

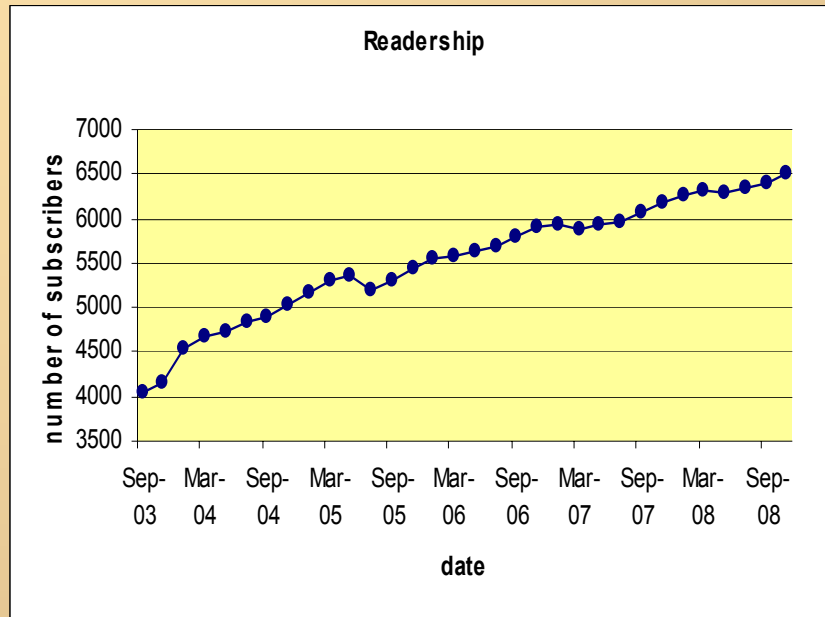
Southwest HYDROLOGY

The Resource for Semi-Arid Hydrology

Sponsors, New Directions, and a Sustainable Future?

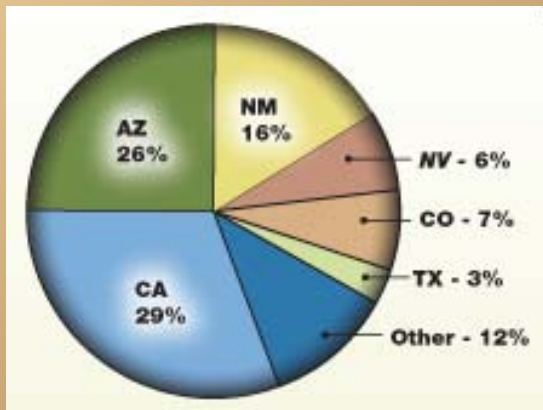


Readership



Reader Survey Results (March 2008, 18% response):

- Length of features should: stay the same (88%), be longer (10%), be shorter (2%)
- Number of features should: stay the same (78%), be greater (20%), be fewer (2%)
- Technical level of features should: stay the same (79%), be higher (19%), be lower (2%)
- Science/policy balance is appropriate (92%)
- 199 of 211 open-ended comments were positive, most commonly “Keep up the good work!”

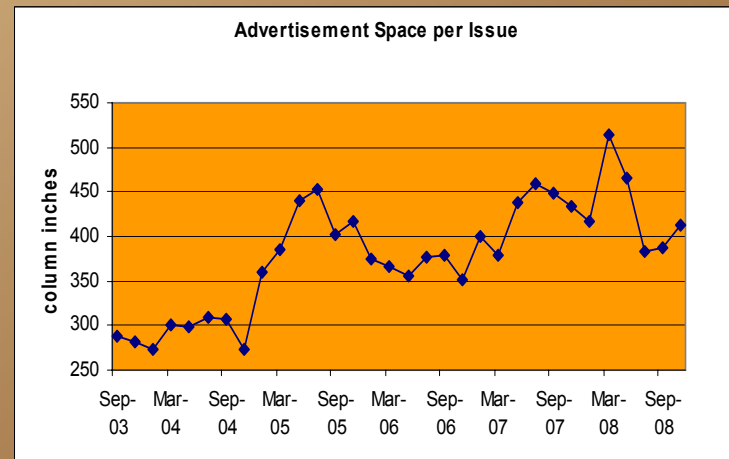
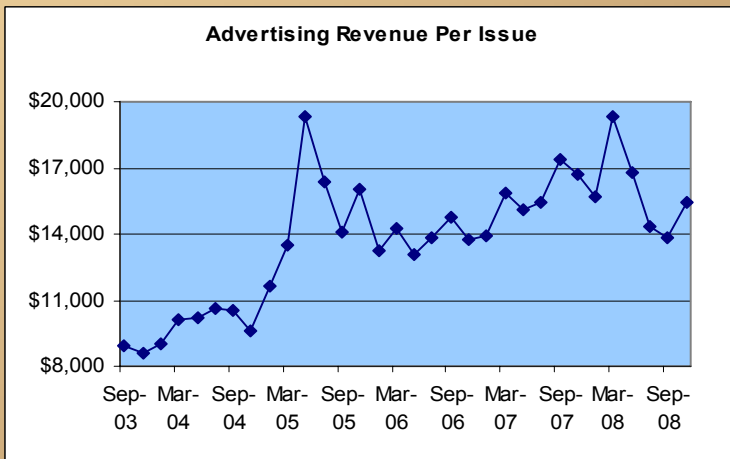
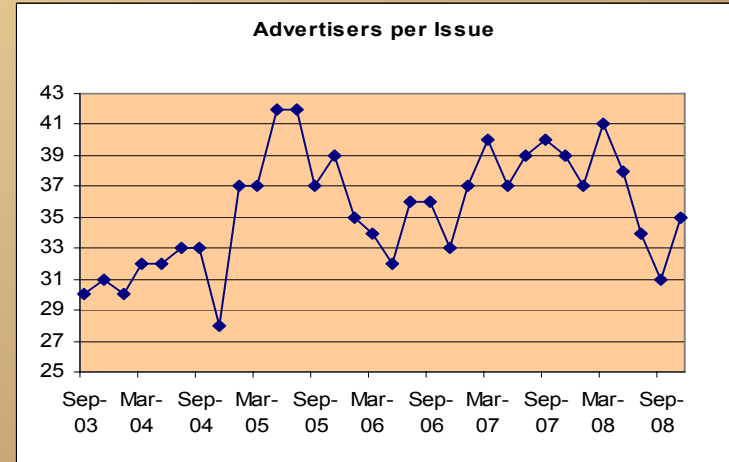
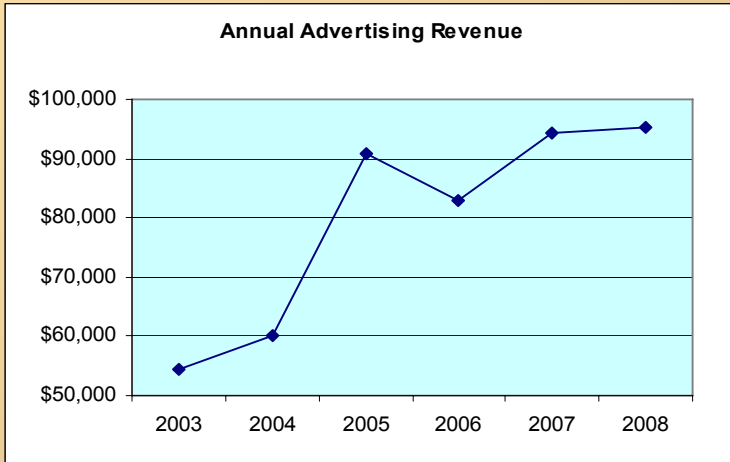


Awards

for excellence in technical writing and communication

- **Cactus Quill Award (IABC, Southern AZ):
2005, 2006, 2007, 2008**
- **Silver Quill Award (IABC, 19 states): 2008**
- **Society for Technical Communication (SW region):
2005, 2006, 2007**
- **Award for Publication Excellence (national):
2006, 2007, 2008**

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Budget

FY	COSTS (\$K)			REVENUE (\$K)			DIFFERENCE (\$K)
	labor	expenses	total	ads	other	total	
04-05	101	64	165	75		75	90
05/06	125	60	157	87		87	70
06/07	118	72	201	87		87	114
07/08	138	61	199	101	44	145	54
08/09*	147	68	215	90	50	140	75

*projected

Difference has been covered by NSF

Searching for (more than)
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- workshops
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