**Media Tour Prep. Call – 6/15/11**

**Gerry, Russ, Melissa, Doug, Brad, Amy, Kathleen**

**Agenda:**  
\* Logistics for tour:   
- who stays on boat  
- where will media go?; what will they see, photograph/film?  
- props re mouse story (bags of bird wings; others?)  
- who talks to media?   
- interns  
  
\* Messages for media (all of us on the same page):  
- where we are in the process (EIS, developing alternatives)  
- Reminder: nothing is "off the record" (be mindful of casual conversations w/ media)  
  
\* Press kit materials (to be sent out ahead of time):   
- Fact Sheet re Mouse project  
- FAQ?  
- Graham Chisholm Audubon op-ed  
- Farallon National Wildlife refuge brochure  
- other?

**Notes:**

**Logistics**

* FWS attendees – Mendel won’t be able to come on the boat

Zach will be running the boat shuttle to get people off/on the island

Gerry and Doug on-island

* PRBO – Melissa will likely stay on the boat but will be there to answer questions

Russ Bradley will be on the island

* IC – Brad Keitt attending

AC and Brad will discuss if anyone else will go on the trip from IC

* Number coming ashore – 14 people
* Boat - *The Outer Limits* – out of Sausalito 2.5 hour trip each way with decent weather
* Need 3 hours at least on island
* Sausalito return by 5:00PM [7:00AM meet time, 7:30AM departure]
* Weather check-in. Gerry will monitor and discuss with Russ.
* Doug – get contact numbers for everyone to alert attendees if there is bad weather
* Tour Logistics – should we split into multiple groups?

most sensitive time of year, have to stay on trail – with larger groups, it’s difficult to give personal attention to everyone.

* Gerry will lead one group and Russ will lead one group
* Interns will help with identifying specific sites to show and wrangling group to avoid nests, etc.
* Russ – find Ashy Storm-petrel site that is easy to access (Carpenter’s shop?)
* Bring out bag of bird wings from wing walks
* Point out the places where Burrowing Owls gather
* Can also see cormorants, etc. Go to North Landing. Beaches with seals will be off limits
* Visit light house if there is enough time.
* 3 stops – light house (1 hour), over to north landing (1 hour), carpenter’s shop to see Ashy Storm-petrel (.5 hour)
* Gathering for structured Q&A at the end at the landing
* Initial orientation at the beginning to discuss logistics and how the tour will work.
* Rain jackets and hoods all the time – Peak times for gulls; participants should expect gulls flying and poop – Doug to alert participants to this
* Will there be time for individual interviews? Not long interviews, maybe some could be done on the boat, a few short questions during the tour, at the end during Q&A
* Who talks to media? Gerry, Doug, Brad, Russ, Melissa answer most questions
* Russ will prep interns – their roles, professional response, defer questions about the mouse eradication to Gerry, Russ, Brad (Q&A and the end)
* Gerry will develop agenda for trip and share with Russ

**Messages**

* + Importance of island, value to wildlife, sensitivity
  + Restoration so far:
    - Removal of rabbits, cats, some invasive plants – which ones?
    - Ongoing plant control: NZ spinach, others?
    - Reducing disturbance from people: no more lighthouse keepers, removing old buildings
  + Direct impact to ASSP
    - Mice are frequently encountered inside burrows, including Ashy Storm-petrel burrows, causing disturbance to nesting seabirds.
    - Shells from predated eggs have been found with rodent bite marks.
    - Using decoy eggs made of modeling clay, biologists confirmed that mice would chew on eggs when they are available.
    - Chicks of storm-petrels and auklets have been found with toes or feet eaten off by mice (David Ainley, pers. comm.).
    - Mice prey on native camel crickets (Farallonophilus cavernicolus).
    - Mice consume native plants and disperse non-native plant seeds.
  + Indirect: BUOW story
  + Re-iterate the process we are in:
    - No alternative selected yet – we can’t discuss which ones, what may happen
    - We are developing options now, will propose options in the fall, yes rodenticide will likely be proposed but also no action will be proposed
    - EIS will scope out all the possible impacts
    - Based on other projects rodenticides have been the most successful tool, but still not sure what we will do, need to go through the
    - Rat island: was successful because rats were permanently removed and there is recovery from the native species. Yes there was incidental take, it was worth it because the larger goals were met and species have recovered.
    - Also: being used on the Galapagos successfully
  + Do you see other alternatives?
    - Ok to say: We are in the process of identifying the alternatives, we don’t know what they all will be yet, but from past experiences rodenticides have been the only way to be shown to entirely remove the mice. We don’t know currently of any other methods that achieve complete eradication but we are looking into it. However, we would not proceed if the costs to the entire ecosystem would outweigh the benefits.
  + We need stronger statements about impacts - Bad for owls, bad for ashy storm-petrels, (bad for mice??)
  + Amy will incorporate info. from PRBO statement into FAQ
  + Info. about previous owl removal program (small number of owls captured and removed – labor intensive work, release at site with good buow habitat, putting out food, and some monitoring, but not radio monitored). No one really knows how successful translocation is. Would have to be done in perpetuity. Doesn’t get to bigger ecosystem benefits.
  + Peter Pyle comments about mouse population and rabbit eradication? David Ainley and Phil Henderson (??) Mice everywhere from first days of PRBO on the island.
* **Press Kit**

Press kit materials (to be sent out ahead of time):   
- Fact Sheet re Mouse project  
- FAQ (to be updated by Comm. team (MP, DC, AC) this week)  
- Graham Chisholm Audubon op-ed  
- Farallon National Wildlife refuge brochure