





**Campaign Key Messaging
Billy Frank Jr. Salmon Coalition**

Who We Are:

- The Billy Frank Jr. Salmon Coalition was convened by nonprofit Salmon Defense. It brings together a diverse group of tribal leaders, environmental scientists, local and state officials, recreational fishermen, attorneys, conservation groups and Pacific Northwest industries. Groups that are sometimes at odds with each other, but have been united by a common goal to revive Washington's dwindling salmon population.
- The coalition is named in honor late Nisqually tribal member and nationally recognized leader and salmon activist Billy Frank Jr., who is known for bringing together diverse groups of experts and harnessing their collective strength to advocate for salmon and the environment.
- The coalition has committed to support science-backed solutions to protect and defend Pacific Northwest salmon. It is focused on making progress on three priorities: habitat restoration and protection, hatchery production and understanding how overpopulation of pinnipeds (such as seals and seal lions) is impeding recovery efforts.

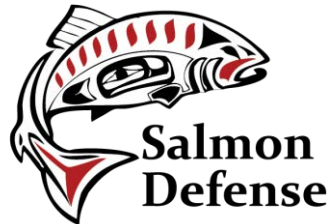
Why Salmon Are Important and Why They Need Our Help:

- Salmon are essential to healthy Washington ecology systems. They are a vital source of nutrients for not only humans but for orcas, bears, birds of prey, forests, streams and even micro-organisms.
- Salmon are what is called a keystone species, which means if they disappear, our whole ecosystem folds. It doesn't function correctly.
- Salmon are of critical importance to Washington's environment, economy, culture and identity, now - and for future generations.
- Salmon have sustained Pacific Northwest tribes for thousands of years and they are a central part of tribal member's way of live, spirituality and traditions.
- Many of the Washington's salmon runs have declined to near extinction and all are threatened. Reduced populations have already had a profound impact on our state.
- Research shows 70% of endangered or threatened salmon and steelhead populations are not keeping pace with recovery goals.
- We are running out of time. If we don't want salmon to disappear, the time to act is now.

The Solutions and How Everyone Can Help Salmon:

- While the situation is dire, it is not lost. We have science-backed solutions. We just need the personal and political will to achieve them at a scale that will fix the problem.
- What we know is when we take positive action, the salmon respond and respond quickly. Success stories include:
 - The Billy Frank Jr. Nisqually National Wildlife Refuge that has been protected and where an estuary habitat has been restored.
 - Dam removal on the Elwha River in the northern Olympic Peninsula.
 - There are many others – we have examples like this in every Western Washington watershed.
- By working together we have the power to protect salmon and drive positive change to make sure they survive and thrive for the future of our state and for our children.
- Everyone in Washington can help by:
 - Committing to one waterway and learning its connection to our region's salmon.
 - Understanding the impact of your yard on surrounding watersheds and the sea.
 - Buying and eating locally sourced fish and shellfish to strengthen our water-dependent food systems.
 - Using your voice to support this remarkable place we call home through your vote, social media connections, and community action.

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Diverse group of stakeholders unite in effort to save one of Washington's keystone species

Billy Frank Jr. Salmon Coalition working to restore a vital part of state's ecology, culture and way of life

SEATTLE (MARCH 18, 2024) – A new campaign from the [Billy Frank Jr. Salmon Coalition](#) calls attention to a burgeoning crisis in Washington: the status quo is not working in regard to salmon recovery. Habitat degradation, climate change, mismanagement, and other human activities have contributed to the fact that many of the state's salmon runs have declined to near extinction and all are threatened. Additionally, research shows 70% of endangered or threatened salmon and steelhead populations are not keeping pace with recovery goals.

In response to this issue, a diverse coalition of tribal leaders, environmental scientists, local and state officials, recreational fisherman, attorneys, conservation groups and Pacific Northwest industries are working together as part of the Billy Frank Jr. Salmon Coalition to support science-backed solutions that will revive the state's dwindling salmon population.

The coalition is named in honor of late Nisqually tribal member and nationally recognized leader and salmon activist Billy Frank Jr., who is known for bringing together diverse groups of experts and harnessing their collective strength to advocate for salmon and the environment.

"We are out of time. We used to fish for seven months of the year and now we are down to just 12 days," said Willie Frank III, Nisqually tribe chairman and son of Billy Frank Jr. "The good news is that salmon respond to positive action, and they do so quickly. We have solutions available, but we need everyone in Washington to help us make collaborative change on a scale that will fix this problem before it is too late."

The politics of Washington's salmon issue are complex, with opposing viewpoints from groups that are sometimes at odds with one another. The Billy Frank Jr. Salmon Coalition is unique in that these stakeholders have all come together, rallied by the urgent need to preserve the salmon population.

"This is the time to set aside differences and campaign for a cause we all believe in deeply. Salmon are essential to our way of life in Washington," said Ron Garner, president of the Puget Sound Anglers. "If salmon are going to stay here, it's up to us to make it happen. We need to do everything we can, right now, to ensure they are still here for our future generations."

Together, the coalition has committed to the following priority focus areas to protect and restore salmon populations:

- **Habitat restoration and protection:** Degraded habitat is the leading cause of declining populations, so it is critical to protect and restore ecosystems where salmon are born, grow, eat, seek refuge and return to spawn, such as river systems, wetlands, floodplains, estuaries, shorelines and Puget Sound.
- **Hatchery production:** Until habitat is restored and properly functioning, hatcheries (places where salmon are raised and then released) are crucial to maintaining salmon populations to support tribal treaty harvest and for nontreaty commercial and recreational fishing.
- **Pinniped management:** Pinniped populations (such as harbor seals and sea lions) have grown significantly over the past 40 years and eat salmon as part of their diet. It's critical to understand the impacts of pinniped predation on salmon recovery, so it doesn't have an out-of-balance effect or impede efforts.

By using this multi-faceted approach, the coalition hopes to reverse the trend of the state's declining salmon population and increase awareness about the species' importance to Washington's environment, economy, culture and identity.

"A common misconception is that salmon recovery programs are all about making sure we can still fish for and eat salmon, but that is only a piece of the puzzle," said John Stark, Ph.D., Washington State University professor of ecotoxicology. "As a keystone species, salmon are crucially important to every part of Washington's ecosystem. Their diminishment has already had a profoundly negative impact on our state."

As it works at the legislative and statewide levels, the Billy Frank Jr. Salmon Coalition is also asking Washingtonians to join them in the fight to protect salmon. The group is doing this through an outreach campaign outlining simple, easy steps that people can take every day.

"We want everyone to understand they too have a critical role to play in saving our salmon, starting with learning about local waterways and understanding how our actions impact the wildlife that rely on them," said Kadi Bizyayeva, Stillaguamish tribe councilwoman and fisheries director. "It's also vitally important to buy and eat locally sourced fish and seafood, and use your voice to support this wonderful place we call home through your vote, community actions and social media connections."

To learn more about the Billy Frank Jr. Coalition, please visit [SalmonWarriors.org](https://salmonwarriors.org).

About the Billy Frank Jr. Salmon Coalition and Salmon Defense:

The Billy Frank Jr. Salmon Coalition was convened by Salmon Defense, a 501(c)(3) nonprofit organization, and is an ongoing initiative that is part of the mission to protect and defend Pacific Northwest salmon and salmon habitat. Salmon Defense envisions a healthy environment for all of the region's inhabitants now and in the future. We derive our mission from an understanding and appreciation of traditional and contemporary knowledge and values of the Pacific Northwest Indian Tribes.

###



**Billy Frank Jr. Salmon Coalition
Media Advisory**

Date:

- Thursday, March 14, 10:30am-12:00pm

Location:

- [Frank's Landing - Nisqually, WA](#) (adjacent to [Wa-He-Lute Indian School, 11110 Conine Ave SE, Olympia WA 98513](#))

Key Spokespeople:

- Willie Frank III, Nisqually tribe chairman
- Ron Garner, President, Puget Sound Anglers
- John Stark, Ph.D., Washington State University professor of ecotoxicology
- Fran Wilshusen, Director, Environmental Protection Services, Northwest Indian Fisheries Commission

Visuals:

- Real-time views of the challenges that salmon are facing in their natural habitat
- Chance to see restoration projects that are working in real life
- Shots of Billy Frank Jr. Salmon Coalition members working together to save salmon
- Diverse group of subject matter experts available for interview

Schedule:

- 10:30am – Event starts
- 10:30-10:40am – Spokesperson/reporter introductions
- 10:40-11am – Spokespeople available for interview at boat launch/Nisqually River bank
- 11:00am – Boat tour (anticipating 30-45 mins.)
- 11:30-11:45am – Boats return
- 11:45am-12pm – Additional questions/event wrap up



Run of Show: Salmon Defense Media Event

March 14, 2024, 10 a.m. - 12:30 p.m.

[Frank's Landing - Nisqually, WA](#)

(adjacent to [Wa-He-Lute Indian School, 11110 Conine Ave SE, Olympia WA 98513](#))

Spokespeople:

- Willie Frank III, Nisqually Tribe Chairman
- Ron Garner, Puget Sound Anglers President
- John Stark, Ph.D., WSU Professor of Ecotoxicology
- Fran Wilshusen, Northwest Indian Fisheries Commission

Other Attendees:

- Peggen Frank (Salmon Defense – client)
- Trevor Pyle, NWIFC's South Sound info officer (in place of Kari Neumeyer)
- Debbie Preston (Nisqually PIO)
- Justine Capra (Nisqually Dir. Government Affairs)

Boat Assignments & Media Attendees (6-8 max):

Boat 1 (Willie + Ron)

- Spot 1: Isabella Breda – The Seattle Times
- Spot 2: Photographer

Boat 2 (Law enforcement captain)

- John
- Spot 1: Matthew Smith – KCPQ
- Spot 2: Photographer

Boat 3 (Law enforcement captain)

- Fran
- Spot 1: KING 5
- Spot 2: Photographer

Boat 4 (Tentative – possible local fisherman captain)

- Deion (C+C photographer)
- Francesca/Christiaan
- Peggen/Trevor

Reminders (reporters especially):

- Dress for the weather (sun protection, warm/waterproof layers, boots) since this is all outdoors and there may be some muddy areas.
- Life jackets are required for people riding in boats. Willie and law enforcement captains will provide these, but if someone happens to prefer their own they can bring it.

Internal Schedule

- 8:00 a.m. C+C team meets at Seattle office and departs in van to Nisqually
- 8:30-9:00 a.m. Willie Frank and law enforcement arrive to stage boats
- 9:00 a.m. C+C team picks up coffee at:
 - Cutters Point Coffee, 1340 Marvin Rd NE, Lacey, WA 98516
- 9:15-10:00 a.m. C+C arrives at Frank's Landing and sets up event
- 10:00-10:15 a.m. Salmon Defense/other internal people arrive
- 10:15 a.m. Ron, John and Fran arrive and prep
- 10:30 a.m. Media arrive/event starts
- 10:30-10:40 a.m. Spokesperson/reporter introductions: Willie, Ron, John, Fran
- 10:40-11 a.m. One-on-one interviews (at riverbank) with spokespeople if limited capacity/person not on assigned boat
- 11:00 a.m. Boat tour with additional media questions (anticipating 30-45 mins max)
- 11:30-11:45 a.m. Boats return
- 11:45 a.m.-12p.m. Additional questions/event wrap up
- 12-12:30 p.m. C+C tears down event, Willie and law enforcement pack up boats
- 12:30 p.m. Lunch with Peggen in Nisqually (likely Medicine Creek Café)

Event Shot list:

- All spokespeople together at opening
- Willie and Ron together at riverbank
- Willie and Ron together in boat
- Features of interest on the river (predators, restoration work, challenges for salmon)

Materials List:

- Hotspot / Camera
- Ponchos
- Red pop up tent + weights
- Music stand for talking points / Small portable table
- Water
- Hot coffee (preorder and pickup on way) - caffeinated, decaf, cups/napkins
- Trash/recycling bins / hand sanitizer
- Printouts of ROS and release forms
- Online media kit ready to share immediately afterwards

Media Toolkit:

https://drive.google.com/drive/folders/13w1xqLE1-rXCU__gwQ3PglzFVPs7O85E?usp=drive_link

Radio/Podcast Pitch**Subject: Join Billy Frank Jr. Salmon Coalition to save our salmon**

Hi XX,

Today, the [Billy Frank Jr. Salmon Coalition](#) launches its first awareness and outreach campaign, asking Washingtonians to join them in the fight to protect salmon.

Salmon need our help. Habitat degradation, mismanagement and climate change have contributed to the fact that many of Washington's salmon runs have declined to near extinction – and 70% of endangered salmon are not keeping pace with recovery goals.

Salmon are a keystone species. If they go away, our entire ecosystem breaks down. The good news is we can fix it. We know the solutions, but need the personal and political will of every Washingtonian to achieve them at the scale necessary to solve the problem.

That's why a diverse coalition of experts are working together as part of the Billy Frank Jr. Salmon Coalition to support science-backed solutions that will revive the state's dwindling salmon population. As it works at the legislative and statewide levels, the coalition is also engaging in an outreach campaign outlining simple, easy steps that people can take every day to protect salmon.

I've included a press release with more information just below and you can view a media kit with visual assets [at this link](#) (Google Drive). Please let me know if you'd like to interview any of the spokespeople involved, we'd be happy to schedule a call or come in to the studio if that's easier for you.

Thank you for your time.

XX

Western WA/Tribal Publications

Subject: Join Billy Frank Jr. Salmon Coalition to save our salmon

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XX

Eastern WA

Subject: Join Billy Frank Jr. Salmon Coalition to save our salmon

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XX

CAMPAIGN LANDING PAGE

Visit: <https://salmondefense.org/salmonwarriors/>



Meet Our Salmon Warriors



Become a Salmon Warrior

- 1 Commit to one waterway**
Choose a river, a beach, a stream, a watershed. Then dedicate your stewardship to it and learn its connection to our region's salmon.
- 2 Care for your places**
Know that everything you use in your yard ends up in the surrounding watershed, then in the sea. Care for your yard naturally.
- 3 Buy local, eat local**
Choose locally sourced fish and shellfish to strengthen our water-dependent food systems, economy, communities and ecosystems to make our region healthier and more resilient.
- 4 Activate your voice**
Support this remarkable place we call home through your vote, your social media connections, your community action. Stay up to date by [signing up for our newsletter](#).
- 5 Connect to the Salish Sea**
Find a place to walk, swim, paddle, cycle or just sit and meditate near its waters. Empower yourself through connecting with your ecosystem.



"We are running out of time...salmon recovery is about all of us. And it is going to take all of us and all we can do to protect our homelands, our salmon, and our legacy."
— Billy Frank Jr.

Who We Are

We are the Billy Frank Jr. Salmon Coalition (aka *Salish Salmon Warriors*) and we are 100% dedicated to protecting salmon in Washington state. The coalition is made up of a diverse group of youth, parents, and community leaders, environmental scientists, local and state officials, recreational fishermen, educators, conservation groups and industry. We believe in and are committed to making progress together on these three fronts:



Habitat Protection and Restoration

Protect all remaining habitat and advocate for restoring degraded habitat and for progressive action on climate change issues in Washington.



Watershed Protection

Water stakeholders for their role in helping maintain salmon populations, while we protect habitat degradation and restore habitat.



Predator Management

Manage the predator populations that threaten our both wild and juvenile salmon and for longer fish farm growth and share and learn about of habitat effort or improve the recovery of our declining salmon populations.

Together the strength of our voices is unstoppable. Please take the next step today and [sign up for our newsletter](#) to stay up to date and help support specific, federal and state legislative policy and budget decisions.

Your success and support means. Especially to our allies.

Campaign Supported By:



VIDEO ASSETS

Full-length campaign anthem video (4 minutes)

Link: <https://youtu.be/8wA7AYuHSEU?si=23mnSRjj7QCJu1IC>



Campaign video ad (30-seconds)

Link: <https://youtu.be/Or3YXWu70Go?si=5WKTWHAMyC3B2MHF>



AUDIO ASSETS

Campaign digital audio ad:

Link: https://drive.google.com/file/d/1vdFw8jY4MWaTfEFWO0vej0r9X2j-egT/view?usp=share_link

Digital audio companion banner



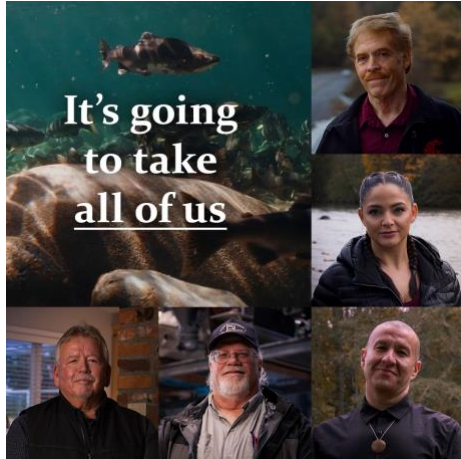
Local public radio script (20-sec script for KUOW, an NPR affiliate):

Support for KUOW comes from the Billy Frank Jr. Salmon Coalition, who remind you that Washington's dwindling salmon populations are indeed struggling, habitat is disappearing, but all is not lost. If people come together, the power is there to protect salmon. Become a salmon warrior. For more information, go to salmonwarriors.org

SOCIAL ASSETS

Paid Social Media Advertising

Static Ad



Instagram and Facebook copy: Our salmon are in trouble, but there is still hope. It's time to start looking forward, to fix habitat, to help salmon.

Video Ad



Facebook copy: Salmon are struggling. If they disappear it will impact everything: our environment, economy, and culture-now and forever.

Instagram copy: Salmon are in trouble--our ecosystem is completely out of balance. But together we can fix it. Become a #SalmonWarrior

Organic Social Media Content



Facebook copy: Together, our collective voices can drive change to protect our salmon and secure a sustainable future for our beautiful region. Support this remarkable place we call home by using your voice through social media and community action.

Share our mission and spread the word, your voice is more powerful than you think. Join our newsletter to stay up to date and find more ways to help: [Salmonwarriors.org](https://salmonwarriors.org)

Instagram copy: Together, our collective voices can drive change. This isn't just about us, it's about protecting the salmon and our beautiful region for generations to come. Your actions, your voice and your choices have the power to help us in our mission. Join our newsletter to stay updated on how you can contribute, and spread this message in your community. See link in bio to join us.



Facebook copy: Connect with nature near the Salish Sea for a greater understanding of the salmon habitat we're striving to protect. Walking, swimming or paddling near its shores allow us to connect firsthand with the environment that is so crucial to our salmon.

Take the first step by appreciating the intricate ecosystems of our salmon, and reflecting on how your choices can make an impact. Next, discover ways to help our mission and become a salmon warrior, and don't forget to stay informed by signing up for our newsletter! [Salmonwarriors.org](https://salmonwarriors.org)

Instagram copy: The Salish Sea is more than a beautiful sight, it's a lifeline for our salmon. Every wave you paddle through is a part of the salmon's journey, and your choices make an impact on the environment.

Take the first step by connecting with nature and see the salmon habitat we're striving to protect. Next, visit our website to discover ways to help and how you can join us as a salmon warrior. Sign up for our newsletter to stay informed and connected. Link in bio. #EarthDay

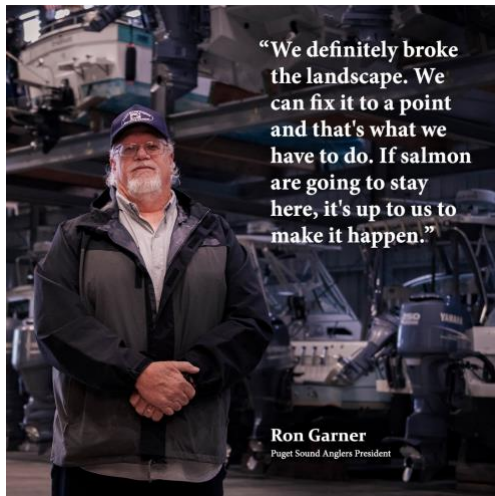


Facebook copy: Our mission? To help salmon. One of the ways we get there? Protecting the habitat our salmon call home. We are working to protect the unifying symbol of the Pacific Northwest by preserving every inch of remaining salmon habitat, and restoring the areas that have suffered.

Climate change also poses a massive threat to accelerate the habitat degradation of our waters and lands. Our advocacy extends to pushing for progressive action against climate change.

Join us in ensuring a sustainable future for Washington's ecosystems by learning how you can help: [Salmonwarriors.org](https://salmonwarriors.org)

Instagram copy: Our mission? To help salmon. One of the ways we get there? Protecting the habitat our salmon call home. We are working to preserve every inch of remaining habitat, and restoring the areas that have suffered. It's a battle against time, but it's not too late. Your voice matters in this fight, and we can make a difference by coming together to protect our salmon. Visit the link in our bio to learn how you can help.

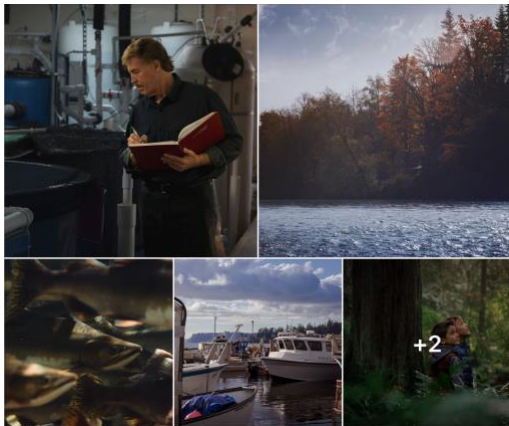


Facebook copy: Local fishers need our help to protect the delicate balance of aquatic habitat. It will take a collective effort to help restore our salmon populations that have been impacted by climate change and degradation.

Read more about how you can support local fishers: [Salmonwarriors.org](https://salmonwarriors.org)

Instagram copy: The balance of our aquatic habitat hangs by a thread, impacted by climate change and degradation. It's not just about protecting our salmon, it's also about supporting the heart of our community: local fishers.

Your support can make a world of a difference, learn how at the link in our bio.

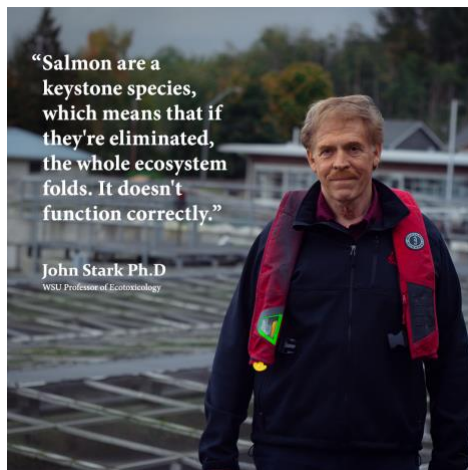


Facebook copy: Salmon are disappearing from Washington, it's up to us to come together and protect salmon populations for future generations. The Billy Frank Jr. Salmon Coalition is a group of tribal leaders, fishers, environmental scientists and many others all working to safeguard the future of Washington's salmon, and we need your help.

Learn how you can make a difference. Join us as a salmon warrior by signing up for our newsletter to stay informed: [Salmonwarriors.org](https://salmonwarriors.org)

Together, we can turn the tide and save our salmon before it's too late.

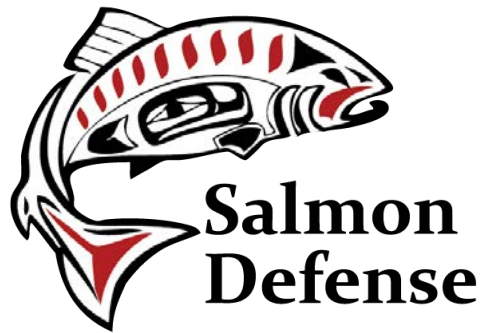
Instagram copy: We are tribal leaders, fishers, environmental scientists and more united by a single mission – protecting Washington's precious salmon. If the salmon continue disappearing, our environment, economy and culture for future generations will all be profoundly impacted. Take action by joining our mission and becoming a salmon warrior. Visit the link in our bio and sign up for our newsletter to stay informed.



Facebook copy: Imagine if each of us took just one river, stream or estuary under our wing to help protect and restore salmon habitat. You can directly contribute to the wellbeing of our salmon and Washington ecosystems by committing to one waterway and learning its connection to the salmon that depend on it.

We can make a difference, one waterway at a time, learn how: [Salmonwarriors.org](https://salmonwarriors.org)

Instagram copy: Each river, stream and estuary play a crucial role in the life of a salmon. You can help ensure a sustainable future for Washington ecosystems by committing to one waterway and learning its connection to the salmon that depend on it. Get started by visiting the link in our bio.



Welcome to the First Edition of the Salmon Defense Newsletter

Think of this bi-monthly digital newsletter as an ongoing conversation, covering our work to restore sustainable salmon populations and the eco-systems they depend on. You'll get the latest on project updates, news coverage, expert interviews, upcoming events, volunteer opportunities, fundraising campaigns, even a golf tournament here and there. So if you're ready, let's dive in.

EDUCATION

***Fish War* Makes a Mark at Northwest Film Festivals**

The story of fishing rights (and wrongs) in Washington is making some pretty substantial waves. After premiering as an Official Selection at the Seattle International Film Festival in May, [Fish War](#) is moving north for a showing at the [Vancouver Film Festival](#) at the end of September. The film follows the history of indigenous fishing rights from the original treaty of 1855, to the government's attempts to cut off fishing access, to the Boldt decision which upheld those

rights. *Fish War* uses rare archival footage and the insights of activists on the front lines to trace the timeline of the battle. Then asks the logical follow-up questions of what do guaranteed fishing rights truly mean in the face of a climate crisis and human intervention. It's troubling, uplifting, but still gets across the point that the work is not done. As Willie Frank III commented, "The Fish War isn't over. Instead of fighting over fish, we are fighting for the fish—to keep them on the planet." *Fish War* is a production of [North Forty Productions](#) with support from the [Northwest Treaty Tribes Media](#).

If you can't make it to Vancouver, check to see if there is a screening happening near you.

[Click for Screening Dates](#)

SALMON WARRIORS SPOTLIGHT



Two Voices. One Message: Coming Together For Salmon.

It's not every day that two people come together who have been at opposite ends of the political spectrum. But when the cause is as important as the survival of our salmon, it makes all the sense in the world. Willie Frank III, the former chairman of the Nisqually Tribe, and Ron Garner, the state board president of the Puget Sound Anglers are both true forces of nature (as well as

members of the Billy Frank Jr. Salmon Coalition), and both have just recently put their pens to paper to show their commitment to salmon in a joint opinion article called [*If We Can Come Together To Save Salmon, So Can You*](#) published in *The Seattle Times*.

The message fits the critical time we are in... “Together, despite our differences, we are committed to bringing salmon back, through habitat restoration, hatchery production, recognizing the long-term impact of seal and sea lion overpopulation, whatever it takes ... and it’s going to take all of us.”

It’s a good read, and an important one.

[Get The Full Article](#)

COMMUNITY ENGAGEMENT



Salmon Defense Golf Tournament Raises Over \$130,000

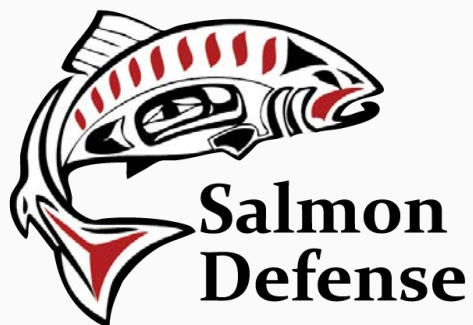
This year the Salmon Defense Golf Tournament teed off in fine fashion on August 9th. And the salmon couldn’t be happier. \$131,500 came in the door, and it was reported that a good time was had by every one of the 168 golfers who make their way around the course (same can’t be said for the 68 golf balls that were lost, but who’s counting). The tournament is held annually at the Jamestown S’Klallam Tribe’s beautiful Cedars at Dungeness Golf Course, and the money goes directly toward helping Salmon Defense to fulfill its mission to

litigate, advocate and educate on behalf of our region's salmon.

[Learn More About Our Tournament](#)

Together We Will Turn the Tide for Salmon

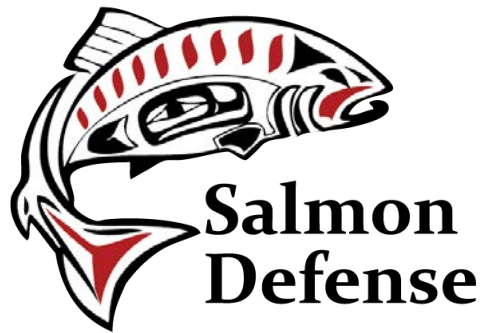
[Donate Today](#)



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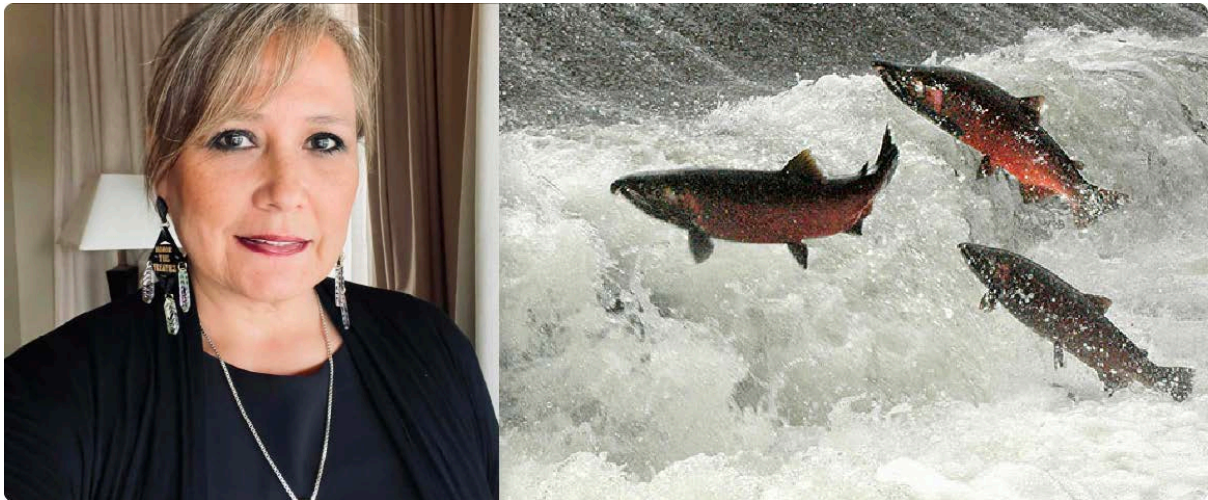
Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

[View this email in your browser](#)



Fall has arrived! And so has the latest Salmon Defense Newsletter

SALMON WARRIOR SPOTLIGHT



Lisa Wilson, Doing Everything in Her Power to Help Our Salmon

Lisa Wilson's commitment to supporting tribal fisheries in general and

northwest salmon in particular is something to behold. From creating documentaries about the fishing history of the Lummi people to leading the charge to modernize fish hatcheries on the Nooksack River (the site of a massive die-off of endangered Chinook salmon in 2021), Lisa is an outstanding salmon warrior role model. She has been leading the fight to secure federal funding for the tribal hatcheries, even working with tribal leaders to block an earlier federal plan that did not prioritize tribal treaty rights.

Ask her why and here's what she'll tell you: "I do feel like we are a lot like salmon that has to go out and go through so many different issues just to survive." Salmon warrior stuff indeed.

Now, if you're wondering what Lisa does in her spare time, well, she is an elected member of the Lummi Indian Business Council and serves as the vice chair of the Northwest Indian Fisheries Commission. She also serves as the co-chair of the Natural Resources Committee of the Affiliated Tribes of Northwest Indians.

Click the button below to become a Salmon Warrior yourself (and don't worry you won't be expected to do ten things at once like Lisa). Everyone who cares is welcome to join.

Become a Salmon Warrior

SPREADING THE WORD



NWIFC, Salmon Defense and Tulalip Tribes Empower Future Tribal Leaders to Learn about Salmon Recovery

Actually, it was more of a summit, and it was all about youth, salmon and opportunity. On October 15th and 16th, 70 Tribal youth came together to reconnect with their salmon culture and learn how that culture might connect them to future careers. The Native Youth Salmon Summit featured two days of hands-on activities, live demonstrations, and some elbow-rubbing with a full set of educational and environmental organizations.

A few of the highlights included lessons in how to traditionally prepare salmon (the secret's in the smokehouse), master salmon anatomy both in both English and Lushootseed languages, while learning about how salmon have been at the heart of some fairly contentious history (think a long line of broken treaties and the Boldt decision), and, of course, information on careers in protecting natural resources from those who are out there actually doing it.

"Our goal was to create a space for our tribal youth to learn from our knowledge keepers, fishermen, Salmon Warriors, scientists, and Tribal Leaders. When we give our youth experiences where they can spend the day learning from leaders in their community it ignites and inspires them. We introduced them to potential career paths and ways they can begin to help with salmon recovery, protecting treaty rights, exercising treaty rights, and most importantly reconnecting with their ecosystems, being grounded in our culture, and being proud of where they come from," said Peggen Frank, Salmon Defense Executive Director.

The Summit was held on the Tulalip Tribes reservation in Marysville, and judging by its success, will be back again next year.

[Get more details on the summit](#)

SUPPORT OUR SALMON



Bring a Little Salmon Defense Home for the Holidays

The holidays are right around the corner again. And yes, that means trying to figure out what to buy everybody this year besides the ubiquitous Uber Eats gift card. Here's an idea, how about a "FISH WAR" tie dye pullover hoodie. Or a Salmon Defense Superhero Sasquatch Women's Slim Fit Tee. Yep, you can give something unique and meaningful this holiday season with merch from Salmon Defense.

You'll find shirts, pullovers, crewnecks and all the Happy Salmon Holiday gear by clicking below.

[Give cool presents](#)

Together We Will Turn the Tide for Salmon

[Donate Today](#)

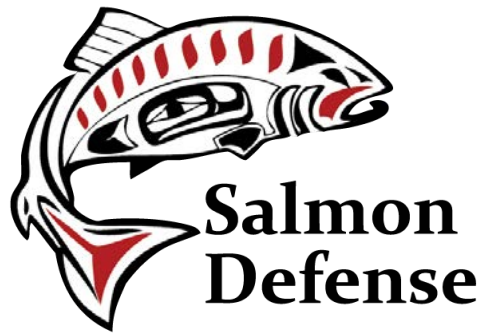


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Just in time for the holidays... some important (and delicious) news from Salmon Defense

EDUCATION



Culverts, legislators and how we can help restore salmon habitat.

Road culverts do serve a purpose, they're one of the ways that roads actually coexist with nature. It works like this, when you drive on a road, there are literally hundreds of culverts (or small tunnels) underneath that assist water in flowing somewhat naturally from Point A to Point B. Now while water can typically make it through without too much of an issue, salmon are a completely different matter. For generations, development (including roads, bridges and culverts) has destroyed habitat and driven salmon to near extinction. That's the bad news.

The good news is in 2013 the Federal Court ruled that Washington must repair and/or replace culverts in order to open up 90% of our salmon habitat by 2030, and federal funds have been made available to do exactly that. The not-so-good news is local legislators have shown waning support for this effort since it can be a daunting and expensive task. However, it is one in which Washington must stay the course to open up adequate spawning habitat and ensure the survival of our salmon.

At times, this means tackling the biggest fish barriers upstream on major roadways first before addressing smaller barriers downstream that are less costly and challenging to fix. This does mean bigger initial investments of time and money upfront, but also creates momentum for smaller projects to happen later using grant funding and smaller crews. Ultimately, this translates into a cascading effect for healthier ecosystems, or to put it another way, there is light at the end of the tunnel. Salmon have already been seen spawning in habitat where culverts both large and small have been removed – showing how important restoring fish passages is to salmon, as well as the orca populations and local fishers who depend on them.

The salmon need your immediate support. Please reach out to your Washington state legislators and ask them to fund the listed fish barriers from the 2013 injunction so we can restore healthy and abundant salmon runs.

[Learn more](#)

SUSTAINABLE SEAFOOD



Celebrate your holidays in style. And sustainability.

With each season, it seems salmon and shellfish are catching up with your traditional holiday meal headliners (you know...turkey, stuffing, mystery green bean casseroles). Now the great thing about salmon and shellfish is they can be sourced locally and sustainably, strengthening Washington's water-dependent food systems, economies and communities. So you can dive into the holiday spirit without a second thought. Here's a few places to find some of the sustainable good stuff...

- [Quinault Pride Seafood](#) – Direct from the Olympic Peninsula, Quinault Pride delivers sustainable, fresh Pacific Northwest seafood from deck to table including smoked sockeye, smoked coho, fresh canned albacore tuna and some pretty great sustainable sampler gift boxes.
- [Swinomish Shellfish Company](#) – The Swinomish certainly know their oysters. Grown and harvested on Fidalgo Island where the mineral-rich Cascade Range water mixes with the salty Pacific water from the Strait of Juan De Fuca, Swinomish produces some of the best deep-cup and sustainable holiday oysters you'll find.
- [Salish Seafoods](#) – The Squaxin Island Tribe offers seafood lovers a wide selection of sustainable choices, featuring oysters that are hand-seeded, hand-picked, hand-shucked and hand-packed. Their Chinook, coho and chum salmon are ocean-going and native-caught. They even offer fresh geoduck...if you're into that sort of thing.
- [Salish Journey Seafood](#) – Fresh seafood in Friday Harbor is the order of

the day at this iconic local fish market. Salmon, tuna, rockfish are all waiting...plus, it gives you an excuse to get up to the San Juans.

- [Lummi Seafood Market](#) – Some pretty tasty smoked salmon, fresh sockeye, spot prawns and halibut fillet can all be found here. Order online or head up to Ferndale (since that's a pretty nice drive too).
- [Suquamish Seafoods](#) – With a focus on geoduck, Dungeness crabs and Manila clams, this Suquamish Tribal business commits to maintaining a healthy ecosystem and providing the tastiest, high-quality seafood in the Sound.

Have some merry seafood

PROJECT UPDATES



Salmon Defense is selected for SXSW.

The story of Salmon Defense is certainly one that deserves to be told. And Salmon Defense is proud to announce that next year it will be relayed in all its glory at Austin's prestigious SXSW (South by Southwest) Conference and Festival.

In case you're wondering, SXSW is the premier U.S. event celebrating the

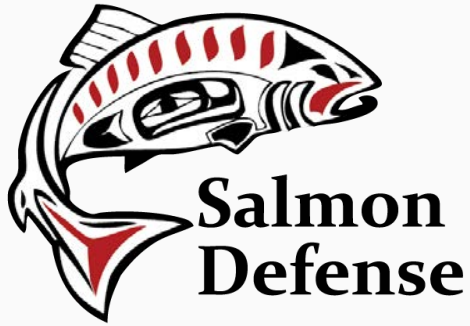
convergence of technology, sustainability, film, music, education and culture. The 2025 edition will feature the session “*Frenemies: How to Make Climate Adversaries into Effective Allies*” and will cover the unusual way the Billy Frank Jr. Salmon Coalition came to be. That is by bringing together a group of players who have sometimes been at odds with each other: like tribal leaders, scientists, state and local officials, fishermen, attorneys, conservation groups and local industries. Discussion will touch on the uncomfortable conversations that were necessary to bring the unlikely allies together, the real time dynamics of working toward saving our salmon, and what it truly takes to unite historical adversaries around a common cause.

Panelists will include **Willie Frank III**, former Nisqually Tribal Council Chairman, activist for tribal rights, and son of the late Billy Frank Jr; **Ron Garner**, president of the Puget Sound Anglers State Board and a key member of the Western Washington sportfishing community; and **Kadi Bizyayeva**, Stillaguamish Tribe of Indians vice-chairwoman, fisheries director, and Northwest Indian Fisheries commissioner. The session will be moderated by **Peggen Frank**, activist, lobbyist and executive director of Salmon Defense. The session is tentatively scheduled March 13 as part of SXSW’s climate and sustainability track.

Salmon @ SXSW

Together We Will Turn the Tide for Salmon

Donate Today



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