



University of Idaho
Inter-Office Memorandum

To Ken Sowles

From Barbara Petura

Subject Trip to Wilderness Research Center Field Station

Date 9/2/75

Ken, I would be pleased if you would like to correspond with the three journalists who went on the trip to the Taylor Ranch this summer. They are Jean Cox, Rt. 4, Box 4756, Bainbridge Island, WA 98110; Kathryn Gress, Box 248, Meriden Rt., Cheyenne, WY 82001; and Cornelia T. Bowe, 251 East 32nd St. 3-B, New York, N.Y. 10016.

Enclosed are copies of the most recent Campus News which carries a story I prepared concerning student research at the Taylor Ranch this summer. I purposely held off releasing material from the News Bureau until I saw whether any material prepared by the other three women might be carried by the wire services. When it appeared none was so carried, I released my article to all of the dailies in Idaho as well, the dailies in Seattle, Portland and Salt Lake, and the wire services. You might send copies of the articles to the three journalists.

I also plan an article for the next issue of Context which will offer a look at activities at the Taylor Ranch during the last summer.

As you must realize, my original intention was merely to accompany the three press women to the ranch. The forestry college had two individuals in public information who I assumed handled articles about research at the Taylor Ranch. However, one left your employ and the other at the last minute was unable to make the trip as originally planned. Therefore, I stepped in at the last minute to do photography and writing about activities viewed on the trip.

I personally received thank you notes from both Jean Cox and Cornelia Bowe who indicated they would be in touch when they had prepared articles in order to share copies of same with you. I have heard nothing further from them and would be delighted to have you write tactful letters to them inquiring on progress in their work.

Concerning national publicity, you must realize that the original package I proposed to Dean Ehrenreich was drastically changed by the dismissal of the Wilderness Research Center director after I had already arranged for that individual to be a speaker during our conference. To be perfectly honest, this left me in quite an embarrassing situation and I was forced to "re-trench" and proceed only with the Taylor Ranch trip.

As I suspected, reporters covered every speaker who made a presentation during the National Federation of Press Women convention, and AP and UPI carried many of the stories around Idaho, the northwest and the nation. It was this coverage--plus the stories some 350 women might have taken home to their newspapers--that I had felt would result in significant national coverage for the Wilderness Research Center. Stories by three journalists certainly could not do what 350 and the wire services could have done.

If I receive additional materials from the women I certainly will share them with you. I hope you will do the same in return if you hear from them.

cc: Dean Ehrenreich
Frank McCreary

P.S. On your next trip to the ranch, would you take Jim the enclosed film. He said he would get shots of the sheep getting collars, etc., for future news stories.