

## Strategic Outreach Strategy: Interested Individuals

<b>Audience</b> - List the individuals, agencies, funders, media or organizations that you need support from on this issue.	<b>Attitude</b> - Describe each audience in terms of current knowledge, attitudes and behaviors related to the issue. What motivates them? What risks do they face? What social, economic, demographic and political factors affect them?	<b>Desired Outcome</b> - Describe desired knowledge level, attitude and behavior from each audience related to the issue.	<b>Relationship Manager</b> – Who from the group will lead the group in outreach to this audience
<b>Keep Barn Owls in Berkeley</b>  <b>Marin Humane Society</b>  <b>Several individuals</b>  <b>State and Local Audubon groups</b>  <b>Etc. (there is a long list)</b>	<b>Varied – most like the Farallones and are supportive and would help with outreach.</b>  <b>Some are interested b/c they are opposed to the project</b>  <b>Some like the Farallones and don't know what to think of this project</b>	<b>Help with outreach</b>  <b>Keep informed of basic activities</b>  <b>Inform, move to support</b>	

<b>Partner</b> - List the individuals, agencies, funders, media or organizations that will partner with you on the project/objective.	<b>Position</b> - Describe each partner's position on the project/objective. What is their motivation? What do they bring to the table? Strengths/Weaknesses?	<b>Role</b> - Describe their role in helping achieve the program and communications & outreach objectives.
<b>Joelle Buffa</b>	<b>Very supportive, past refuge manager</b>	<b>Op ed's</b>
<b>Peter Pyle</b>	<b>Supportive, past Farallon researcher</b>	<b>Communicate to people he knows/community</b>
<b>Scott Anderson</b>	<b>Supportive, shark researcher</b>	<b>Communicate to people he knows/community</b>
<b>Barbara Salzman</b>	<b>Supportive, Marin Audubon</b>	<b>Communicate to people she knows/community</b>
<b>Phil Peterson</b>	<b>Supportive, Citizens committee to complete the Refuge</b>	<b>Communicate to people he knows/community</b>
<b>Carl Wilcox?</b>	<b>CA Dept of Fish and Game</b>	<b>State public support from</b>

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		CA DFG on the draft statement. He has now changed jobs, his replacement might be useful to contact and get to speak in support.
Citizen's Committee to Complete the Refuge	Support the refuge	Write newsletter piece, talk to people, sign on to letter
OWCN	Supportive of seabird conservation	Sign on to letter
Golden Gate Raptor Observatory	Generally supportive I think...	Sign on to letter, make public statements, post on their website their support and faith in raptor mitigation
National Marine Sanctuaries – Dan and Maria	Generally supportive	Sign on to letter and publicly state support
Other partner agencies: BLM, NPS, USGS,	Hopefully supportive	Sign on to letter and publicly state support
See the attached excel file	Some groups are supportive, should focus on those	Get them to sign on to the letter

### Strategic Outreach Strategy: (How will you achieve your goal/objective?)

- Ask influencers for letter of support/op ed's/to be a voice as needed, and if a group to sign on to partner support letter
- Mail out notices to full list
- (Some of the activities and resources here are listed in other shells).

### Strategic Outreach Tactics: (What will you do to achieve your goal/objective?)

#### Project Management

- Best timing for soliciting sign on is after the EIS is out for public comment.
- Melissa will pursue groups and partners to sign on to support letter
- Melissa and Dan can deliver public presentations as needed
- USFWS to help contact people? Agencies?

## **Outreach**

- Contact influencers, phone conversation, gauge ability to help support
- provide group or individual support letter draft
- Train other influencers in giving talks to interested groups?

## **Events**

N/A

## **Materials**

Tactics:

FAQ– need to revise this to have short 1 sentence answers – need to revise to address the scoping comments and each of the counter points

Need outreach piece about what will be done to mitigate for other impacts

Group letter for sign on

Sample individual comment letter

## **Media /Social Media**

N/A