From:	Matt Kales
To:	Noreen Walsh
Cc:	Theodore Stein
Subject:	FW: GRSG: Grazing, invasives
Date:	Thursday, March 26, 2015 4:35:37 PM
Attachments:	Grazing outreach v2.docx

Noreen,

As requested, please see attached a draft outreach concept Theo produced for the grazing memo and the pending WAFWA invasives report (we recommend considering both items together, but the outreach can easily be decoupled as necessary). We have some potential capacity realities we want to flag for you along with some ways to address same if you have time to discuss this in the near future. Thanks.

Matt

Grazing/Invasives outreach memo

Goal: A linked outreach strategy for two products, the USFWS grazing memo and the WAFWA Invasive Plant Management Status report.
Recommendation: A two-phase, staggered outreach strategy targeted at key influencers in the agricultural community, the media and Congress.
Challenges:

A. WAFWA's desired release date of **April 2** leaves little time to execute grazing outreach
B. The Congressional outreach component will need to be coordinated w press pitches and tasked to appropriate CLA staffers in R1, R6, R8 and HQ.
C. R6 will be staff-limited/unable to assist on media outreach components week of April 6-13

I. COMMUNICATION OBJECTIVES

1. Communicate Service's perspective on the impacts of grazing, positive and negative.
2. Promote responsible rangeland management by land managers and users.
3. Help WAFWA disseminate recommendations for improved invasive species management.

II. KEY MESSAGES

- Healthy, economically stable private rangelands are an important component of successful conservation of sagebrush rangelands.
- Conditions that support sage-grouse also provide better forage for livestock, which improves ranchers' bottom line.
- Control of invasive species like cheatgrass and medusahead maintains sage-grouse habitat quality while providing improved forage for ranching and reducing fire risk that degrades the value of the landscape for wildlife and cattle.

III. STRATEGY

A. Grazing memo

- Share grazing memo with partners
- Educate Congressional members & staff
- Soft pitch to key media w interest in agricultural stories
- Placement of memo and Q&A on website
- Targeted social media support

B. WAFWA Invasive Species Report

- Help WAFWA develop outreach materials, tactics
- Coordinate with WAFWA on outreach to stakeholders
- Use FWS assets to extend outreach to our audiences

IV. TACTICS

A. Grazing memo

- ES/FO outreach to partners including cattlemen & SGI (Done)
- CLA outreach to Congress
- FWS to turn internal Q&A to external-facing product.
- Phone contact with specific reporters/ facilitate interviews with SMEs if requested.
    - Capital Press
    - Wyoming Livestock Tribune

Grazing/Invasives outreach memo

    - Western Livestock Journal
    - The Progressive Farmer
    - E&E News
- Web story on state pages

B. WAFWA Invasive Species Report

- FWS helps WAFWA identify key messages, develop outreach materials
- WAFWA releases to State fish and game agency directors
- WAFWA releases to RIST/ EOC
- Ken Mayer to communicate with Congressmen Amodei, Bishop; Senators Reid, Risch
- WAFWA/FWS enlists WGA to communicates to SGTF
- FWS enlists SGI – to help distribute to cattlemen
- FWS to share with Great Basin/regional media
    - Reno Gazette - Jeff DeLong
    - Capital Press
    - Greenwire – Phil Taylor, Scott Streater
    - High Country News
    - AP – Scott Sonner, Las Vegas
- FWS posts report/other materials to GRSG site; social media to targeted audiences