From: Betsy Hildebrandt
To: Noreen Walsh
Cc: Katherine Kelly; Theodore Stein; Megan Nagel; Will Meeks
Subject: Re: GRSG announcement issues
Date: Monday, September 14, 2015 4:40:01 PM

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
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