially lower.

Our approach: We analyzed involvement of various types of stakeholders in the salmon recovery in two distinct natural resource management situations. First, we studied public discourse on salmon recovery by examining local newspapers in two salmon recovery domains

(Puget Sound and Lower Columbia). Over the 2.5 year study period, we identified and examined 1287 newspaper articles in the local newspapers of the Puget Sound (PS) recovery domain and about 360 articles in the local newspapers of the Lower Columbia (LC) domain. This search identified about 3800 actors in the PS domain and about 1060 actors in the LC domain. We augmented our dataset with data from two research projects conducted by researchers in these two areas: the Ruckelshaus Center identified 200 stakeholders more or less active in salmon and steelhead recovery and a research project funded by the Puget Sound partnership identified about 400 stakeholders more or less active in Puget Sound ecosystem recovery. The two research projects do not overlap with our research focus completely and they also identify some stakeholders that we have already included in our database. Therefore, addition to our existing dataset will not likely be equal to the above numbers. However, including these two additional studies enables us to triangulate our data collection methods.

We then examined a random subset of the PS actors identified in the public discourse. Further, we examined types of actors involved in salmon recovery planning and implementation activities, such as development of the Puget Sound Action agenda (public input, collected in January and February of 2012) and public input provided at regular meetings of the Puget Sound Partnership Leadership Council (over 4 years).

The above developed methodology was also employed by Jocelyn Robinson in her MA thesis, examining public discourse of 2001 and 2002 Klamath River water conflicts. Specifically, she tested the hypothesis that media coverage reflects the economic context of the area in which the paper is located. To test this hypothesis, she compared media coverage of the above issue in three newspapers; two local (one in upper Klamath river and one in lower Klamath river), and therefore expected to use frames relevant to the local population (agriculture and fishing respectively), and one regional, that was hypothesized to use neutral frames.

Results: The preliminary results of our analysis show that private sector's involvement in the public discourse on salmon recovery as well as in participation in processes providing public input into salmon recovery planning and implementation is low. The analysis of a random

sample (10% of actors in PS) suggest that private sector actors, such as agriculture and its advocacy organizations, forestry and logging industry, real estate, energy industry, construction industry, and business advocacy organizations account for about 20 percent of actors appearing in the public discourse on salmon recovery. The large majority of public discourse on salmon recovery is focused on federal, state, and local governments, tribes, special districts, and environmental non-governmental organization. The results of the analysis of public involvement in the salmon recovery planning and implementation process in PS are similar. Among over 2300 public comment son PS Action Agenda, only 79 were provided by the private sector. Similarly, the private sector provided input to the Puget Sound Leadership council only sporadically. Lastly, the above findings are supported by the elite interviews conducted in the previous year.

This lack of significant involvement of the private sector in both public discourse and in the planning and implementation process is problematic. The public discourse frames discussions of salmon recovery issues. Most importantly, public discourse frames salmon recovery in that it assigns responsibility for the current state, and the resulting need for policy and behavior change. Our analysis of local newspapers in the PS and LC river salmon recovery domains indicates that responsibility for salmon recovery is assigned to governmental entities and environmental NGOs. Private sector on-shore activities, impacting salmon recovery, are less frequently included. By not reporting on private sector on-shore activities as impacting salmon recovery, the public discourse removes these stakeholders from the salmon recovery discourse, thereby reducing their motivation and accountability for salmon recovery activities. As a result, the public discourse sets the expectations for salmon recovery to be a matter of inter-agency coordination, monitored by environmental NGOs, rather than broad collaboration of regulatory agencies, tribal governments, environmental NGOs, the private sector, and land owners.