

# COLLEGE OF THE ENVIRONMENT



**Internship Title:** Lake Sammamish UWRP Community Outreach and Education Intern

**Student Name:** Kyto Katori

**Internship Dates:** 11/08/2021- Present Day

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**STUDENT SIGNATURE** \_\_\_\_\_

*Kyto Katori*

**DATE:** 02/28/2022

## **Lake Sammamish UWRP Community Outreach and Education Internship**

### **INTRODUCTION**

I have the unique opportunity to work with the Lake Sammamish Urban Wildlife Refuge Partnership (UWRP) as a community outreach and education intern from November 11th, 2021, to the present day. This position primarily involves the social media accounts affiliated with UWRP. My primary duty is to create and distribute original and partnered content to connect and educate the residents of the Lake Sammamish watershed with their local ecosystem and environment, teaching audiences of all ages and backgrounds about local wildlife and restoration projects, with an emphasis on the local population of Kokanee Salmon and their significance as a keystone species.

UWRP is one of eight national non-profit programs designated by the U.S. Fish and Wildlife Service to collaborate with partners such as the Lake Sammamish Kokanee Work Group and Trout Unlimited, with whom I worked, to exchange information on how the public can participate in the conservation of fish and wildlife and their habitats to sustain them for future generations. It highlights and grows a public appreciation for the connections among a healthy environment, thriving fish and wildlife species, and a high quality of life for communities. The Lake Sammamish Kokanee Work Group (KWG) is an existing partnership of local governments, concerned residents, state and federal agencies, tribes, non-governmental organizations, and community groups who are working together to recover native kokanee salmon in the Lake Sammamish basin. UWRP is one of eight national non-profit programs designated by the U.S. Fish and Wildlife Service to collaborate with partners such as the Lake Sammamish Kokanee Work Group and Trout Unlimited, with whom I worked, to exchange

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## **POSITION RESPONSIBILITIES**

My daily responsibilities involve the morning check of Google Alerts, filtered by select keywords such as "Lake Sammamish," "Kokanee," "Salmon restoration," and more. These alerts include local or national news stories covering any content applicable to the goals and interests of the UWRP and could be used as content for the day. Checking partner content was a constant responsibility, as posts made by partners are not regulated by the time of day. Sharing of this content was encouraged by representatives of each page or up to us to share with our audiences and followers. Content creation is either done in advance or on the day, depending on the type of content being shared. Weekly series, such as "Tributary Tuesday," where we highlight certain rivers in the Lake Sammamish watershed, are created in Canva and scheduled in advance on Tuesdays at 8:00 am through meta business suite. Promotion of upcoming events is carried out often and at the supervisors choosing. Monthly check-ins with the UWRP team aids with content ideas and updates of upcoming events and opportunities for education and outreach. Constant communication is critical to efficiently divide the workflow between my teammate and me throughout the day.

One of my learning objectives when applying for this internship as credit was to "intend to be a part of a challenging experience with intersectional environmental topics, expanding my knowledge and experience with environmental education and restoration promotion and organization, while implementing educational aspects in an easily consumable manner." The responsibilities in this position almost precisely match this learning objective regarding daily projects and individual unique projects. My overarching goal was to familiarize myself with social media marketing and the usage of business management and analysis programs, and the process of content creation and distribution. Programs I have gained knowledge in include MailChimp, Meta Business Suite, Canva, and business page analytics of Facebook, Instagram, and YouTube. A challenging aspect of this process was integrating precise and lengthy intersectional environmental information into easily consumable graphic interpretations, often consisting of little to no words, relying on visual education.

I was fortunate enough to take on specific individual projects, including updating and renovating the UWRP YouTube page and the "Lake Sammamish Watershed Wildlife Wednesday" social media series research and content creation. The YouTube page updating was relatively simple, mainly graphic design improvements and resizing and formatting to fit the cover image and profile image. The "Watershed Wildlife" series resulted in much more in-depth research necessary to accurately inform followers on a wide variety of wildlife living in the watershed ranging from bald eagles and herons to perch and even freshwater macroinvertebrates. First, a general template design was imperative, and I created a reusable design integrating all aspects of riparian habitat. The story pages that followed needed to include a relatively interesting backdrop for information, with a color pallet that matched the aesthetics and priorities of the UWRP. For the information itself, research needed to be included from a vast pool of

credible sources, ideally from local researchers or organizations. Canva can provide stellar editing and formatting tools, as well as an array of creative commons license photos to use in our media. The result was a successful, increasing outreach and interactions from our followers and audiences.



*Wildlife Wednesdays*  
*Macro invertebrates*

Have you seen any of these insects along your walks near Lake Sammamish or its tributaries?

Caddisfly

Dragonfly!

Mayfly

Back swimmer

Or maybe seen their larval forms in the streams and tributaries of our watershed?

Caddisfly larva

Mayfly larva

Dragonfly larva

Well they may look like it, but these aren't bugs! They are called Macroinvertebrates, meaning they have no spine!



Macroinvertebrates are important food for our salmon to help them grow larger and stronger.

They are also one of the MOST important way researchers can find out about how healthy a river is.




If you see any of these in a stream, it probably means its perfect for salmon spawning!



**Thanks for tuning in!**  
Follow us and our partners for more on our Lake Sammamish wildlife!

## **REFLECTION**

As the internship continues indefinitely, for the time being, I foresee myself gaining much more experience with the programs I have grown to understand and become comfortable with. I can comfortably say that I have fulfilled my first learning objective, being able to comfortably apply my Environmental Science background and knowledge into digestible media for followers of diverse backgrounds. This internship provided a unique challenge, as most of the technicalities, intersectional knowledge, and content creation processes were still a relatively new subject for me. I also happily fulfilled my second objective: "Make valuable connections at UWRP and expand my environmental network for future career advancements and opportunities." proven by the connections I have made with my team members Katey and Katie and my supervisor, David Kyle. Focusing on the Lake Sammamish area has also broadened my community knowledge and its connection to the watershed through social media interaction and research, fulfilling my third and final learning objective.

I can confidently say that I have been able to bring valuable insights from my more scientific academic background to this organization and have successfully applied uncommon knowledge to inform and provide the community with a sense of awe and surprise, possibly enlightening their morning. I have also learned more than I could have imagined, passively absorbing community knowledge from long-time Sammamish residents and experienced ecologists, fishers, and naturalists. Now that I have completed an academic quarter's worth of this internship experience, I am only further excited to continue connecting this community to the watershed and supporting our Kokanee salmon, or "Little Red Fish," to the Snoqualmie tribe. I am happy to carry this experience to new opportunities, and it has deepened my love for ecology and social media management. Media is a powerful tool, and in the right

hands can deepen the love for the environment in a plethora of ways through education and emotion. My love for salmon has also only grown as I continue to grow my career experience in salmon habitat restoration and management. This internship has also brought back my interest in Global Information Systems, or GIS, after researching the urban impacts of the many tributaries of Lake Sammamish and the subsequent effects it may have on the greater Seattle area. It had always been an interest of mine throughout my college career but may become a must in any future graduate programs I decide to take.