From:	Gavin Shire
To:	Katherine Kelly; Noreen Walsh
Cc:	Betsy Hildebrandt; Sarah Greenberger; Theodore Stein; Megan Nagel; Will Meeks
Subject:	RE: GRSG announcement issues
Date:	Wednesday, September 16, 2015 10:16:52 AM

Could just be the rendering in Dropbox, but the first transition (at 21 seconds) from the Secretary to the sagebrush landscape seems a bit jumpy/abrupt.

Overall, I think this is looking really good and balances the threats with visuals of the bird and the sagebrush landscape very well. I still don't think it shows the conservation effort that we are trying to showcase and that led to this victory. Not sure how you represent that visually or whether you even want to try. Most of the conservation work has been in the development of plans, which don't exactly lend themselves to compelling video, but are there on-the-ground efforts that have been implemented that we have shots of?

G

Gavin G. Shire
Chief of Public Affairs
U.S. Fish and Wildlife Service
MS: EA
5275 Leesburg Pike
Falls Church, VA 22041-3803
Tel: 703-358-2649
Cell: 703-346-9123
gavin_shire@fws.gov

From: Kelly, Katherine [mailto:kate_kelly@ios.doi.gov]
Sent: Wednesday, September 16, 2015 10:50 AM
To: Noreen Walsh
Cc: Betsy Hildebrandt; sarah greenberger; Theodore Stein; Megan Nagel; Will Meeks; Gavin Shire
Subject: Re: GRSG announcement issues

Great - thanks, Noreen.

On Wed, Sep 16, 2015 at 10:46 AM, Noreen Walsh <noreen_walsh@fws.gov> wrote:
I think it still works very well - thank you

Noreen Walsh
Regional Director
Mountain-Prairie Region
U. S. Fish and Wildlife Service

On Sep 16, 2015, at 7:49 AM, Kelly, Katherine <kate_kelly@ios.doi.gov> wrote:

> Hi folks -
>
> Here's the updated video. I'm hopeful that you guys still think it captures

the wildlife and landscape imagery.

https://www.dropbox.com/s/ir0k1nd4rcs76r8/GSG%20announcement%20alt%203.mov?dl=0

On Mon, Sep 14, 2015 at 6:52 PM, Kelly, Katherine <kate_kelly@ios.doi.gov> wrote:
Made the edit on fire in the version I'll send around to folks.

On the video, I appreciate the input from you and Theo. I need to balance with the Secretary's input as well when we provide feedback to the producers tomorrow morning.

On Mon, Sep 14, 2015 at 6:39 PM, Betsy Hildebrandt <betsy_hildebrandt@fws.gov> wrote:
Great point re fire. Thanks for flagging. Very open to more discussion re video

Sent from my iPhone

On Sep 14, 2015, at 6:37 PM, Noreen Walsh <noreen_walsh@fws.gov> wrote:

> Betsy and Kate,
>
> Two things have occurred to me regarding our plans/products for next week that I wanted to bring to your attention right away and ask for your consideration:
>
> **PRESS RELEASE**: I think it's very well done, and yet I noticed in my latest read that we had not yet included any mention at all of invasives/rangeland fire. Sorry we didn't catch that sooner. I don't want to overwhelm the press release but it would be a gaping hole to forego any mention of this issue, for two reasons: 1) the Secretary has really gone to bat and accomplished a great deal through SO 3336 and the follow-on Integrated Rangeland Fire Management Strategy and 2) this is the biggest continuing need for conservation that we must at least mention in the release if we want people to be committed to continuing to address it.
>
> Therefore, I suggest the following addition to the lead in to Dan's quote, to ensure it's mentioned without overdoing it. What do you think?
>
>> The future of the sage grouse depends on the successful implementation of federal and state management plans along

with ongoing private lands work, ***as well as a continuing focus on reducing invasive grasses and controlling rangeland fire***, said FWS Director Dan Ashe.

"We've written……"

SECRETARY'S VIDEO MESSAGE: Again, I think the product is great and will be so useful in many contexts. I saw the traffic about adding in imagery of human or economic perspective. I must admit I like the current flow of images of the sagebrush ecosystem. The Secretary verbally covers economic values of the region in her script; those are amplified by the clips of 1) a subdivision 2) a bird, a pronghorn and a drill rig, 3) a cowboy & his herd of cattle, so it feels like that is well represented. If we were to add more humans to the mix, it would diminish the emotional impact that the videography of the landscape and the wildlife delivers now. I very much prefer that we not overwhelm the impact of the beautiful imagery. Thanks for your consideration there.

We would also suggest that you consider some trailer text after the very last shot of the bird remaining on the lek, which would lead viewers to our website for more information, such as:

"For more information, visit www.fws.gov/greatersage grouse"

Thanks so much,

Noreen

Noreen Walsh
Regional Director
Mountain-Prairie Region
U. S. Fish and Wildlife Service
303 236 7920

--

Kate Kelly
Senior Advisor
Department of the Interior
(202) 208 2409
kate_kelly@ios.doi.gov

--

Kate Kelly
Senior Advisor
Department of the Interior
(202) 208 2409
kate_kelly@ios.doi.gov

--

Kate Kelly
Senior Advisor
Department of the Interior
(202) 208 2409
kate_kelly@ios.doi.gov