

To Barb Petura, UI News Bureau
From Dean Ehrenreich and Ken Sowles, College FWR
Subject Visit by selected press persons to Taylor Ranch



University of Idaho
Inter-Office Memorandum

Date March 5, 1975

Copy
The College of Forestry, Wildlife and Range Sciences welcomes the opportunity to take part in the 1975 National Federation of Press Women Convention. We agree to host two or three NFPW members, who are active environmental or outdoor writers, for a post-convention field trip to the university's Taylor Ranch.

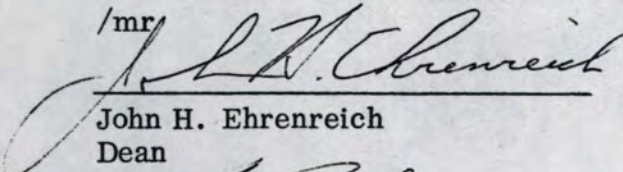
Flying into the ranch is dependent on weather conditions. Mid-afternoon landings are usually not attempted because of adverse wind currents in the Big Creek canyon where the ranch is located. Therefore, we have scheduled an evening flight for the NFPW members from Sun Valley into the ranch on June 24. Tentatively, we think they should stay the entire day (June 25) and we will fly them back to Sun Valley the following morning (June 26) when wind current problems are again minimal. Exact flight times will be firmed up later.

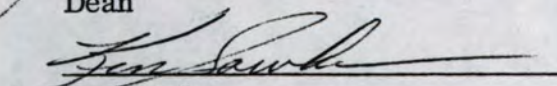
Cost of the flight in and out of the ranch will be covered by the college. All needed items, food, sleeping bags etc., will be provided by the college. Members are asked to limit personal affects to 25 pounds per person.

At the ranch, we will have personnel on hand to explain the operation of the ranch and the university's role in wilderness research. We will make every effort to have Jess and Dorothy Taylor (the former owners of the ranch) on hand for some historical perspective. In addition, there will be a number of research project personnel headquartered at the ranch and reporters are welcome to interview everyone connected with the ranch operation.

We are looking forward to this event, and feel the exposure will be worthwhile to the university.

/mr


John H. Ehrenreich
Dean


Ken Sowles
Coordinator of Special Programs

JAN 10 1975

To Ken Sowles, College of Forestry, Wildlife & Range Sciences

University of Idaho

Inter-Office Memorandum

From Barb Petura, News Bureau, Region I Director, National Federation of Press Women (6291)

Subject Visit by selected press persons to Taylor Ranch Field Station, University of Idaho Wilderness Research Center

Date 1/9/75

Attached is a proposed copy of a flyer to be sent to members of NFPW across the nation; it represents the details worked out by Dean Ehrenreich and myself last October. His interest in national exposure for the college led me to develop this proposal. Depending upon who applies, we might see a report in a major magazine or newspaper. I cannot assure that, but the exposure should prove worthwhile.

I'm sorry you didn't know sooner; I assumed the dean would tell the appropriate people. Floyd Newby will speak to the entire convention on wilderness and then will be one of the people to fly into the Taylor Ranch to serve as a resource to the reporters. The dean suggested Dr. Hornocker might well serve as a resource if available, and Dick Walker and Mr. Taylor himself would be other good people.

When I quizzed the dean on cost, he felt the reporters could be flown in and given use of facilities without charge. I suggested a fee for food (lunch, dinner, breakfast, lunch) and he concurred. I look to you for guidance on that.

I understand Diane is preparing a brochure on the Wilderness Research Center for distribution at the convention in conjunction with Newby's talk. A complete packet on the college, the center, Idaho forest resources and Idaho wilderness could provide writers from all over the country with material for stories.

I'll wait for a confirmation from you (call if rewording is needed on the announcement).

A UNIQUE OPPORTUNITY FOR OUTDOOR/ENVIRONMENTAL WRITERS

Come to SUN VALLEY, IDAHO, for the 1975 NFPW Convention, then visit the Big Creek field station of the University of Idaho Wilderness Research Center, the only one of its kind in the nation.

Two or three NFPW members who are active outdoor or environment writers will be selected for this unique two-day, post convention field trip into the heart of the largest primitive area in the lower 48 states.

Fly over Idaho's majestic mountains from Sun Valley to the Taylor Ranch, headquarters for the field station; take pictures of a herd of big horn sheep living wild and free in the ridges above the ranch buildings; ride horseback or fish along the sparkling clean waters of Big Creek, a tributary of Idaho's famed Salmon River, the River-of-No-Return for Lewis and Clark; interview wilderness researchers and bring back a story of one of America's most magnificent wild areas.

Idaho's primitive area is in the news. The vast area of national forest land was protected as a primitive area in 1937 and has been studied for inclusion in the National Wilderness System under the 1964 Wilderness Act. Conservationists urge preservation of 2.3 million acres, Idaho's Gov. Cecil Andrus wants 1.8 million preserved to protect the quality of life in the state, the Forest Service recommended 1.4 million acres, and the Ford Administration has pared that to 1.1 million acres. Andrus has declared he will go to Washington, D.C., as often as necessary to obtain the wishes of the people of Idaho.

Writers will be selected on the basis of her/his credentials as an outdoor/environmental reporter as well as on the story he/she proposes to do as a result of the field trip. Writers and photographers for newspapers and magazines, reporters for radio and television, and free lance writers and photographers are all encouraged to submit credentials (where employed, background in media work, and 3 samples of outdoor/environmental reporting), and proposals (indicate type of report such as photo story, feature story, subject matter of particular interest if any, media where report might be expected to appear).

You will fly to the Taylor Ranch June , stay one night in comfortable cabins and fly back to Sun Valley the next day, (June). If selected, you will receive a list of items to bring for the trip. Cost will be \$25 or less to defray expenses for food.

SUBMIT BY MAY 1 (postmark date) to:

Ms. Barbara B. Petura
News Bureau Mgr./NFPW Region 1 Director
University of Idaho
Moscow, Idaho 83843