

**From:** [Dan Grout](#)  
**To:** [Doug\\_Cordell@fws.gov](#); [Gerry\\_McChesney@fws.gov](#); [Melissa Pitkin](#)  
**Cc:** [Gabrielle Feldman](#); [Sally Esposito](#); [Amy Carter](#); [Goldstein, Kathleen](#); [Madeleine Pott](#); [Tommy Hall](#); [Russell Bradley](#); [Jonathan\\_Shore@fws.gov](#); [Brad Keitt](#); [Jim Tietz](#); [Rachel Wolstenholme](#)  
**Subject:** FW: Farallon Trial Communications  
**Date:** 11/14/2012 03:26 PM  
**Attachments:** [2012 Fall Avian Trial Fact Sheet-DRAFT-DG.docx](#)

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Doug/Gerry/Melissa:

I wanted to follow up on the Trial Communication action items from our last Farallon Communications Meeting. I sent everyone a page of Trial "*Factoids*" a couple weeks ago to be developed into various end products by you all.

- **Kathleen** is drafting a few media bullets for incoming inquiries
- **Amy** is working on updating the FAQs
- **Doug & Jonathan** were to develop a develop a Limited Advisory announcement from the USFWS for the FAA, S.F. Coast Guard, and a few Farallon area tour boat operators....**Doug: what is the status of these?**
- **Melissa or Gerry** were to make a call to the Marine Mammal Center to brief them on the trial: **Shelby Stout** could be a good MMC contact (@ 415-289-7326)

**Could you all please complete your tasks by Friday this week?**

Please Cc the team with your end products, as next week is a short one (Thanksgiving holidays), and the following Monday after turkeyday many of us will be traveling to San Francisco to load the boat for the trial! A final Trial Plan will be likely be available for your review by Monday, should you need it....it will have the correct acknowledgements for all the funders and cooperators in this Trial...We will want to correctly mention all whom have helped out in any public announcement.

Thanks again!

Dan Grout

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**From:** Dan Grout  
**Sent:** Monday, November 05, 2012 4:24 PM  
**To:** 'Goldstein, Kathleen'; 'Doug\_Cordell@fws.gov'; 'Gerry\_McChesney@fws.gov'; 'Jonathan\_Shore@fws.gov'; Amy Carter; Gerry\_McChesney@fws.gov; jennifer\_heroux@fws.gov; Melissa Pitkin; Gabrielle Feldman; Sally Esposito  
**Cc:** Richard Griffiths; Brad Keitt; 'Russell Bradley'; Madeleine Pott; Tommy Hall; Rachel Wolstenholme  
**Subject:** Farallon Trial Communications

**Ahoy Team Farallon!**

Attached, for your review and comments is a page of **Trial "*Factoids*"** and contacts I wrote, to be used for the communiqués we discussed today at our Communication Team Meeting (*Doug and Jonathan were to develop Limited Advisories to the FAA, Coast Guard, and tour boat operators, and Amy/Melissa/Doug were to use these for responses to any press/public inquiries*).

When you develop any communication products from these, please notify the Team so that we can

share any products with our additional partners in this trial (OWCN and USDA-APHIS).

Dan Grout

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*"Island Conservation is the world's most effective organization  
in terms of species saved from extinction per dollar spent."*

- **Michael Soule, Cofounder, the Society for Conservation Biology**