

To: Interested parties

From: Eric Eckl

Date: 3/22/07

Subject: A Network of Networks: Email Lists, Nature Protection, and Pollution Control

Given the feverish hype surrounding all things “Web 2.0,” you might think that virtual community is something new. It’s not. Clean water, nature protection and pollution control experts have established hundreds, possibly thousands, of email lists over the past decade. These groups help dedicated individuals network with each other, and the groups themselves are networked – cross-pollinated by enthusiastic subscribers.

So what makes email lists tick? Why do some succeed and others flop? The answers will help us organize ourselves more effectively today... and also succeed in the near future when the humble email list’s flashy offspring – Digg, YouTube, blogs, Flickr, etc... – have become the dominant forces in shaping public opinion and political discourse.

This report has three purposes:

- To recommend a set of best practices that nature protection and pollution control organizations can use today to establish successful email lists.
- To explore the dynamics of environmental online communities and reveal how active email list users cross-pollinate otherwise independent groups
- To orient nature protection and pollution control experts to the similarities between these familiar online communities and next-generation online communities like Digg, YouTube, blogs, and Flickr.

The report is based on original research. I subscribed to 64 clean water, nature protection, and pollution control email lists and carefully monitored activity on these lists for a period of about six months. **A complete list of email groups I monitored is provided in the appendix.**

The choice of lists reflects the intended audience for the Water Words That Work blog (<http://waterwordsthatwork.com>) – clean water, nature protection, and pollution control experts and activists, who work or volunteer for nonprofit organizations and government agencies all around the country.

In addition to this empirical observation, I conducted a straw poll of subscribers about their habits and preferences, securing 203 completed questionnaires from subscribers to 22 different lists.

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Seven Secrets for Email list Success!

Creating a email list is often a smart move, particularly for startup organizations. Email list subscribers usually provide free word-of-mouth advertising for the sponsoring organization and its cause. In the straw poll, email list subscribers reported:

- 70% had “recommended to someone else that they join” the list.
- 63% had “told others about the organization” that sponsored the list.
- 57% had “followed the organization’s advice or used its materials.”

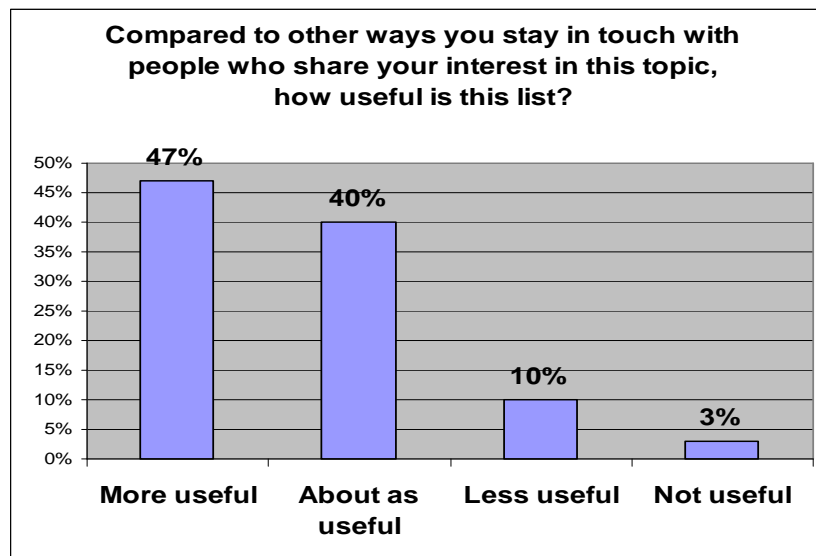
All email lists are created equal... but they don’t stay that way for long. Most of the lists I monitored were lively and informative, but some were lifeless and nearly defunct. Others were snake pits of hostile bickering and pointless rants. Others were choked with spam. Here are seven secrets for avoiding those problems and creating a successful email list.

Secret #1: Target a Clear Niche You Wish To Serve

Of the groups I monitored, the successful ones generally had two factors defining the topic. For example, the Ohio Watersheds and Montana Watersheds groups are both quite healthy. They’re defined by an issue AND a geographic focus. The River Management Society list is quite healthy, too. It’s defined by an issue AND by a particular profession. In contrast, groups with wide-open topics such as “Environmentalists” or “Water” were generally much less active.

Secret #2: Open the List for Discussion

Email lists are communities, so let subscribers communicate with each other. It’s one of the things they want the most from any email list. In the straw poll, 55% reported they find “discussion among subscribers” to be more interesting than “news, events, and announcements.” Allowing multiple voices on the list “[k]eeps it lively and varied,” one participant wrote.



Secret #3: Screen Those Who Wish to Join

Spammers will wreck your list fast. So keep them out by asking those who wish to join who they are and how they found the list. Spammers generally won't bother to answer – they use automated scripts to prowl the Internet for groups that are easy to join. Screening applicants “satisfies the other members that we are doing what we can to protect them from spam,” wrote one straw poll respondent.

Some subscribers will want you to go a step further, accepting only those who meet some kind of criteria. They see this as fostering an environment conducive to “open discussion about specific strategies by like minded individuals,” as one straw poll respondent wrote. But that’s a controversial view. Others will object to potentially shutting out different perspectives that might be constructive, “[s]omething that the fish and wildlife community has been very successful at over the years,” another straw poll respondent lamented.

Secret #4: Avoid Moderating Posts, If You Can

Until and unless there’s a problem, let subscribers post freely. Subscribers report that an open posting policy “encourages participation” and “improves variety.” They also fear that moderating posts leads to delays. “Having the messages moderated would be too slow,” wrote one straw poll participant. Another wrote than an open policy “allows more rapid exchange of emails.” A subscriber to a moderated list grumped that “messages can go unposted for a few days.”

However, if the list is becoming uncivil or drifting off topic, subscribers want a moderator to intervene. If subscribers’ inboxes are becoming buried in automated out-of-office replies, that’s also grounds for moderation.

Secret #5: Examples Matter

“Be the change you wish to see,” Gandhi advised us. If you want the list to be a helpful forum, then don’t be a know-it-all. Set an example by asking for advice! If you want the list to focus on serious issues, then set an example by forwarding news stories and links to reports to the list. If you want the list to be a lively exchange of ideas, then set an example by *politely* challenging those who post something you disagree with.

If someone is chronically “flaming” (harshly criticizing others) or ranting off-topic, make an example out of them before things get out of hand.

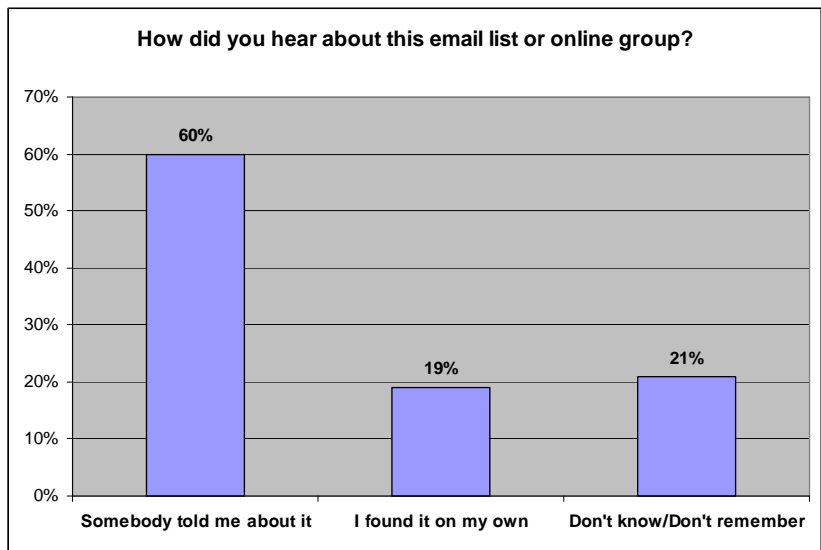
Secret #6: Use A Modern Community Tool

Email group tools have improved a lot. Back in the old days, programs like listserv and majordomo required moderators and subscribers to master cryptic commands that only a hardcore computer aficionado could understand or remember. Today, modern email list tools provide moderators and subscribers with an easy-to-use web page dashboard. Yahoo! Groups (<http://groups.yahoo.com>) and Google Groups (<http://groups.google.com>) are popular and free, but there are many others that might meet your needs, as well.

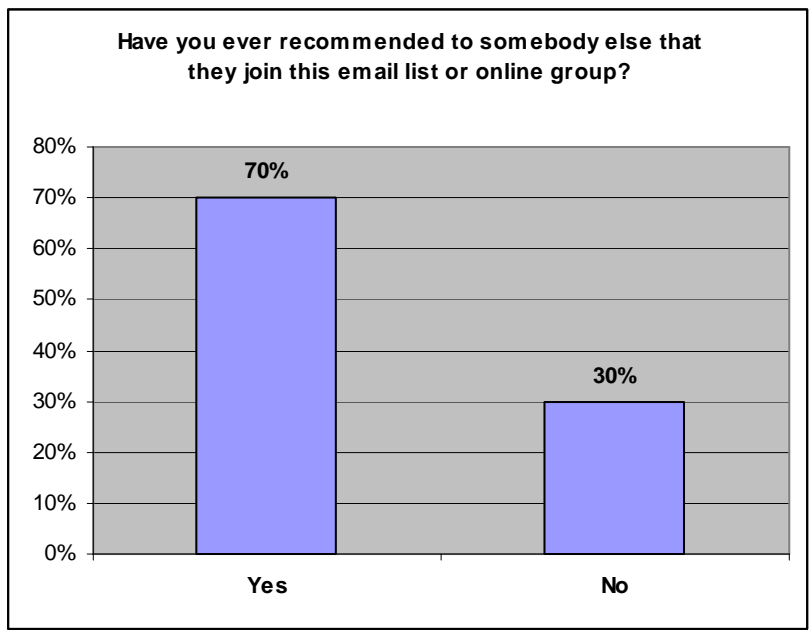
Secret #7: Promote Your List!

Putting signup forms on your website, registering your list with directories and search engines, and other passive promotional activities are good things to do, but most people join email lists because of a personal recommendation or invitation.

When you're starting a new list, that job falls to you. As you prepare to launch, gather contact information for everybody you want to join. Send them an invitation and ask them to invite their peers, too. Post invitations to any related lists that you belong to. Put subscription information on your business cards and point it out every time you give somebody one.



Once your list has built up some action, urge subscribers to invite others to join the party. Most subscribers are willing to do this, sometimes they just need a little encouragement. Maybe you can even have a membership drive!



What Makes The Typical List Tick?

I monitored 64 email lists for about six months to prepare this study. The different platforms (Yahoo! groups, Google groups, Topica, L-soft, etc...) provide different types of information about the lists they host, so it's not possible to compare the entire sample in exactly the same way.

With that caveat, the "average" nature protection or pollution control list that I monitored:

- Was founded in 2001
- Has 228 subscribers
- Receives about 25 posts or replies per month

Age. The average age of the lists I monitored was between five and six years old. Email lists (and the Internet) went mainstream in the mid-1990s, so it took roughly five more years after that for this tool to become commonplace in environmental circles. As a community, we're setting up new email lists all the time. It is not uncommon to see announcements for new lists circulating on existing lists.

There was no discernable relationship between how long ago a list was established and how lively it is today.

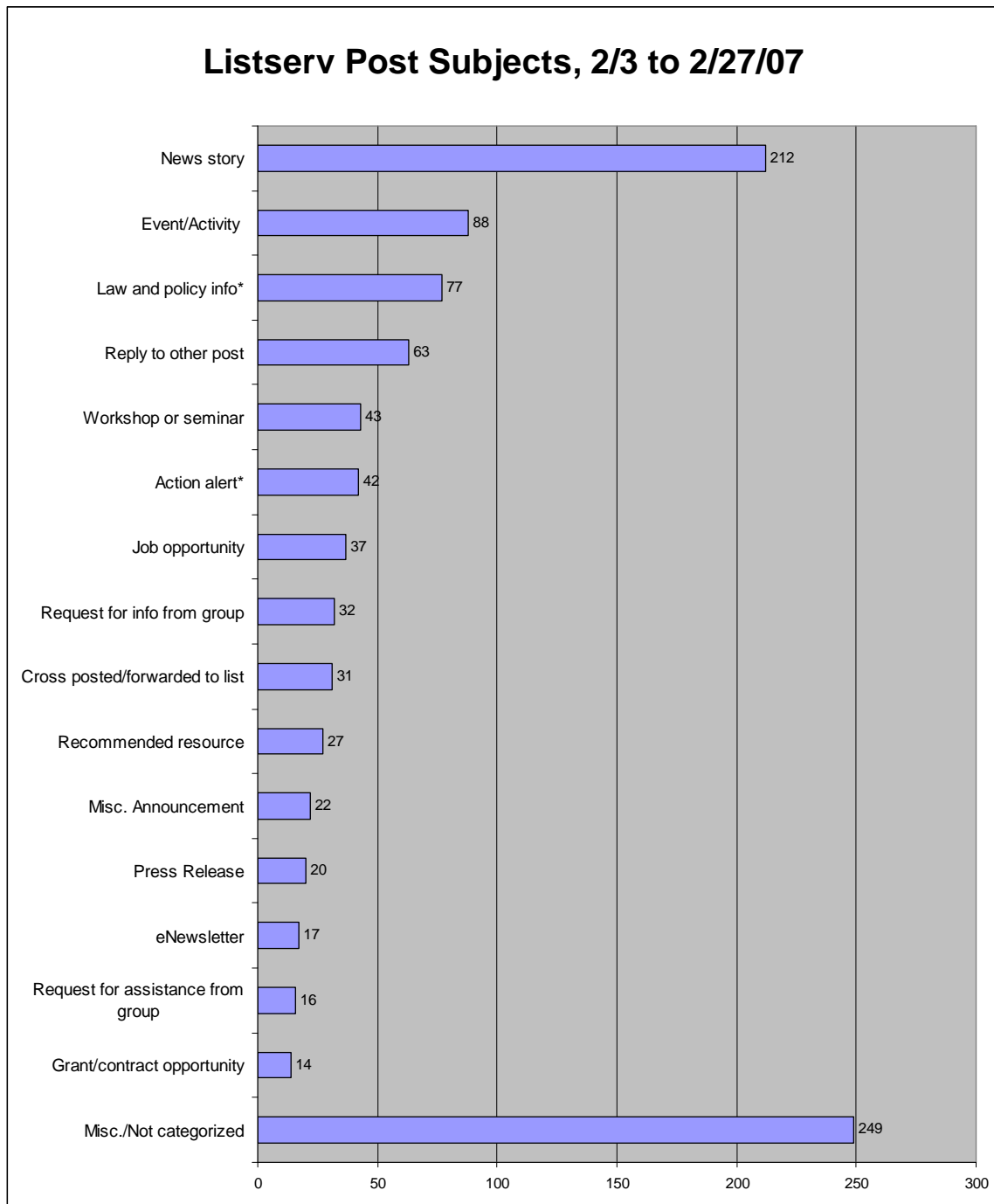
Size. There is a wide variety in the number of subscribers to the list. The average size of the lists I monitored was 228 subscribers. The smallest was 27. The largest was 929 (these numbers are approximate – people sign up and drop off all the time). I made no effort to compare the average size of nature protection and pollution control lists to lists on other topics. There is only a slight tendency for bigger lists to be more active.

Activity. The average number of monthly posts varies widely from list to list and month to month. Yahoo! Groups provides a detailed archive for each list, and the Yahoo! hosted lists I monitored averaged 25 posts per month since January of 2004. Many are much lower. A small number of hyperactive lists help inflate the average. For example, New York's PlanPutnam list averaged more than 200 posts or replies per month, and Washington's Envirotalk list averaged more than 130 posts or replies per month.

Topics. By a wide margin, subscribers' favorite use of their lists is to call attention to various news stories that they think will interest other subscribers. The second most popular area of focus is activism: Subscribers often report on legal and policy developments, and post action alerts urging peers to write or call some official about an issue that concerned them.

Most other popular post topics are participatory – jobs that subscribers can apply for, events that subscribers can attend, requests for advice that subscribers can provide, etc...

Cross Posts. The most interesting posts grow legs and travel from list to list. Sometimes subscribers post to multiple lists at once. About one out of every 30 messages had FW: in the subject line or some other obvious indication that the sender was forwarding the message from another source. The true extent of the messages that are cross-posted or forwarded is almost certainly higher, since users are not consistent in how they format messages they pass along.



* Many state legislatures were in session during this period.

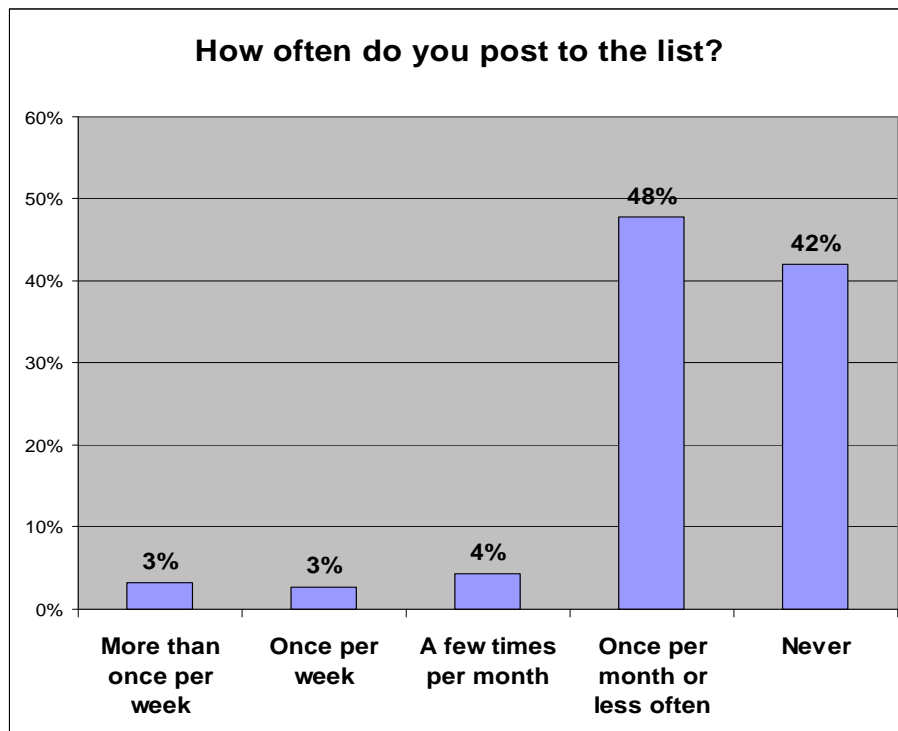
Spotlight on Subscribers and Connections

Some subscribers are more active than others. The evidence suggests that this is more about personality type than the topic of the list. During the research, I asked straw poll respondents to report on their own posting behavior. I also counted the number of active and inactive users for a 10 week period. The two methods yielded similar results.

On a typical list, sponsors can expect:

- Between 1 to 3% of the subscribers to contribute as many as half of the posts.
- Another 5 to 7% of the subscribers to contribute most of the rest of the posts.
- The rest – 90% or more – will seldom or never post anything.

In online circles, people who subscribe to lists without contributing are called “lurkers.” Despite the grim-sounding name, lurking is perfectly acceptable email list behavior.

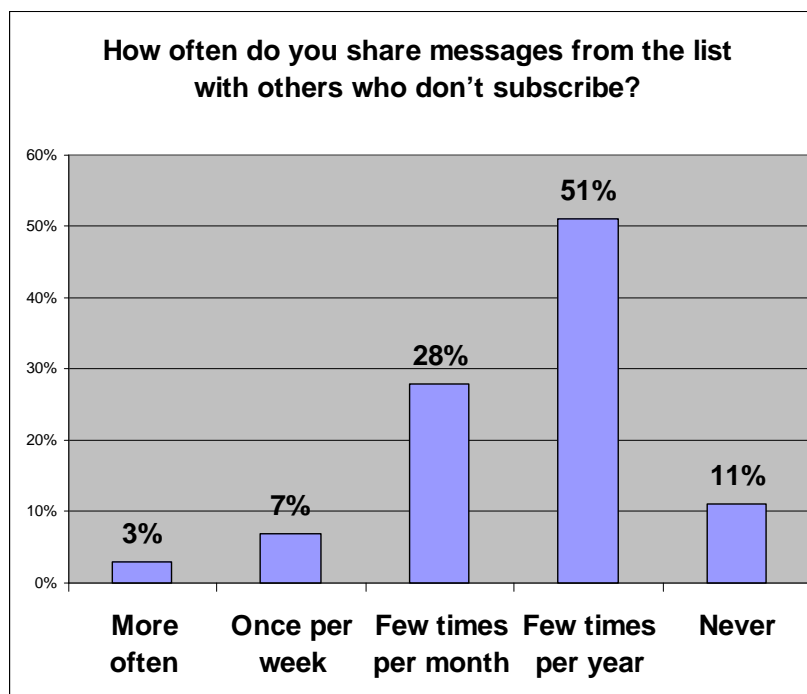
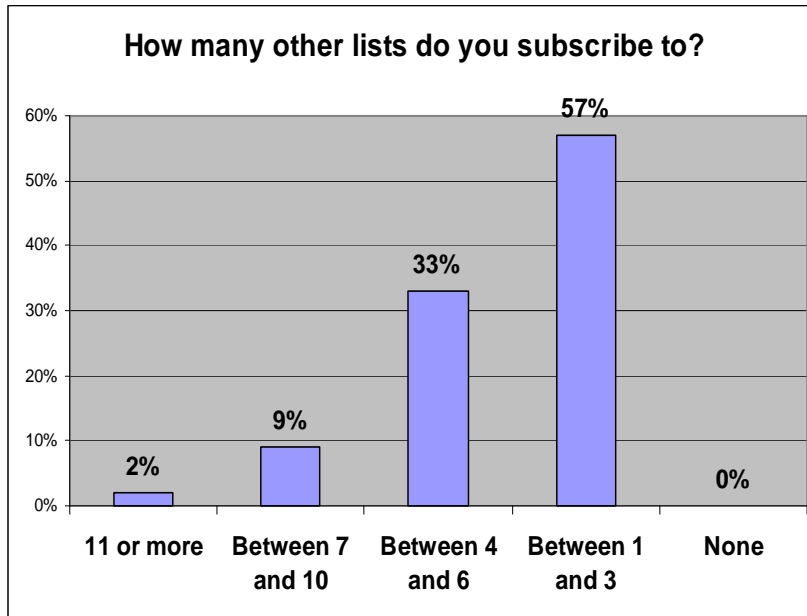


These findings closely mirror the conclusions of other research conducted on online communities generally. In fact, comparatively speaking, nature protection and pollution control email lists enjoy broad participation. On blogs and in giant online communities like Wikipedia and YouTube, the ratio of active contributors to lurkers is usually lower.

Every now and again, particularly interesting posts play hopscotch, jumping from list to list. These messages spread by “word of mouse,” like a rumor through a crowd. As I observed these 64 email lists, it became clear that they are networks of networks – loosely and sporadically joined by subscribers who “cross-pollinate” multiple communities simultaneously.

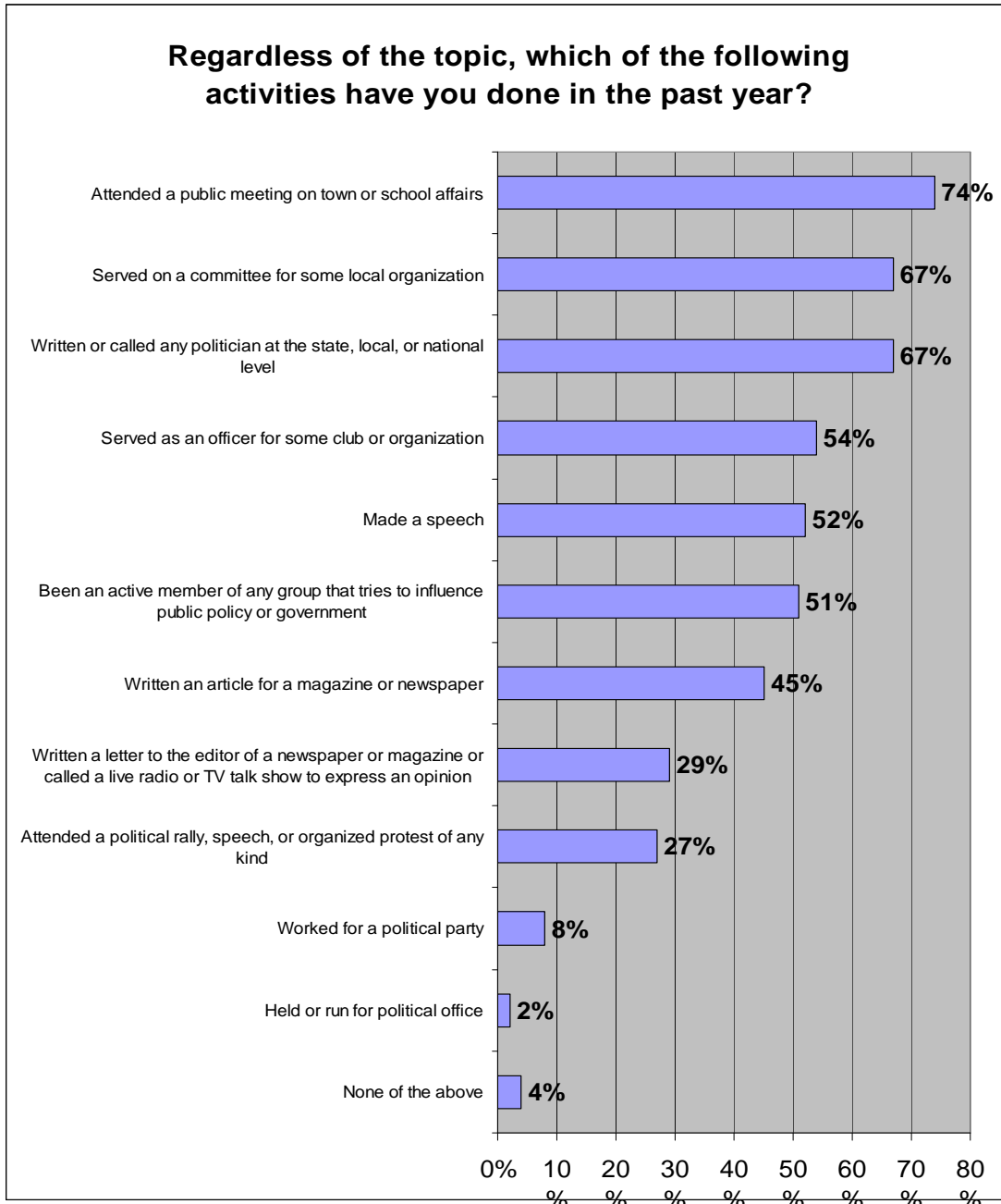
So who's doing all this forwarding and cross-posting? It's the same 10% of subscribers that do most of the other posting. Compared to lurkers, active email list users are:

- More likely to subscribe to many email lists
- More likely to share list messages with non subscribers
- More likely forward messages from list to list or cross-post to multiple lists



Subscribers' Online and Offline Activity

Email list subscribers are active both online and off. Straw poll participants reported high involvement in wide variety of real world leadership activities.



Astonishingly, 85% of the individuals who completed the straw poll reported they had done three or more of these activities in the past year! Market researchers generally find that only about 10% of the adult population as a whole would be able to say the same thing.

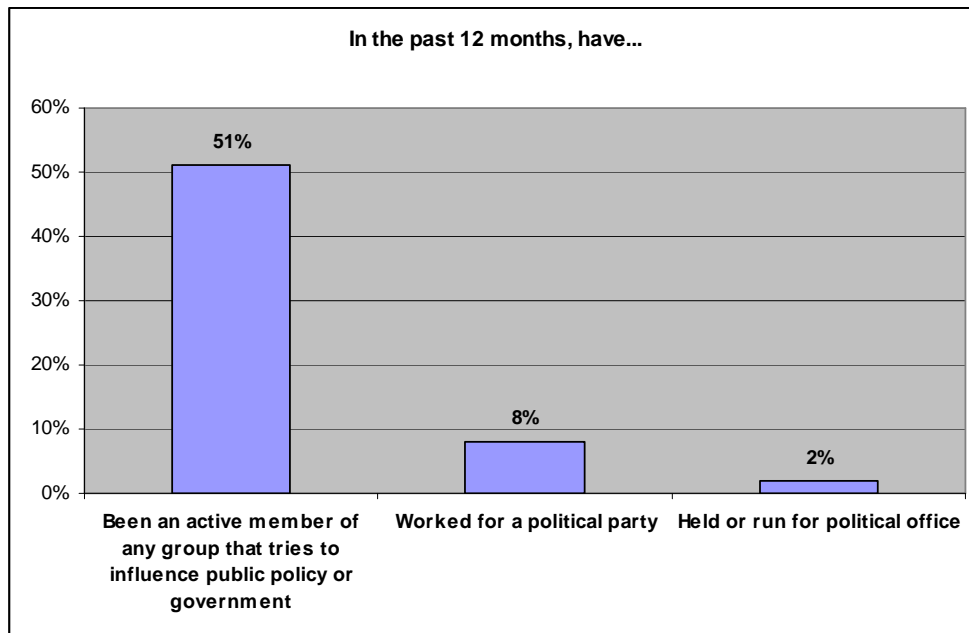
Surprises

The people who subscribed to these lists do so to be involved in their communities, their interests, their passions, and their professions. So when these individuals *don't* get involved in something relevant, it's worth noting.

Surprise #1: Low involvement with politics

The communities I studied for this report are eager for political and government action on clean water, nature protection, and pollution control – but have an unbalanced approach to getting it.

They are highly engaged in efforts to influence political behavior from the outside – testifying, writing letters, scrutinizing official decisions, and securing media attention to issues and opportunities. But they invest far less effort in cultivating relationships and influencing political behavior from the inside – such as raising funds for candidates, volunteering with political parties, or running for office themselves.



This lopsided pattern of participation may in fact be causing a vicious cycle that saps the environmental movement's clout: disappointing political decisions discourage nature protection and pollution control experts making an effort to work inside the political system. This, of course, leads to more disappointing political decisions.

Surprise #2: Low involvement with national environmental organizations

Subscribers to the 64 lists I monitored seldom share or remark upon the press releases, white papers, announcements, testimony, and other information the national environmental organizations pump out daily. And national environmental group staff aren't participating in these email lists in meaningful numbers. This is even generally the case on email lists sponsored by affiliates of national organizations like the Sierra Club and the National Audubon Society.

Of course, national environmental leaders *do* have confidential channels that they use to communicate with their state and local counterparts on specific areas of cooperation. Spokespeople for these groups are also sometimes quoted in the news stories email list subscribers pass around.

Nonetheless, the national environmental movement’s general absence from this ongoing and highly relevant electronic conversation is startling.

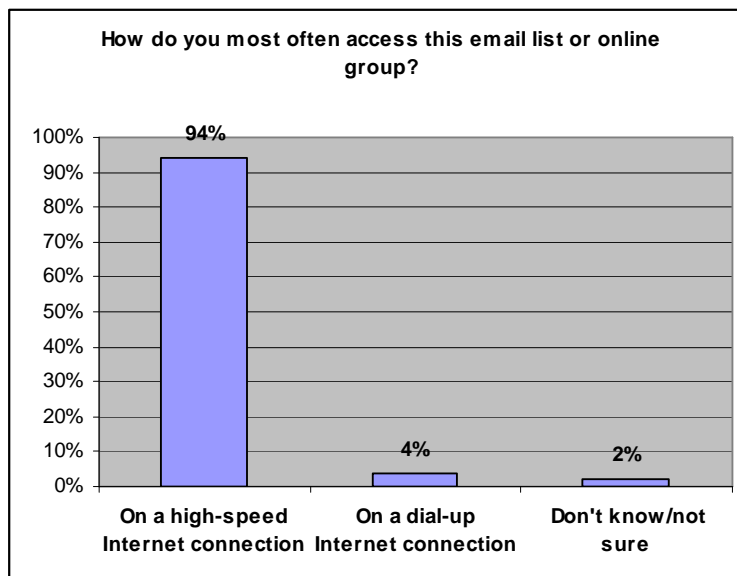
Surprise #3: Lack of fundraising activity

Many Americans find the prospect of writing their state senator to be quite daunting, but would happily write a thousand dollar check to their local environmental group. How many of those potential donors are subscribed to these nature protection or pollution control lists? Nobody knows... because nobody asks. Fundraising activity is virtually non-existent across the network of email lists I monitored for this report, even though many are sponsored by nonprofit organization or frequented by the staff at nonprofit organizations.

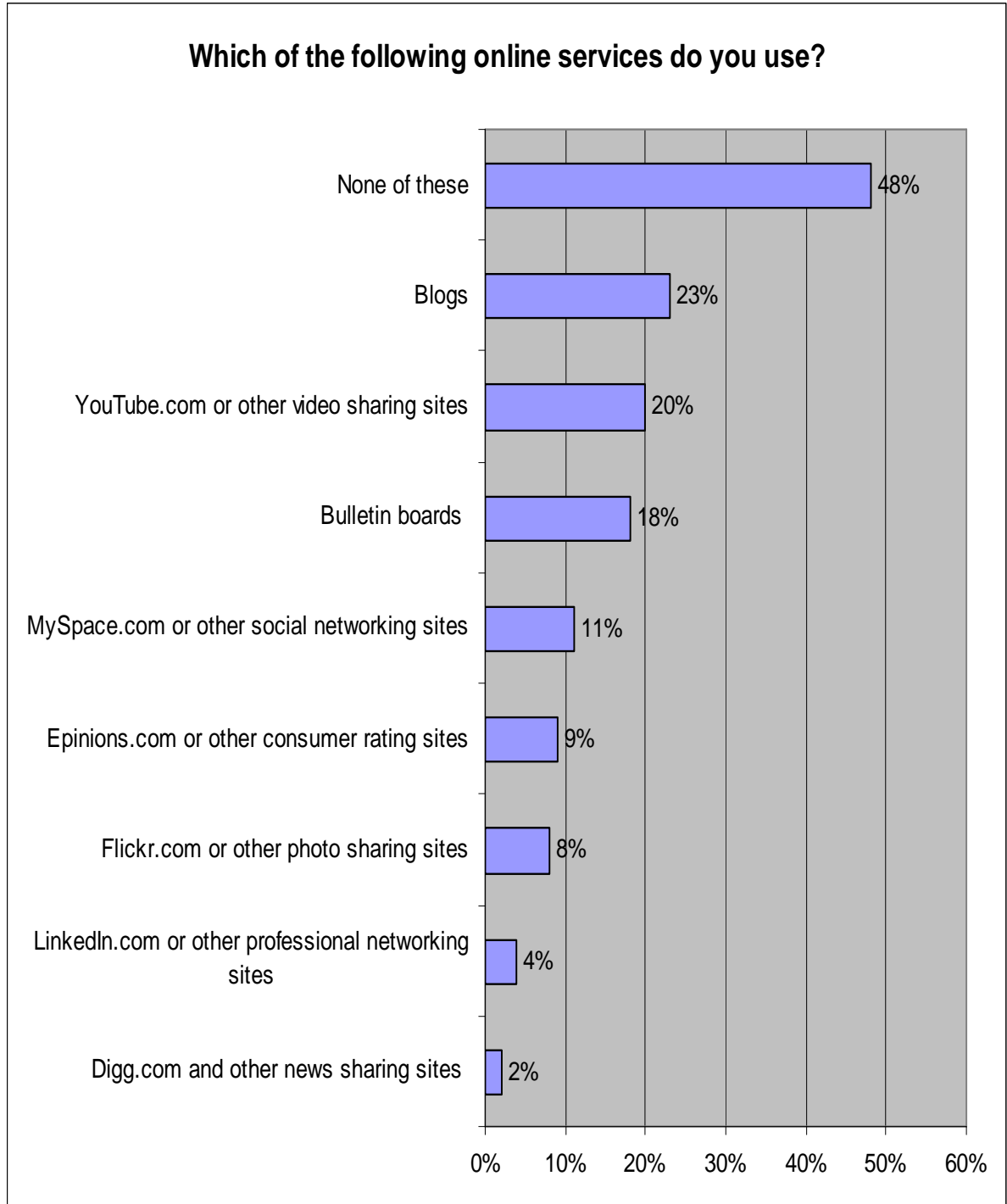
Would using posting a fundraising solicitation to a email group be some kind of faux pax that would offend the other subscribers? Nobody knows... because nobody asks. Experience suggests that clean water, nature protection, and pollution control experts and activists are uncomfortable asking for donations, and project that discomfort onto potential donors who might be very receptive to an opportunity to help out.

Looking Ahead

Email lists (and the Internet) went mainstream together in the mid 1990s. This research suggests it took about five years for nature protection and pollution control experts and activists to fully embrace them. Today, the Internet is going through a period of rapid evolution (some call it a revolution), as nearly universal access to fast and reliable connections makes it possible to do things that would be unimaginable over rickety and slow telephone connections.



Nearly everybody who completed the straw poll logs on to the Internet with a high speed connection. This means that nature protection and pollution control experts have the equipment they need to compete in the 21st century marketplace of ideas. Do they have the skills?



Let's explore a few of the sites that have the most potential to advance nature protection and pollution control going in the coming decade.

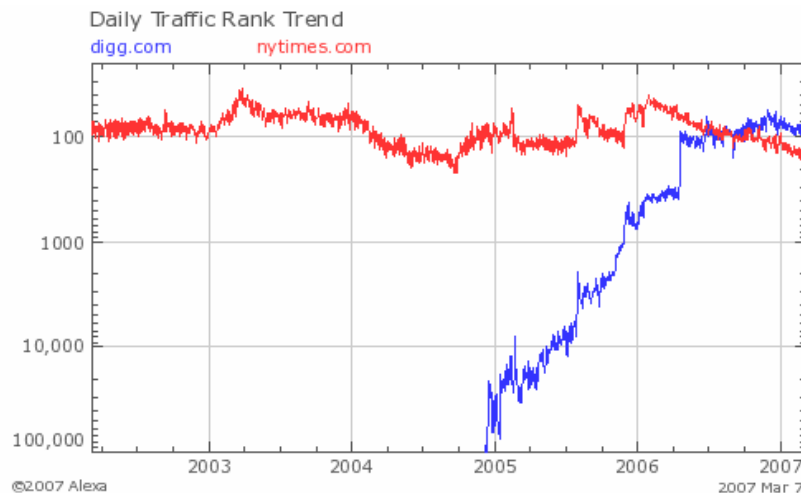
Digg. <http://www.digg.com>

Swapping news stories is the top activity on nature protection and pollution control email lists, so it's surprising that the news sharing site Digg is at has attracted so little interest from this group.

News enthusiasts find that participating in Digg is a very rewarding activity. They can not only share stories with others who appreciate them, and they also can vote them up or down. Diggers can count on a large community of articulate and discriminating users to notice their contributions and debate them. Stories that receive the most votes overall end up on the home page and those that receive the most votes in their category end up on the science page, the politics page, etc...



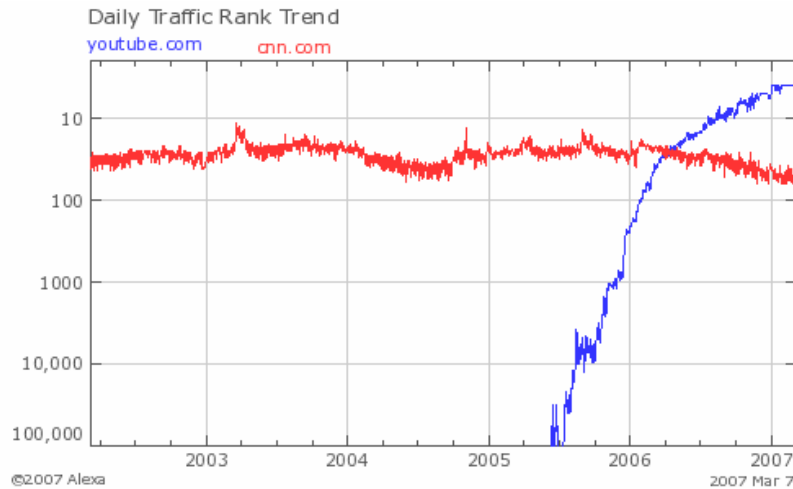
Securing a prominent placement on Digg will drive an enormous amount of traffic and attention to a story you like. By failing to engage with this service, nature protection and pollution control experts are missing out on a big opportunity.



Digg is an email list turned inside out. The large audience is divided into small communities interested in specific topics. In these areas, a small minority of active Diggers cultivate reputations and develop relationships that help them place most of the prominent stories. These individuals earn this role simply by participating consistently and constructively within Digg's official rules and unofficial etiquette.

YouTube and Other Video Sharing Sites

If a picture is worth a thousand words, then a motion picture is worth a million. Over the past 18 months, YouTube has transformed the average personal computer from a typewriter into a TV studio, and raised Americans' expectations on how even the most ordinary websites tell their story.



YouTube is disorienting for the first time visitor. But with repeat visits, YouTube reveals itself to be a place where people share videos much the way email list subscribers share email messages. YouTube fans organize themselves into groups around various niche topics. In these topic areas, a small minority builds a reputation and acquires fans, but a large majority just watches. Everybody that contributes a video can decide to allow open discussion, moderated discussion, or no discussion, just like an email list.

OCTOBER 24TH, 2006

Our Only Chesapeake



Vic Sadot sings with nieces and nephews and siblings on this feisty call to preserve our great Chesapeake Bay. Vic's video is hosted on a video sharing service called YouTube, and I found it by just searching for "chesapeake bay" at the site.

Subscribe

[Click here to subscribe to our email list!](#)

Sign Our Petition

Tell Beaconfire to let Tim and Eric do more workshops!

[Sign our petition now!](#)

Attend Our Events

We offer birdwalks, nature tours, and other events

[Find the next one near you!](#)

Volunteer!

Save the world and have a good time for just a few hours every month. We have volunteer opportunities all around Chesapeake country.

[Sign up now!](#)

Donate Now!

Help us keep up our important work

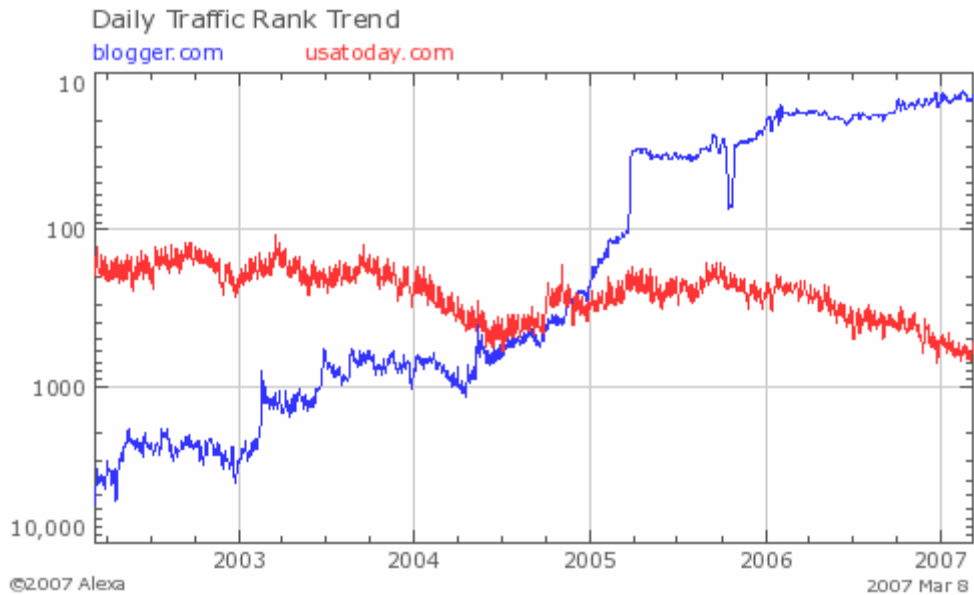
[Click here to donate!](#)

Nature protection and pollution control experts can upload videos for people to watch at YouTube.com, but YouTube will also stream videos through to other websites, as well. This allows any environmental group, no matter how small, to easily show videos on their website.

Blogs

After five years of exponential expansion, the rate at which new blogs are created is slowing down. However, the number of non-bloggers who read or watch blogs continues to grow steadily. What does that mean? Blogs are going mainstream.

With maturity comes variety and sophistication. Consumers increasingly have responsible alternatives to the overheated partisans who dominated the early days of the political blogosphere. Many professional journalists are attempting second careers as bloggers after they jump ship or get laid off from financially struggling news media outlets. Some nature protection and pollution control blogs like Grist, Treehugger, and Ideal Bite are developing real followings.



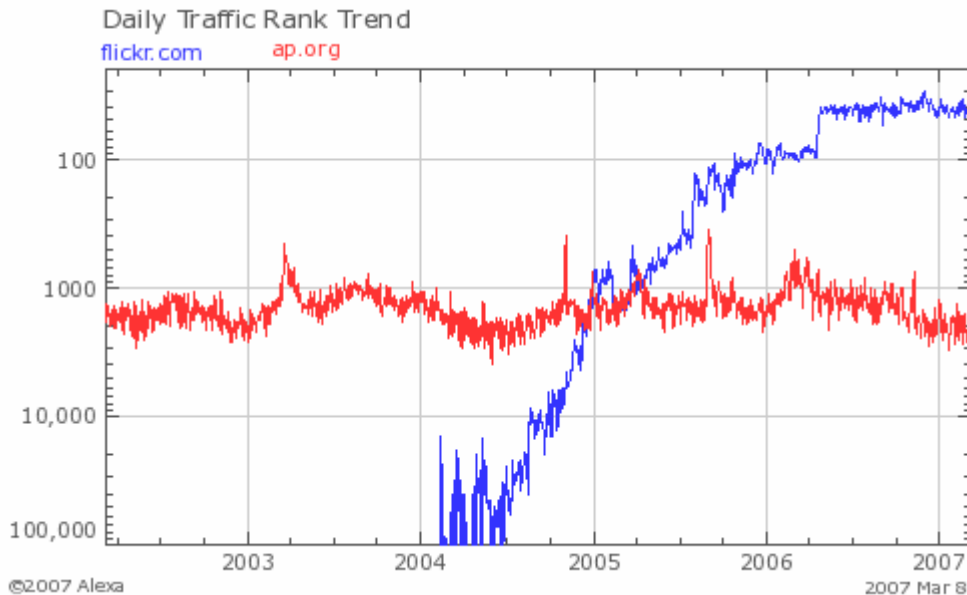
In most respects, blogs are email lists turned inside out – offering the same types of dialogue and interaction on a website that email lists offer in an in-box. Bloggers can allow open discussion, moderated discussion, or no discussion of their posts, just like an email list. But blogs can attract new supporters through Google and Yahoo! searches, while email groups are heavily dependent on word of mouth.

For small nonprofit nature protection and pollution control organizations, blogs can be perfectly good organizational websites. They're cheap, easy to set up, and even easier to update with information about current events, organizational activities, and opportunities to participate.

With tens of millions of blogs on just a handful of software platforms, it's a promising market for providers of accessory services. Entrepreneurs are developing a wide variety of fundraising, advocacy, volunteer recruitment, and other add-ons that can help a small nonprofit organization turn a simple blog in a remarkably versatile online hub.

Flickr

The Associated Press once dominated the field of photojournalism, but over the past three years, amateurs using the service Flickr have surpassed it, at least online.



So why should nature protection and pollution control people care? Because the Associated Press charges big bucks to use its photos, but Flickr users are offering tens of millions of photos for you to use for free, so long as you credit the photographer. And some of those photos are *really good*.



Flickr photographers do this by releasing their photos under a variety of “Creative Commons” licenses that spell out how others may and may not use the work. Check out

<http://www.flickr.com/creativecommons> to find free photos for websites, emails, brochures, and other uses.

Flickr is a collection of full-color email lists, turned inside out. As with email lists, serious Flickr fans form discussion groups around various topics to critique each others’ work, and they develop friendships around the shared interest in photography. As with email lists, a small number of people contribute a lot of pictures, and the majority just look at others’ work. As with email lists, those who upload photos can elect to keep them private, share them with a select group, or invite the public at large to see and comment on them.

chesapeake bay [Advanced Search](#)

Full text Tags only

✓ We found 574 photos matching **chesapeake** and **bay**, with the Creative Commons Attribution-NonCommercial-NoDerivs License [X].

View: [Most relevant](#) • [Most recent](#) • [Most interesting](#)

Conclusion

The American Federation of State, County, and Municipal Employees, a labor union, has a straightforward slogan: organize for power. And that's exactly how nature protection and pollution control activists and experts have been using email lists for the past decade – organizing to share information, organizing to coordinate effort, and organizing opportunities to get to know each other.

Until recently, we have generally used online organizing to prepare to deliver the message offline: public meetings and hearings, lobby days, press conferences, seminars, and other events. I hope the recommendations in this report will enhance this important work.

I also hope the recommendations will help us take our skills in new, public directions. The news media, which provides most Americans with most of their nature protection and pollution control information, is in crisis and we must develop alternative way to inform and engage the public. Simply put, fewer and fewer Americans are reading those stories we pass around amongst ourselves on our email lists, and there's no sign of a renaissance on the horizon.

Increasingly, Americans are investing their attention in Web 2.0 sites like Digg, YouTube, Flickr, blogs, and others where people communicate with each other the same way we communicate on the email lists we know so well.

The day is fast approaching when the rest of America will learn more about clean water, nature protection, and pollution control from this kind of "word of mouse" than the from the daily newspaper. And when that day comes, we'll have to build public awareness by cultivating communities of people who are interested in our organizations and our work, people who will read our emails (and forward them to their family), watch our videos (and share them with their friends), and listen to our podcasts (and play them for their colleagues).

This research suggests that the key to building successful online communities that attract these individuals is to offer rich opportunities for dialogue and discussion among those with similar – but not identical – perspectives. The people who are most likely forward your emails, share your videos, and recommend your blog or your podcasts are drawn to open forums where they can express their own views and learn what others have to say. Organizations that restrict participation on their lists and insist on a high degree of control over their message will be less successful at retaining the interest of these outspoken individuals.

The responsibility for getting the word out is increasingly falling to us. We're more prepared for this task than we might realize.

So organize for power.

Appendix – Email lists Monitored 10/06 to 3/07

| Listserv Name | Reach | Topic |
|--|------------------------|---|
| aci-net | National | An email group for members of the Association for Conservation Information, a non-profit association of information and education professionals representing state, federal and Canadian agencies and private conservation organizations. |
| Austin-Environmental-Social | Texas | Austin's Environmental Social Group |
| az_mws | Arizona | Graduates of the Arizona Master Watershed Steward program |
| Arizona Riparian Council | Arizona | The Arizona Riparian Council list serve is meant to be a place for discussion of riparian issues and for announcements of meetings, seminars, etc. |
| BluegrassSierraClub | Kentucky | Announcement listserv for the Bluegrass Sierra Club. |
| CayugaLake | New York | CayugaLake – Watershed Network-announcements and updates |
| CBDA_WATERSHED_SUB | California | Watershed subcommittee of the CALFED Bay-Delta Program |
| Commite_for_the_Preservation_of_Wildlife | Illinois | The Committee for the Preservation of Wildlife (CPW) is a student organized group at Northern Illinois University. Our purpose is to bring about the protection and conservation of wildlife, take an active role in preventing environmental degradation induced by the activities of people, and to increase awareness and appreciation of wildlife values. |
| CRWC | Michigan | This listserv is dedicated to information exchange about activities affecting the Clinton River and its watershed. This listserv is administered by the Clinton River Watershed Council, a non-profit environmental organization dedicated to protecting, enhancing, and celebrating the Clinton River, its watershed, and Lake St. Clair. |
| CharlotteCountyNatureAlerts | Florida | This group is sponsored by the Peace River Audubon Society Conservation Committee in keeping with the Audubon societies mission to "conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity." |
| danestewards | Wisconsin | Dane Stewards provides a connection among groups and people interested in water and land conservation in the Dane County, WI, area. |
| DICKINSON-BAYOU-WATERSHED | Texas | Discussion of the Dickinson Bayou Watershed |
| Environmental Alliance of North Florida | Florida | Environmental activism in and around Tallahassee |
| Environmentalists | National/International | This is the group to communicate/ share/ discuss the all knowledge (about Environment and related issues) just as news, professional jobs, professional development, or any development regarding the Environment. |
| Envirotalk | Washington | This group is sponsored by SPEECH, the South Puget Environmental Education Clearinghouse in Olympia, Washington. |
| Fostering Sustainable Behavior Listserv | National/International | For sharing information and asking questions of others about initiatives to reduce waste and pollution, increase water and energy efficiency, and alter transportation patterns. |
| footsc | South Carolina | This group is for the Foothills Group of the South Carolina Chapter of the Sierra Club. |
| FOR_Guides_Activists | California | Friends of The River Rafting Program Guides, Activists, & Members discuss relevant issues. |
| FRIENDS-OF-THE-NEW-RIVER | Virginia/West Virginia | List for Friends of the New River. |
| Friendsof2Creeks | California | Friends of Two Creeks is committed to pro-environmental advocacy, action, and education in the Arroyo Viejo, Lion Creek and neighboring watersheds. |
| FriendsOfTemescalCreek | California | The Friends of Temescal Creek (FoTC) is a community organization of Temescal Creek Watershed citizens, businesses and supporting organizations. |

| Listserv Name | Reach | Topic |
|--|------------------------|---|
| GA-WATER | Georgia | Georgia Water News |
| HopeForCleanWater | Florida | Ferholloway River, Taylor County FL |
| Hydrology-Forum | National/International | This list aims to provide a forum for discussion of scientific research in all aspects of Hydrology |
| igl-ecology | Iowa | Iowa Great Lakes Area Eco Activists |
| la-river-discuss | California | This list is to facilitate discussions of all issues pertinent to the Los Angeles River. This list was established by the Friends of the Los Angeles River (FoLAR). |
| LRWQF | Tennessee | The Little River Water Quality Forum is a coalition of agencies and organizations formed to improve and protect water quality in the Little River Watershed. |
| Landtrust | National | Landtrust is a list for people and groups interested in the topic of land trusts. Land trusts are local, regional, or statewide nonprofit conservation organizations directly involved in helping protect natural, scenic, recreational, agricultural, historic, or cultural property. |
| land-use-northstar | Minnesota | Welcome to the listserv of the Sierra Club - North Star Chapter's Land Use and Transportation Campaign. |
| Monitoring | Massachusetts | This is an electronic discussion group based in Massachusetts but that welcomes any individual who wishes to discuss watershed monitoring topics. |
| mwc-list | Massachusetts | Massachusetts Watershed Coalition |
| NARCDC | National | The National Association of RC&D Councils (NARC&DC) is an advocate for local Resource Conservation and Development Councils. |
| NC-EE | North Carolina | This mail list provides a forum for the exchange of environmental education information and opportunities in North Carolina. The list is open to anyone with an interest in environmental education in North Carolina. Posts for environmental education workshops, job opportunities, new resources, programs, and environmental education conferences and events are welcome. |
| NEWatersheds | New England | The listserv, ne-watersheds, is a list of e-mail addresses of people who want to send and receive e-mail messages about river and watershed-related issues in the Northeast. |
| oceanoutfallgroup | California | Orange County, CA Ocean Outfall Group was created to close a shameful chapter in our history: the sewage waiver that allowed Orange County Sanitation District to avoid full secondary treatment of all sewage prior to its discharge into the Ocean. |
| Ohio Watersheds | Ohio | Ohio Watershed Network provides information to community members and natural resources professionals who want to protect the resources in their watershed. |
| OZARK-WHITERIV | Missouri | Sierra Club listserv |
| PA_clean_water | Pennsylvania | A coalition of environmental, conservation, sporting, and religious groups from all corners of Pennsylvania in support of federal and state policies to protect and restore PA's water resources. |
| PIPPinfoexchange | National | The purpose of this group is to empower Storm Water Pollution Protection and/or watershed professionals with the ability to better communicate, share ideas and increase our purchasing power. |
| PlanPutnam | New York | Preserve Land And Nature in Putnam County was created to serve the people of the region with up-to-date information regarding development in Putnam County, NY. |
| Riparian | Texas | The Riparian Listserv is a service of the University of Texas, created to encourage the exchange of information on riparian issues among the citizens of Texas. Notices about recent riparian research, conferences, training, and activities are posted daily, along with discussions on riparian related information and issues. |
| riverbasinsinstitute | Texas | River Basins Institute is a non-profit environmental education organization in Northeast Texas. |
| river_assessment_and_restoration_forum | National/International | The purpose of this club is to encourage dialog on the theory and practice of river and stream assessment and restoration. |
| rivervision | Oregon | RiverVision promotes renewable energy and sustainable living at the local level through education, research, demonstration, and community outreach. |

| Listserve Name | Reach | Topic |
|----------------------------------|-------------------------------|---|
| riverweb | Illinois | This list is composed of individuals and watershed groups throughout IL involved in river conservation. Topics posted focus on watershed protection, restoration, water quality and support issues pertaining to grassroots watershed organizing. |
| RMS listserve | National | Membership list of the River Management Society |
| rock-creek | Maryland/District of Columbia | A Montgomery County, MD and Washington, DC based group whose mission is to promote a healthy and sustainable Rock Creek Watershed through conservation, education and restoration. |
| RumRiverWatershedNews | Minnesota | "News from the Rum River Watershed": the official newsletter of "Friends of the Rum River." |
| SaveTaylorCountyFloridaResidents | Florida | Florida residents opposed to a proposed coal-fired power plant |
| Secs_core | Illinois | This group is a discussion list for Students for Environmental Concerns at the University of Illinois. |
| SDELN | California | Networking the Nonprofit Environmental Community of San Diego |
| SierraClub_NewOrleans | Louisiana | Information list for the Sierra Club members in the Greater New Orleans areas. |
| sicsierraclub | New Mexico | This is a discussion and news forum for Sierra Club members of San Juan County, New Mexico, and other interested environmentalists. |
| Squawcreek | Iowa | A group dedicated to monitoring, improving, and preserving the water quality within the Squaw Creek watershed. |
| STORMWATER | Washington | Washington State Dept. of Ecology/ Stormwater E-mail List |
| Stormwaterpro | National/International | As the interactive voice of Stormwater magazine, StormwaterPro is your source of lively professional discussion on all of the many issues involved in stormwater management around the world today. |
| UDPREPnews | Wisconsin/Illinois | News, information, and announcements from the Upper Des Plains River Ecosystem Partnership (UDPREP). |
| UOWN | Georgia | The Upper Oconee Watershed Network is a nonprofit organization dedicated to improving water quality through community-based advocacy, monitoring, and education. |
| VLWA | Virginia | The Mission of the Virginia Lakes and Watersheds Association is to conduct educational and scientific efforts to protect the quality and uses of Virginia's lakes, watersheds and other water resources. |
| Washed | Montana | A statewide network for communication on watershed issues. Learn about policy updates, upcoming meetings and event, funding and scholarship opportunities. |
| water-I | Indiana | The Water-I listserve is focused on Indiana water issues is used for the exchange of ideas, problems, and solutions among anyone interested in water quality and watersheds throughout the state and surrounding region. |
| wisconsinrivergroups | Wisconsin | A discussion group on Wisconsin river and watershed conservation. Share your questions and ideas with others in the field. |
| WRB-Contacts-FDE | Florida | This listserve is for people that live in the Withlacoochee River basin South (the one in Florida) and are interested in protecting water quality in the basin. |
| wtroutunlimited | West Virginia | This list is for the members and associates of Trout Unlimited in West Virginia to provide current environmental and activity information regarding our trout fisheries. |