From:	Lyons, James
To:	Kelly, Katherine
Cc:	sarah greenberger; Michael J. Bean; Tommy Beaudreau
Bcc:	noreen_walsh@fws.gov
Subject:	Re: GSG video
Date:	Monday, September 07, 2015 6:32:17 PM
Attachments:	Draft script v2_Lyons comments(3)_9.7.15.docx

My edits and suggestions are attached.

I included marginal notes to explain all of the changes I suggest and my thoughts behind them.

4 key components to the message as I see it -- and tried to reflect in the edits:

1. The strategy is really about a science-based, collaborative effort to conserve the sage grouse by protecting and restoring the sagebrush ecosystem. **Connecting the concept of ecosystem conservation for species protection** is important and **goes to the heart of what the ESA is supposed to do -- encourage efforts to conserve the ecosystem upon which the specie(s) depend in order to avoid the need to list.** That is what we have done -- hopefully.
2. Also **important to make clear the connection between a healthy landscape and a healthy economy** as well as the link between our conservation efforts and the heritage and Western way of life that is synonymous with this iconic landscape.
3. This is an **important opportunity to make clear the critical role that federal lands -- OUR public lands -- play in conserving the species and the importance of new land management plans by the FS and BLM to conserve the ecosystem to benefit the species.** This is where the "regulatory certainty" critical to sustaining the listing decision will come from -- and it also helps to correct the notion that this can all be achieved thru voluntary means.
4. **Collaboration is just one part of the new paradigm for 21st century conservation -- i.e., American conservation. ALSO essential is sound science and research to guide managment decisions and inform collaborative efforts.** The outcomes of collaboration will not necessarily achieve conservation objectives unless that collaboration is guided by sound science. That will ultimately be the test of our plans, and, as we've seen with climate change policy, sound science is the essential underpinning for an effective solution to this global dilemma. **So, it is essential that we make clear that the new "American conservation" be the product of collaboration guided by sound science.**

Thanks for the opportunity to provide this input. Glad to discuss my comments tomorrow if you like.

This is an exciting opportunity to communicate some complex concept to a lay audience. Hopefully, my suggestions are helpful in that regard.

See you tomorrow.

Jim

On Sat, Sep 5, 2015 at 3:28 PM, Kelly, Katherine <kate_kelly@ios.doi.gov> wrote:

Hi folks -

We are on track to tape the video with the Secretary on Wednesday, the 9th.

Attached is a draft script that I'd like to get your thoughts on **by 9pm on Monday** night. ie - please take a look over the long weekend!

As you think at the script, please keep a few things in mind:

- Under our current roll-out plan, this would go out right before or concurrent with an event out West
- This is about as long as we want it (runs about 2.5 minutes). So if we add stuff, we need to take away stuff.
- Sentences should be short and simple. For example, I think it's very clunky to for Sally to have to list out NRCS, USFS, and the BLM. We can get technical and pay homage to all the various efforts in the press release, etc. This is more about telling the big picture story through a few words and powerful images.
- Most of the video will have images from the sagebrush sea documentary... of the birds... the landscape... and ranchers.

Once I get your comments, I will run back past through Theo and Noreen in FWS.

Thanks for your help and for keeping this very close hold.

Kate

DRAFT SCRIPT

Word count: 403 – about 2:40

Today I'm proud to mark a milestone for conservation in America.

Because of an unprecedented and cooperative effort by dozens of partners across 11 western states, the U.S. Fish and Wildlife has determined that the greater sage-grouse does not require protection under the Endangered Species Act.

Here's why that matters:

The greater sage-grouse is an amazing bird - unique to the vast western landscape known as the ‘sagebrush sea.’

This landscape is home to hundreds of species – from elk to pronghorn to golden eagles.

And it supports a healthy western economy - critical for ranching, outdoor recreation and energy development that powers our nation.

The sagebrush sea, however, is been shrinking, suffering a death of thousand cuts. Longer, hotter fire seasons are wiping out thousands of acres. Invasive species are pushing out sagebrush. And development is fragmenting the land.

By many measures, the sage-grouse serves as the pulse of this ecosystem. The sagebrush steppe is down to half its historic range, and scientists estimate that greater-sage grouse populations have fallen by as much as 90 percent since the 19th century.

The deteriorating health of the bird and the landscape has sparked what is now the largest land conservation effort in U.S. history.

People from different backgrounds and livelihoods came together for a common goal: to protect the remarkable wildlife and outdoor heritage that define the American West.

Governors in every state stepped up with resources and protections.

Ranchers put in place voluntary conservation measures on their lands.

Industry has taken steps to minimize their development impacts.

Firefighters made sagebrush habitat a priority.

Scientists brought critical information to the table.

And the federal government has agreed on a set of policies and programs to guide management of public lands to reduce threats to the habitat and restore healthy sagebrush.

This has been an extraordinary effort on a scale we've never seen before. And today, the science tells us that these collective pieces add up to a bright future for the sage-grouse.

This is a victory, not only for the bird and other wildlife, but for the ranchers and the outdoor enthusiasts and the westerners who want to pass on their way of life to the next generation.

With climate change and a growing population, the stresses on our land, water and wildlife aren't going away.

But I'm optimistic that, today, we have shown that collaboration across a landscape is truly the future of conservation.

On Fri, Aug 28, 2015 at 12:32 PM, Kelly, Katherine <kate_kelly@ios.doi.gov> wrote:

> Hi folks -
>
> One of the items that we intend to put together for the GSG rollout in September is a high quality video that provides some clear messaging about the FWS determination, as well as the greater conservation effort. It will be a high quality video that includes a lot of b-roll from the Sagebrush Sea documentary, woven in with the Secretary's remarks.
>
> I'm excited about this being strong communications product on the day-of, but also in the weeks/months to follow whenever there are forums, etc on gsg. All credit goes to Theo w/FWS for spearheading the effort.

In order to get this done on time, we will need to shoot the video on Sept 8 or 9, when the Secretary is in town. I am working on a script w Theo and will circulate that for everyone's review next week, so we can make this happen.

Please let me know if you have any questions/comments.

Kate

--

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

--

Jim Lyons
Deputy Assistant Secretary
Land and Minerals Management
Jim_Lyons@ios.doi.gov
202-208-4318 (direct)
202-815-4412 (mobile)

DRAFT SCRIPT – Lyons Comments
Word count: 403 – about 2:40

Today I'm proud to mark a milestone for American conservation~~ in America~~.

Because of an unprecedented~~ and cooperative~~ effort by federal, state, and private ~~dozens of~~ partners across 11 western states, the U.S. Fish and Wildlife has determined that the greater sage-grouse does not require protection under the Endangered Species Act.

~~Here's why that matters:~~

The greater sage-grouse is an amazing bird - unique to the iconic~~vast~~ sagebrush~~western~~ landscape of the West~~known as the 'sagebrush sea.'~~

This landscape is home to hundreds of species – from elk and mule deer to pronghorn to golden eagles.

And a healthy sagebrush landscape also~~ it~~ supports a healthy western economy -~~ critical~~ for ranching, outdoor recreation and energy ~~development~~ that powers our nation.

But ~~The~~ this vast landscape ~~sagebrush sea, however,~~ is~~ been shrinking,~~ suffering~~ a~~ death by a~~of~~ thousand cuts. Longer, hotter fire seasons have eliminated~~are~~ ~~wiping out~~ hundreds of thousands of acres. Invasive species like cheat grass are pushing out native vegetation~~sagebrush~~. And development is fragmenting the land.

By many measures, the sage-grouse serves as the pulse of this imperiled ecosystem~~. The sagebrush steppe is down to half its historic range, and s~~Scientists estimate that greater-sage grouse populations have fallen by as much as 90 percent since the 19th century.

The deteriorating health of the bird ~~and the landscape~~ has sparked ~~what is now~~ the largest land conservation effort in U.S. history.

Over the past 5 years, ~~P~~people from different backgrounds and livelihoods came together for a common goal: to protect the greater sage grouse by protecting the remarkable sagebrush landscape~~wildlife and outdoor heritage~~ that defines the American West.

Governors in every state stepped up with resources and protections.

Ranchers put in place voluntary conservation measures on their lands.

Industries~~y has taken~~ took steps to minimize their development impacts.

Wildland f~~F~~irefighters made protecting sagebrush habitat a priority.

Wildlife biologists and ~~S~~scientists provided~~brought~~ critical information ~~to the table~~to help shape the conservation strategy.

Comment [JRL1]: Suggest that "sagebrush sea" introduces another concept that might confuse. Since we want to emphasize the idea of working at a landscape level to protect an ecosystem to conserve a species – I suggest we drop reference to the "sagebrush sea" – also tends to be a term linked more to the Great Basin than the entire range of the species – so terms like landscape and ecosystem work better.

Comment [JRL2]: Important partners and most widely hunted species in the west.

Comment [JRL3]: To dispel the myth that the two are in conflict – to the contrary they are co-dependent.

Comment [JRL4]: Important to make the connection between the imperiled ecosystem (quote from scientists) and the health of the bird.

Comment [JRL5]: Technically, the "steppe" is just one portion of the remaining range

Comment [JRL6]: Illustrates level of commitment to this effort – using 2010 FWS determination as the "benchmark".

Comment [JRL7]: Emphasis on protecting the landscape to conserve the bird

Comment [JRL8]: Not to confuse with other firefighters

Comment [JRL9]: Want to correctly characterize the role of research and scientists in providing critical information to guide management decisions – see final comment. Not everyone on the NTT and the COT was a "scientist".

Two-thirds of the remaining sage-grouse habitat is on lands managed by the federal government. So, ~~A~~an essential part of this strategy is ~~nd the federal government has agreed on a set of policies and programs to guide~~ new plans by the Bureau of Land Management and the Forest Service to manage~~ment~~ our~~f~~ public lands to reduce threats to sage grouse~~the habitat~~ and ~~restore healthy~~ conserve the sagebrush ecosystem~~.~~

This has been an extraordinary effort on a scale we've never seen before – partners working together to protect a landscape and the hundreds of species that live there. ~~And t~~Today's ~~, the~~ Fish and Wildlife Service~~science~~ decision tells us ~~that~~ that [they believe] this~~ese~~ collective conservation effort ~~pieces~~ can~~add up to a bright future for~~ restore the greater sage-grouse and preserve this iconic Western landscape.

This is ~~a victory,~~ not only a victory for the sage grouse but for ~~bird and other wildlife, but for the ranchers and the outdoor enthusiasts and the~~ westerners who want to honor~~pass~~ their proud heritage ~~on~~ and ~~their~~ pass on their way of life to ~~the~~ future~~next~~ generations.

With climate change and an expanding~~growing~~ population, the stresses on our land, water and wildlife aren't going away.

But I'm optimistic that, today, we have shown that collaboration across a landscape, guided by sound science, is truly the future of American conservation.

Comment [JRL10]: I suggest this to make clear the federal role which is critical to conserving the bird, in conjunction with other mainly voluntary actions. In fact, the federal role is most critical because we manage most of the remaining habitat. This is an important concept that should not get lost.

Comment [JRL11]: Not sure if this "caveat" helps, but it is the FWS determination that will be challenged.

Comment [JRL12]: No need to mention them again. Did so above.

Comment [JRL13]: It is expansion into previous undeveloped landscapes that is the threat. Criticizing "growing" populations could be controversial and not necessary.

Comment [JRL14]: It is NOT JUST COLLABORATION that gets us to a good outcome. It is collaboration based on sound science. That is why we have the NTT, the COT, and all the USGS work. And it is what will carry the day in court – not simply collaboration. As we did in developing the federal plans, science set the "sideboards" for the conservation measures we ultimately adopted. Having both good science and effective collaboration is critical to our success.