

**From:** [McChesney, Gerry](#)  
**To:** [Barr, Chris J](#)  
**Cc:** [Cordell, Doug](#); [Morkill, Anne](#)  
**Subject:** Re: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project  
**Date:** Friday, December 6, 2019 3:59:57 PM

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Great comments. It is a lot of slides and a lot to digest, but having a nice slide arsenal to choose from isn't a bad thing. There will be other presentations to give, some shorter, some longer. Having the more detail slides may be helpful at some point. We can pick and choose which we need/want depending on the presentation we're giving.

Missing from all these slides are slides with the project history and info on the numbers of and success rates of island rodent eradications. I put the July CCC meeting presentation in the folder as it has slides covering that information.

I also put more slides to be worked on in the files "Bait Spill Response Plan.pptx" and "Commons Elements of a Rodent Eradication.pptx". The latter contains elements of an Operational Plan.

Most of my comments are in the PPT but here are some repeated here as well:

- All slides - Do we FWS logos on every page? For the DOI Review presentation, Mark Pelz had a version with the logos as part of the page template.
- Throughout - Use the term "invasive" instead of "non-native" or "introduced" to describe status of mice and invasive plants.
- Throughout - Correct spelling is "Storm-Petrel", with a hyphen.
- Slide 1 - Photo looks squeezed inwards.
- Slide 10 - Replace the photo of the salamander in the terrarium with something else. How about a Western Gull? I would also replace the list of studies they have with this one:

- House mouse density estimate
- Bait palatability and preference trials
- Bait exposure rates (efficacy)
- Bait station field test
- Mapping of accessible and sensitive wildlife areas
- Collection of mouse samples and genetic analysis
- Bait degradation trials
- Gull hazing trials
- Gull risk assessment
- Impacts of mice on Ashy Storm-Petrels
- House mouse diet
- Salamander hazard study
- Conservation measures: Seabird, salamander, cricket, burrowing owl, plant populations
- Black abalone survey

- Slide 12 - Add a text box that states: <10,000 breeding birds
- Slide 13 - Storm-petrel population index slide: Replace this graph with something like Figure 3 in Nur et al. (2019) Ecosphere paper. If they need the actual data to make graph, let me know and I will request from Point Blue.

Also, another graph that could be overlaid with the storm-petrel population index is Figure 4B, Annual index of burrowing owl predation on storm petrels from 2003 through 2012, from Nur

et al. (2019) Ecosphere paper. This shows how as owl predation increased, storm-petrel numbers decreased.

- Slide 17 - There is an updated version of this graph in Nur et al. (2019) Ecosphere paper. We should probably use this published version. If they need the data, let me know.

- Slide 17 - Call it "Owl Predation Reduction," instead of just "Owl Reduction."

- Slide 20 - A lot of words for one slide. Anne's suggested edits make text even longer. Keep text brief.

- Slide 21 Key characteristics of island eradication and mainland control operations - Added my comments/edits.

Also, we may want a slide that summarizes key items on the Brodifacoum 25-D label. I put a copy in the folder with key text highlighted, which I also include here (bolds added for emphasis):

#### **BRODIFACOUM-25D CONSERVATION**

- A pelleted rodenticide for control or **eradication** of invasive rodents in dry climates **on islands** or vessels for **conservation**.
- This product is to be used for the protection of State or Federally-listed Threatened or Endangered Species or other species determined to require special protection.
- **RESTRICTED USE PESTICIDE:** For retail sale **only** to employees of federal agencies responsible for wildlife management to be used **only** by Certified Applicators or persons under their direct supervision and only for those uses covered by the Certified Applicator's certification.
- It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Slide 22 - Very busy slide. Could be split into three slides but also might be good to preserve the one slide option as well. Needs some info corrected. I provided suggestions in the slide.

Slide 23 - I put strikethroughs in some rows. Not sure we need the suggested infographic. We may not need to provide the comparison since its the Alt B that we seek approval for. Thus, it would also be good to have a slide that just provides the Alt B info.

Slides 39-40 (Anacapa and Rat/Hawadax examples) - a nice photo of each depicting the scenery with a list of benefits achieved (maybe with photos of some species) will have broader appeal than graphs and maps.

Gerry McChesney

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Gerry McChesney  
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On Thu, Dec 5, 2019 at 3:59 PM Barr, Chris <[chris\\_barr@fws.gov](mailto:chris_barr@fws.gov)> wrote:

In review of the slides here's my comments:

- I concur with less slides and a story arc
- Similar to slide 11 with graphical depiction of the "the Problem" mouse density; we

need a powerful graphical depiction of the island ecosystem post project "The Result" graphic that leaves a powerful impression of the expected benefits.

- In regards to Slide 11 shouldn't we be clearer that it is typical mice density on mainland and that mice not native to the island in the talking points?
- How will the PT blue video of the mice be used in our messaging of the problem?
- While, we mention 2 US cases; is there any quotes of pictures depicting the success New Zealand has seen with this tested approach in fact based on this success they are moving forward with additional larger islands. "Proven Results". I saw PSG had a recent Facebook post about NZ success with eradications using this method.

Thank you all for your hardwork on this powerpoint and coordinating with the graphic folks, it's shaping up nicely.

Chris

### Chris Barr

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On Wed, Dec 4, 2019 at 4:05 PM Cordell, Doug <[doug\\_cordell@fws.gov](mailto:doug_cordell@fws.gov)> wrote:  
Anne, et al:

Here's my take on the Powerpoint, for what it's worth.

I think it needs to be substantially revised and cut way down.

We should be telling a story with this 20-minute presentation that builds our case--easy to follow, compelling, for a lay audience (CCC Commissioners). (Vs. the story opponents will be telling and the case they'll be making).

Here's my back-of-the-napkin outline of the story I think we need to tell (and there are further notes on particular slides below that):

**Story/Arc for Powerpoint:**

- Farallons is a globally important site (wildlife [% of global ASSP pop.]; other species; 1909 refuge designation, etc.)--1 slide
- But this global treasure is threatened by invasive house mice (how)
- FWS has been studying what can be done (a long, thorough, transparent review; vigorous outside input from agencies, NGO's and public; all options were on the table)
- Where we came down: Rodenticide (specifically, Brodifacoum)--and why (only proven method for 100% eradication, etc.)
- Why not wait for experimental methods? (not proven for eradication; goal is to keep ASSP off ESL, not wait til a significant event could wipe them out)
- isn't Brodifacoum a problem on mainland? (Yes. And here's how this is different)
- Can an island use be done safely? (Yes: steps to minimize non-target impacts [hazing; targeted, GPS app., etc.]
- What about critics' claims? (It's not on a Marine Sanctuary; Not 2 tons of rodenticide; Lessons from Rat Island, and why this is different)
- Has this worked before? (Yes: Anacapa, etc.)
- What about contingency plans for implementation? (brief, most relevant)
- What kind of follow-up monitoring would there be? (" " ")
- Who supports the FWS plan? (slide with logos of all the conserv. & birding groups, etc.)
- Will State & other federal agencies still have an opportunity to review? (Yes: Permits req'd, even after a signed ROD)
- Final slide: "A proven method of 100% eradication with extensive safeguards, backed by respected conservation & birding orgs., to restore one of the most ecologically important areas in the world." [With picture of happy wildlife]

**Notes on particular slides:**

- I think we need to get down to 20 slides; there is way too much to digest and remember (We can provide more details in supporting docs we distribute ahead of time, and in Q&A)
- I would cut Slides 6-9
- For Slide 21: A simple, side-by-side comparison with a few bullets, total: (Mainland Rodent Control Vs. Island Eradication; short-term, targeted application vs. repeated, regular applications; skilled pros vs. non; etc.)
- Cut Slide 22
- Reduce Slide 23 to a few simple bullets ( (No one's arguing at this point that we should use Diphacinone--they're arguing against rodenticide.)
- Cut Slides 24, 25: factual details that don't help build the story we're telling (we can get into that with supporting materials and in Q&A)
- Cut Slide 29
- Cut Slide 35 (unnecessarily alarming)
- See suggestion in Story Arc above re possible final slide.

Doug

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On Wed, Dec 4, 2019 at 9:17 AM Anne Morkill <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)> wrote:  
Just a reminder to please review and add comments by this Friday. I'm around that day if you want to meet as a team to review and discuss together (anytime after 11 am).

(Sent from my iPhone)

On Nov 21, 2019, at 6:45 PM, Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)> wrote:

Hey all - I have reviewed and added my edits/comments to the powerpoint and saved it here: Z:\STAFF FOLDER\McChesney\Farallon\CC slides. Also specifically for Slide 21, I made comments to Word version of the table (copied from DEIS), attached and also saved in folder. Please review and add your own suggestions to the slides - you can add comment boxes like in Word and/or directly edit the text (my proposed edits show as strikethroughs and red font). Also what are we missing that we need to convey to the commissioners?? **Please complete your review by NLT Dec 6th if at all possible, so we can keep this on track.**

**I also think it would be a good idea to get a couple other folks** (Brad K? Pete & Zach? perhaps even Larry from Coastal Commission?) **to review and comment before we send back to the editor in order to minimize her time/effort (= cost) spent on multiple revisions, don't you agree?** We will be able to edit text easily ourselves and add new slides if needed, but any changes we'd want to **graphics** will likely need to be done by the editor, and I don't know how long beyond the end of the calendar year they're on contract to Mark.

Thanks!

Anne

On Mon, Nov 18, 2019 at 12:57 PM Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)> wrote:

Check out the graphics so far...as you'll see in email below, there's still work to be done and we need to help trim down the number & content of slides, etc. but it's really looking good so far. I love the mice in the bathtub!!

----- Forwarded message -----

From: **Hiyan Sisson** <[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)>  
Date: Mon, Nov 18, 2019 at 11:39 AM  
Subject: RE: [EXTERNAL] RE: New materials for Farallon Mouse  
Eradication Project  
To: Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)>  
Cc: Pelz, Mark <[mark\\_pelz@fws.gov](mailto:mark_pelz@fws.gov)>, Sheree Lewis  
<[sheree.lewis@schatzpublishing.com](mailto:sheree.lewis@schatzpublishing.com)>

Hi Anne,

We took an initial stab at the Mouse Project PowerPoint deck using the content that you sent. Attached is a PDF version of the deck. You can download the PPT version here:

<https://spaces.hightail.com/space/Pt97A0lZy7>

One of the biggest obstacles we ran into is the large amount of content and not knowing what needs to be kept and what can be omitted. There were several places where information had to be divided into several slides so that the content was manageable. There were other places where we couldn't move forward with designing the slide until content could be trimmed down. I left red text box notes on slides with issues. This is where we could use your help in editing down content – remember a slide should function as visual cues with quick bullet points that you will expound on verbally during your presentation.

Also, currently there are about 40 slides in the deck with several more still needing to be designed. Those slides still in progress could add 20 slides or more to this deck. 60 slides for a 20 min presentation would be impractical. General rule of thumb is about a slide per minute. Ideally 20 to 25 slides would be good, but we could push it to 30/35 slides but you would have to rush through the presentation pretty quickly.

However, this is just the initial stab that lays the foundation for the final product. It gives the look and feel of the design and how content fits on a page. Moving forward we would need your help in trimming content and organizing slides to best fit your needs. Also, since this is an initial draft

no editorial review was done – we can do an editorial QC once the deck is more finalized.

Please let me know if you have any questions or if you'd like to set up a call to go over the PowerPoint.

Thanks!

Hiyan

Schatz Strategy Group

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**From:** Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)>

**Sent:** Friday, October 25, 2019 2:29 PM

**To:** Hiyan Sisson <[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)>

**Cc:** Pelz, Mark <[mark\\_pelz@fws.gov](mailto:mark_pelz@fws.gov)>; Sheree Lewis <[sheree.lewis@schatzpublishing.com](mailto:sheree.lewis@schatzpublishing.com)>

**Subject:** Re: [EXTERNAL] RE: New materials for Farallon Mouse Eradication Project

Great, thanks!

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Anne Morkill

Refuge Complex Manager

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On Thu, Oct 24, 2019 at 2:54 PM Hiyan Sisson  
<[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)> wrote:

Thank you Anne-

Yes, we received both the first hightail delivery and the recent one you sent yesterday.

We are currently working through the material and creating a design template for the power point. This initial stab will be a bit more than just a design template. We are hoping to give you examples of how a page might look—how an infographics and graph may be used, what a table looks like, what a image page looks like versus a full text page – all using the materials you sent. This will give us a foundation to work from and a gauge as to how much information a page can hold and still be quickly understood.

Please let me know if you have any other questions.

Thanks!

Hiyan

Schatz Strategy Group

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**From:** Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)>  
**Sent:** Wednesday, October 23, 2019 10:26 AM  
**To:** Hiyan Sisson <[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)>  
**Cc:** Pelz, Mark <[mark\\_pelz@fws.gov](mailto:mark_pelz@fws.gov)>; Sheree Lewis  
<[sheree.lewis@schatzpublishing.com](mailto:sheree.lewis@schatzpublishing.com)>  
**Subject:** New materials for Farallon Mouse Eradication Project

Hello Hiyan - I just wanted to touch base to see how it's going! I added some additional materials to Hightail, including a just published article about the mouse-owl-petrel hyperpredation issue plus some materials from other rodent eradication projects ([Antipodes Island NZ](#), [Anacapa Island CA](#), [Lehua Island HI](#), [Hawadax Island AK](#)) as examples/reference.

Best,

Anne

\*\*\*\*\*

Anne Morkill

Refuge Complex Manager

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On Fri, Oct 4, 2019 at 3:18 PM Hiyan Sisson  
<[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)> wrote:

Thank you –

I will review them and let you know if I have questions.

Hiyan

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**From:** Morkill, Anne <[anne\\_morkill@fws.gov](mailto:anne_morkill@fws.gov)>

**Sent:** Friday, October 4, 2019 2:59 PM

**To:** Hiyan Sisson <[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)>

**Cc:** Pelz, Mark <[mark\\_pelz@fws.gov](mailto:mark_pelz@fws.gov)>; Sheree Lewis  
<[sheree.lewis@schatzpublishing.com](mailto:sheree.lewis@schatzpublishing.com)>

**Subject:** Re: [EXTERNAL] Accepted: Call regarding graphics for  
Farallon Mouse Eradication Project

Hi Hiyan - I dropped some files on hightail just now to get you  
started. Take a look at the ppt ideas and let me know if you have any  
questions! Thanks

Anne

\*\*\*\*\*

Anne Morkill

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On Thu, Sep 26, 2019 at 2:19 PM Hiyan Sisson  
<[hiyan.sisson@schatzpublishing.com](mailto:hiyan.sisson@schatzpublishing.com)> wrote:

Mark and Anne –

It was wonderful chatting with you yesterday. I feel like I have a good handle on what you are needing and confident we can deliver a creative, professional product.

As discussed, you can send me large files through our hightail account (<https://spaces.hightail.com/uplink/schatzpub>). You can just drag and drop individual files or zipped folders.

Please let me know if you have any questions.

Thanks!

Hiyan

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<SLIDE 21 Key characteristics of island eradication and mainland control  
operations\_anne edits.docx>