



BASIC COMMUNICATIONS STRATEGY

FOR ROUTINE NON-CONTROVERSIAL ANNOUNCEMENTS



SECTION I: GENERAL INFORMATION

1. **Plan title:** Completion of five-year status review for the grizzly bear in the lower 48 states and recommendation of 'no change' to current threatened status under ESA.

2. **DTS number:** DCN 074346

Associated DCN number: N/A (*No FR package associated with this action*)

3. **What is the action triggering this communications plan?** (*Please explain in no more than three sentences*)

The U.S. Fish and Wildlife Service has completed a five-year status review for the grizzly bear in the lower 48 states and has a court ordered posting of this document and finding by March 31, 2021.

4. **What is the proposed date for this action? Why has it been selected? Is it flexible?**

There is a court ordered deadline of March 31, 2021 (or earlier) to post the five-year review. This date is not flexible.

5. **Which office is leading this communications effort and which other programs, regions or groups are involved?**

Lead: IR 5/7 External Affairs. Support: IR 5/7 and IR9 Ecological Services; Montana Field Office; IR9 External Affairs; HQ CLA and Public Affairs.

SECTION II: GOALS AND MESSAGES

6. **What story do we want to tell?**

The U.S. Fish and Wildlife Service has completed a five-year status review of the grizzly bear in the lower-48 states. The recommendation of no change to the current ESA listing of threatened has been made following a thorough review of the best available science,

informed by a peer-reviewed species status assessment. Although there are indications that grizzly bear populations in the Northern Continental Divide and Greater Yellowstone ecosystems are biologically recovered, this five-year review is an analysis of grizzly bears in the lower-48 states as a single listed entity. Partnerships with local, state, Tribal and federal agencies have been vital to successful efforts to conserve grizzly bears to date, and they will continue to be important in addressing challenges to fully recovering the species.

7. What are our key messages? *(These should be top concepts that readers should take away, including an understanding of why this action matters and why they should care, not a list of facts, which should be placed in the appendix. List no more than four!)*

- The U.S. Fish and Wildlife Service is announcing the completion of a five-year status review for the grizzly bear in the lower 48 states [\[link to doc\]](#) and is recommending no change to the current listed status of threatened under the Endangered Species Act. This recommendation follows a thorough review of the best available science informed by an independently peer-reviewed species status assessment [\[SSA link\]](#).
- The grizzly bear is listed under the ESA as a single entity in the lower 48 states. As such, the five-year analysis and recommendation of no change to grizzly bears' status in the lower 48 states is made to the listed species as a whole. Although grizzly bear populations in the Northern Continental Divide and Greater Yellowstone ecosystems are biologically recovered, five-year status reviews must evaluate the status of a species as it is currently listed.
- The ESA requires the Service to complete a review of listed species every five years, to determine whether it is receiving the appropriate level of protection. The five-year status review is informed by a peer-reviewed species status assessment, which includes the best available scientific information. The assessment evaluated the species' current needs, conditions and threats and models future scenarios. This analysis involved significant contributions from scientific experts, including an independent peer review as well as review by partners at federal, state and Tribal agencies.
- Progress toward recovering the species has been made through close partnerships with local, state, federal and Tribal agencies since the original listing in 1975. This work among recovery partners is a significant factor in the species not being listed as endangered. However, considerable challenges remain to fully recovering the grizzly bear in the lower 48 states, resulting in the recommendation to continue their threatened status. These remaining challenges include limited habitat connectivity, management of motorized access, human-caused mortality and uncertainty surrounding future conservation efforts. The Service looks forward to continuing grizzly bear conservation work with partners at local, state, Tribal and federal agencies to fully recover the species.

SECTION III: IMPLEMENTATION

8. Implementation timeline *(If not known, put TBD or the number of days/hours before/after the announcement)*

Target Date	Tactic	Responsible
All times are in the Mountain (ET -2) time zone		
Day prior to announcement, 09:00ET/11:00MT	Embargoed interview – pitching to Matt Brown and Tribal outlets	IR5/7: Szuszwalak, Cooley, Bush
Day prior to announcement, 05:00ET/03:00MT	Save the Date Notice	IR5/7: Szuszwalak HQ: Hausman
Day of announcement 10:00ET/08:00MT	Stakeholder (incl. PR) notifications	IR5/7: RD IR5/7: MT ES FO
Day of announcement 10:00 ET/08:00MT	Tribal notifications <i>*in coordination with NAL Melissa Castiano</i>	IR5/7: MT ES FO*
Day of announcement, 10:00ET/8:00MT	Congressional/State notifications	HQ: Hausman – D.C. IR5/7: Szuszwalak (District)
Day of announcement 12:00ET/10:00MT	Congressional Call	Deputy RD Hogan, with support from SMEs and HQ-CLA and Regional CLA
Day of announcement	Send news release to media.	IR5/7: Szuszwalak

01:00ET/11:00MT		IR9:EA
Day of announcement 01:00ET/11:00MT	Publish news release to IR5/7 Newsroom.	IR5/7: Stone / David Yeargin
Day of announcement 01:00ET/11:00MT or later	Post to social media.	IR5/7: Oles
Day of announcement, 10:00ET/08:00MT	Update grizzly species page to reflect update from News Release (include 5-year review and SSA docs).	IR5/7: Stone / David Yeargin
Day of announcement, 10:00ET/08:00MT	Publish 5-year review and SSA to ECOS.	IR5/7: ES Kasdin

9. Which communications tools are needed to support these strategies and tactics? *(Be as specific as possible about the products identified and who will produce them)*

Tool	Responsible	Due Date
News Release	IR5/7: Szuszwalak	ASAP
If-asked questions	IR5/7: Szuszwalak	ASAP
Social media	IR 5/7: Oles	ASAP
Web updates	IR5/7: Stone / David Yeargin	Day of announcement

10. Social media plan *(Provide a list of accounts to be used as well as sample hashtags, messages, multimedia and other links, etc. as appropriate)*

Lead accounts: @USFWS (Facebook), @USFWSMtnPrairie (Twitter) Secondary Accounts: @USFWSNews (Twitter), @USFWS (Twitter); additional USFWS regional/program accounts can share/adapt/amplify, as appropriate

Photos:

<https://www.flickr.com/photos/51986662@N05/10998075435/>

<https://www.flickr.com/photos/51986662@N05/32442057110/>

<https://www.flickr.com/photos/51986662@N05/32781890956/>

<https://npgallery.nps.gov/SearchResults/0b6110a100264652bc0b28725489d6c5?view=grid>

<https://npgallery.nps.gov/SearchResults/0cd5c5f25db348978d2cbbbba1b808198?view=grid>

Facebook:

A recent review of the best available science indicates grizzly bears should remain protected as threatened under the federal Endangered Species Act (ESA) in the lower 48 states: [\[link to short URL\]](#) The latest science also indicates grizzly bear populations in the Northern Continental Divide and Greater Yellowstone ecosystems in the American West are biologically recovered, indicating important progress in grizzly bear conservation.

Grizzly bears are currently protected across the entire lower 48 states since grizzly bears are currently listed as a single entity under the ESA. The ESA indicates that 5-year status reviews must evaluate the status of protected species, including grizzly bears, as currently listed to ensure an appropriate level of protection. For this reason, even as some populations demonstrate biological recovery, they remain protected as threatened.

Partnerships with local, state, tribal, and federal agencies remain critical to ongoing grizzly bear recovery. We're committed to working with public and private partners to ensure grizzly bears continue enduring in the wild for future generations, while also ensuring safety for people and bears by reducing human-bear interactions.

Photo: [TBD](#)

Twitter:

A recent review of the best available science indicates grizzly bears should remain protected as threatened under the federal Endangered Species Act (#ESA) in the lower 48 states: [\[link to short URL\]](#) Photo: [TBD](#)

We continue working with public & private partners to support ongoing grizzly bear conservation & recovery.

11. Stakeholder contact grids *(For each, paste in a table that provides organization name, contact person, how the person will be contacted, phone or email address as appropriate and a name of the person who will be making contact)*

Internal

IR 5/7 and IR9 Regional Directorate Teams; IR 5/7 and IR9 Ecological Services; Montana Field Office; HQ Office of External Affairs; DOI Communications and Congressional Relations.

External

Stakeholder Name	Contact Info	Contact By
Western Association of Fish and Wildlife Agencies (WAFWA)	President J.D. Strong, 405-522-6279, jd.strong@odwc.ok.gov	IR5/7: RD/DRD
Montana Fish, Wildlife, and Parks	Director Henry "Hank" Worsech, 406-444-0358, hank.worsech@mt.gov	IR5/7: RD/DRD
Wyoming Game and Fish Department	Director Brian Nesvik, 307-777-4504, brian.nesvik@wyo.gov	IR5/7: RD/DRD
Idaho Fish and Game	Director Ed Schriever, 208-334-4885 ed.schriever@idfg.idaho.gov	IR9: IFWO/Chris Swanson
Washington Department of Fish and Wildlife	Director Kelly Susewind, kelly.susewind@dfw.wa.gov	IR9: WFWO/Brad Thompson
USFS Region 1	Regional Forester Leanne Marten, 303-275-5350, lmarten@fs.fed.us	IR5/7: ES ARD
USFS Region 2	Acting Regional Forester Tammy Angel, 303-275-5451, tamara.angel@usda.gov	IR5/7: ES ARD
USFS Region 6	Glenn Casamassa, Regional Forester, gcasamassa@fs.fed.us	IR9:WFWO/Brad Thompson

USFS Region 4	Regional Forester Mary Farnsworth, 801-625-560, mary.farnsworth@usda.gov	IR9: IFWO/Chris Swanson
NPS Intermountain Region	Regional Director Mike Reynolds, 303-969-2503, michael_reynolds@nps.gov	IR5/7: ES ARD
NPS Pacific Northwest Region	Regional Director, Linda Walker, linda_walker@nps.gov	IR9: WFWO/Brad Thompson
Interagency Grizzly Bear Committee	Chair Jacque Buchanan, 575-644-9678, jacqueline.buchanan@usda.gov	IR5/7: DRD Hogan
Tribal contacts	<i>Working with ES and NAL to ID</i>	IR5/7: ES in coordination with NAL Castiano

National Stakeholder Contacts

American Farm Bureau Federation	Ryan Yates	ryany@fb.org
Association of Fish and Wildlife Agencies	Jen Mock Schaeffer	jenmock@fishwildlife.org
Backcountry Hunters & Anglers	Katie McKalip	mckalip@backcountryhunters.org
Boone & Crockett Club	Tony Schoonen	tony@boone-crockett.org
Congressional Sportsmen's Foundation	Gary Kania Leslie Garrett	gkania@congressionalsportsmen.org lgarrett@congressionalsportsmen.org
Mountain States Legal Foundation	Sean Smith	ssmith@mountainstateslegal.com
Mule Deer Foundation	Miles Moretti	Miles@muledeer.org
National Association of Counties	Jonathan Shuffield	jshuffield@naco.org
National Rifle Association	Erica Tergeson	Etergeson@nrahq.org
Native American Fish and Wildlife Society	Julie Thostenson	Jthor@nafws.org
Pacific Legal Foundation	Scott Barton	sbarton@pacificlegal.org
Property and Environment Research Center	Hannah Downey	hannah@perc.org
Rocky Mountain Elk Found.	Blake Henning	bhenning@rmef.org
The Wildlife Society	Keith Norris	Keith.norris@wildlife.org

Theodore Roosevelt Conservation Partnership	Christy Plumer	cplumer@trcp.org
Western Governors Association	Laura Cutlip	lcutlip@westgov.org
Western Landowners Alliance	Zach Bodhane	zbodhane@westernlandowners.org
Wildlife Management Institute	Steve Williams	swilliams@wildlifemgt.org
National Wildlife Federation	Jim Lyon	lyon@nwf.org
The Nature Conservancy	Brent Keith	brent.keith@tnc.org
Center for Biological Diversity	Brett Hartl	bhartl@biologicaldiversity.org
Defenders of Wildlife	Bob Dreher Robert Dewey	rdreher@defenders.org rdewey@defenders.org
Endangered Species Coalition	Leda Huta	lhuta@stopextinction.org
Greater Yellowstone Coalition	Scott Christensen	schristensen@greateryellowstone.org
Humane Society of the United States	Nicole Piquette	npaquette@hsus.org
Environmental Defense Fund	Mark Rupp	mrupp@edf.org
Sierra Club	Athan Manuel	athan.manuel@sierraclub.org
Natural Resources Defense Council	David Goldston	dgoldston@nrdc.org
WildEarth Guardians	John Horning	jhorning@wildearthguardians.org
Urban American Outdoors	Wayne Hubbard Candice Price	Uaotv@aol.com
Hispanics Enjoying Hunting, Camping, and the Outdoors	Camilla Simon	Camilla@hechoonline.org
National Cattlemen's Beef Association / Public Lands Council	Ethan Lane Kaitlyn Glover	Elane@beef.org Kglover@beef.org

12. Congressional member email list

Name	DC Staff Email	District Staff E-mail
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Sen. Tester (MT)	courtney.stevens@mail.house.gov	Pam_Haxby-Cote@tester.senate.gov Erik_Nylund@tester.senate.gov
Sen. Daines (MT)	holly_hinojosa@daines.senate.gov joshua_sizemore@daines.senate.gov	liz_dellwo@daines.senate.gov
Rep. Rosendale (MTAL)	Makenzie.Shellnutt@mail.house.gov	marissa.stockton@mail.house.gov
Sen. Barrasso (WY)	Brad_Bunning@barrasso.senate.gov Shelby_Schields@Barrasso.senate.gov	jinx_clark@barrasso.senate.gov
Sen. Lummis (WY)	adam_stewart@lummis.senate.gov	leland_christensen@lummis.senate.gov
Rep. Cheney (WYAL)	Holly.kennedy@mail.house.gov	tammy.hooper@mail.house.gov
Sen. Risch (ID)	ayla_neumeyer@risch.senate.gov	Mike_hanna@risch.senate.gov darren_parker@risch.senate.gov
Sen. Crapo (ID)	andrew_williams@crapo.senate.gov	casey_attebery@crapo.senate.gov mitch_silvers@crapo.senate.gov
Rep. Simpson (ID1)	andrew.neill@mail.house.gov	Craig.quarterman@mail.house.gov nikki.wallace@mail.house.gov
Rep. Fulcher (ID2)	james.neill@mail.house.gov	dirk.mendive@mail.house.gov
Sen. Cantwell (WA)	amit_ronen@cantwell.senate.gov	Cameron_Caldwell@cantwell.senate.gov
Sen. Murray (WA)	ben_merkel@murray.senate.gov	Ann_Seabott@murray.senate.gov
Rep. DelBene (WA1)	victoria.honard@mail.house.gov	Kelly.Marquardt@mail.house.gov
Rep. Larsen (WA2)	alexandra.menardy@mail.house.gov	
Rep. Herrera	ben.bruns@mail.house.gov	

Beutler (WA3)		
Rep. Newhouse (WA4)	seanv.obrien@mail.house.gov	jamie.daniels@mail.house.gov
Rep. McMorris Rodgers (WA5)	liz.payne@mail.house.gov	Liz.Payne@mail.house.gov
Rep. Kilmer (WA6)	katie.r.allen@mail.house.gov	
Rep. Jayapal (WA7)	lavanya.madhusudan@mail.house.gov	
Rep. Schrier (WA8)	jennifer.cash@mail.house.gov	Kelli.scott@mail.house.gov
Rep. Smith (WA9)	connor.stubbs@mail.house.gov	
Rep. Strickland (WA10)	hector.colon@mail.house.gov	

13. Congressional committee email list - CLA will notify authorizing committee staff; Division of Budget will notify appropriations committee staff

Senate Appropriations Interior S/C – Majority	melissa_zimmerman@appro.senate.gov ryan_hunt@appro.senate.gov Anthony_sedillo@appro.senate.gov	(202) 228-0774
Senate Appropriations Interior S/C – Minority	emy_lesofski@appro.senate.gov nona_mccoy@appro.senate.gov	(202) 224-7233
Senate EPW – Majority	christophe_tulou@epw.senate.gov elizabeth_mabry@epw.senate.gov Emily_tucker@epw.senate.gov	(202) 224-8832
Senate EPW – Minority	Katherine_smith@epw.senate.gov Travis_cone@epw.senate.gov	(202) 224-6176
Senate ENR – Majority	david_brooks@energy.senate.gov	(202) 224-4971
Senate ENR – Minority	lucy_murfitt@energy.senate.gov michelle_lane@energy.senate.gov james_willson@energy.senate.gov	(202) 224-4971
House Appropriations Interior S/C – Majority	rita.culp@mail.house.gov jocelyn.hunn@mail.house.gov	(202) 225-3481

House Appropriations Interior S/C – Minority	darren.benjamin@mail.house.gov Chris.Cooper@mail.house.gov	(202) 225-3081
House Natural Resources – Majority	lora.snyder@mail.house.gov brandon.bragato@mail.house.gov sarah.lim@mail.house.gov rachel.gentile@mail.house.gov casey.maclean@mail.house.gov	(202) 225-6065
House Natural Resources – Minority	parish.braden@mail.house.gov brandon.miller@mail.house.gov syi@mail.house.gov steve.petersen@mail.house.gov Will.Layden@mail.house.gov Kiel.weaver@mail.house.gov robert.macgregor@mail.house.gov annick.miller@mail.house.gov	(202) 225-2761
Leadership – House Majority Leader Hoyer	trent.bauserman@mail.house.gov	(202) 225-4131
Leadership – House Minority Leader McCarthy	will.dunham@mail.house.gov	(202) 225-2915
Congressional Research Service	PSHEIKH@crs.loc.gov RCRAFTON@crs.loc.gov LTSANG@crs.loc.gov EWARD@crs.loc.gov ANORMAND@crs.loc.gov dgunter@crs.loc.gov	

SECTION IV: PRIMARY POINTS OF CONTACT

14. Media coordinators *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

- IR5/7: Joe Szuszwalak, 303-236-4336, joseph_szuszwalak@fws.gov
- IR9: Dana Bivens, 503-231-6210
- HQ: Brian Hires, brian_hires@fws.gov, 703-346-9941

15. Congressional coordinators *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

- IR5/7: Joe Szuszwalak, 303-236-4336, joseph_szuszwalak@fws.gov
- IR9: Miel Corbett, 503-709-3881, Miel_Corbett@fws.gov
- HQ: Alyssa Hausman, 703-358-2275, alyssa_hausman@fws.gov

16. Subject matter experts available for interview (and public inquiry support) *(Must be approved by HQ Public Affairs for an HQ-led announcement or by Regional Public Affairs for region-led announcement. Enter name, email and phone)*

- Biology lead: Hilary Cooley, Grizzly Bear Recovery Coordinator, 406-243-4903 x1, hilary_cooley@fws.gov
- Policy lead: Jodi Bush, Montana Project Leader, 406 449-5225 x205, jodi_bush@fws.gov

17. Additional technical experts for reference *(Enter name, email and phone)*

N/A

18. Are there any non-FWS points of contact for this action? *(Enter name, organization, role, email and phone)*

None.

SECTION V: DOCUMENT INFO

19. Date Created

Created By

2/22/21

Joe Szuszwalak

20. Date last edited

Edited By

2/24/21

Joe Szuszwalak

2/25/21	Joe Szuszwalak
2/25/21	ES/Grizzly Recovery Team misc. edits
3/1/21	Christina Stone
3/2/21	Christina Stone
3/2/21	Mikaela Oles
3/5/21	IR9 various edits
3/11/21	Anna Munoz
3/24/21	Brian Hires
3/24/2021	Michael D'Agostino
3/ 24/2021	Karen Armstrong
3/24/2021	Laury Marshall
3/24/2021	Alyssa Hausman
03 25 2021	DL Hobbs
3/26/2021	Matt Huggler

APPENDIX: ADDITIONAL BACKGROUND INFORMATION AND MATERIALS

DO NOT PUT OTHER MATERIALS SUCH AS FAQs, NEWS RELEASE OR TALKING POINTS IN THIS SECTION. KEEP THOSE AS SEPARATE DOCUMENTS.

(Consider the following: What is the historical context? Does this relate to other issues that may not immediately be apparent (consider other programs and regions)? Is there a scientific basis to this issue? If so what is it?)

Additional info from internal memo:

- Although conservation efforts have improved the condition of the grizzly bear in the lower-48 States since its listing in 1975, our assessment of the entire listed entity's condition 30 to 45 years into the future indicates that the grizzly bear in the lower-48 States continues to meet the Act's definition of a threatened species.
- We solicited data for this 5-year status review, and the associated SSA report, from interested parties through a January 14, 2020, Federal Register notice

announcing this review. A variety of partners contributed to the development of our SSA; the SSA report was also reviewed by partners and independently peer reviewed.

- This 5-year status review fulfills our obligations under the Act and a court-ordered settlement agreement to review the status of the grizzly bear in the lower-48 States. To meet the court-stipulated agreement, we must post this 5-year status review to our websites by March 31, 2021.