



Blaze a new trail with us.

ecotrope.opb.org

**Here in the Northwest,
our environment is personal.**

It's where we live, work and play.

**It's the lens through which we
see everything.**

**And let's face it,
we're long past the trailblazing days of
the Oregon Territory.**

**And the trails we've blazed
are getting crowded.**

**Crowded with people and conflicting
needs; with tradition and clashing new
ideas; with economic opportunity and
fragile ecology.**

It's time for a new conversation.

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Fresh ideas on nature and community.



Nature. People. Conflict?



OPB is leading the way to a new kind of conversation for the Northwest. We're creating a space to broaden the discussion and magnify the issues and ideas inspired by the meeting of nature and community.

Every day, we're going deep into news about nature and our relationship with it. We're connecting the dots. We're examining the implications of policy and our actions. And we're having some fun along the way, too.

With solid journalistic roots, OPB's Ecotrope aspires to be the heart of the discussion for all things environmental. Vibrant and relevant, it's an innovative approach to building knowledge, dialogue and a way forward through fresh thinking and community participation.

Cassandra Profita is the reporter, curator and moderator for Ecotrope. She has broad experience covering Northwest issues around climate, forestry, energy, fisheries, our coasts and rivers. With a wide network of contacts, and her ear to the ground, Cassandra will be our guide for all things environmental.

OPB launches this new approach so we can all shape ideas and make informed choices. Its success relies on our community.

Check it out. Join the conversation.

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Ecotrope is created in partnership with the NPR Argo Network, funded by the Corporation for Public Broadcasting and the John S. and James L. Knight Foundation.