From: Brett Van Paepeghem
To: Myslivy, Jennifer
Cc: Ivy Dickinson; Steven Jirik; Michelle Youngquist; Gretchen Hyde; Lovina Roselle; Lisa Eller; Arthur Talsma; Donald Smurthwaite; David Olson; Loren D -FS Walker; Julie Thomas; Emily Callihan; Mark Eliot; Glazier, Craig - FS; Leith Edgar; Jonathon A Skinner; Jessica Gardetto
Subject: Re: Steppe Up campaign partner meeting - March 9th at 1:30 pm at the Idaho BLM State Office
Date: Thursday, March 12, 2015 9:27:45 AM

"Steppe Up... To Protect Idaho Lands from Wildfires"

Steppe may not be a familiar term but "Step Up...to the plate" I think is a familiar phrase for doing what's right. People may not get the play on words at first but sometimes the things that puzzle us a little are the ones that stick in our minds the longest.
With that being said, it may be best to save the term for later into the campaign...after we've had some time to set the stage for it.

"Sagebrush Ecosystems Are Fragile"
"Sagebrush Lands Are Flammable"
"We Need Sagebrush" .....(pic of Sage Grouse with burnt sage)

Just some thoughts...

Brett Van Paepeghem

On Mar 11, 2015, at 4:00 PM, Myslivy, Jennifer <jmyslivy@blm.gov> wrote:

> Here are a couple of phrase for the proposed highway billboard that we discussed at the meeting on Monday and wanted to get your thoughts..
>
> Steppe Up!..Think and Care to Protect Idaho Lands from Wildfires!
>
> or
>
> Steppe Up!...Think and Care to Protect Idaho Lands against Wildfires!
>
> Thanks
> Jennifer
>
> Jennifer D. Myslivy
> BLM- Idaho State Office
> State Fire Mitigation and Trespass Specialist
> (208) 373-3963 - Office
> (208) 789-6181 - Cellphone
>
> On Fri, Mar 6, 2015 at 1:31 PM, Myslivy, Jennifer <jmyslivy@blm.gov> wrote:

Good afternoon!! Just wanted to touch base about the upcoming meeting on Monday, March 9th at 1:30 pm in the Idaho BLM State Office off of S. Vinnell Way..

For those that are new to this email group...there was an initial meeting a month ago to see if the idea for a Steppe Up campaign would be beneficial and what would it look like. The intent of the campaign is to education the public and visitors of Idaho on what is a healthy sage steppe ecosystem, why should the public care, and what are the wildfire impacts to that ecosystem..

The idea for the "Steppe Up" campaign came to me from the recent Sage Grouse conference and my first thought was to use "steppe" up as a call out to the public in asking them to "steppe" up and help with being vigilant and not ignite human-caused fires. The idea slowing morphed into a full blown campaign on the education of the public about the sage steppe ecosystem and the impacted of wildfires (introduction of noxious weeds/invasive species) including the fire prevention aspect.

Multiple ideas surfaced from the first meeting from developing a sage steppe education curriculum, fire education campaign, etc.

The first questions that was brought up was..Who is your audience? Well, I have been mulling that over for the past couple of weeks and my thoughts continue to be..Everyone plus the visitors to Idaho. No matter what capacity you are in living or visiting Idaho you have a "some what" responsibility to keep from igniting human-caused fires on Idaho lands (be it private, public or even forested). The impacts from those fires cause considerable damage to the ecosystem and it's inhabitants..sage grouse front and foremost.

The short term goal from the initial meeting is to start with a campaign education the public and visitors on the sage steppe ecosystem and why they should care..This can be done through billboards/posters, :30 PSAs from rangeland specialist, news releases, talking points etc. One of the ideas is to build a poster that portrays what is part of a Sagebrush Community..The idea came from a Wildfire Community poster from the Living with Fire program in Nevada. Attached is a copy of the Nevada poster and my initial ideas for our partners are the following and a setting within a healthy sage steppe ecosystem...

- Governor Butch Otter
- Agency (BLM, USFS, IDL, FWS, etc)
- Rancher
- RFPA member
- Recreationalist (mtn biker, fishing, hunting, wildlife birder, etc)
- Utility companies (Idaho Power, Railroad, etc)
- Family (to help portrait the future generation)

Additional ideas from the group...

Currently, I am working with our State graphics artist to develop a billboard for

one of our highway billboards. Attached you will find the "beginnings" of that billboard, please understand that items are placeholders to try and generate ideas from the group..Also, the verbiage is a placeholder as well and suggestions are needed.

For those of you calling in please use the following information..

Thanks
Jennifer

1-866-687-6613
358161#

Jennifer D. Myslivy
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