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**To:** [Small, Stephen M](#); [DeBerry, Drue](#); [Nelson, Marjorie](#)  
**Cc:** [Mogadam, Roya](#)  
**Subject:** Surname | Grizzly 399 outreach | 4/1  
**Date:** Thursday, March 31, 2022 2:53:03 PM  
**Attachments:** [Surname Sheet - 399 and offspring PSA Spring 2022.pdf](#)

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Good afternoon ES leadership -

Hilary and I have been coordinating with interagency partners for a joint news release and media roundtable in Jackson ahead of 399 and offspring becoming more visible in the community (they have been confirmed to be up and moving around). Coordination is continuing as to the exact date for the media roundtable based on cooperating agencies availability. Once that is finalized we will set the date for the news release as well.

The media roundtable is designed to present a united front among the cooperating agencies - USFWS, USFS, NPS, and WY Game and Fish. We also expect to get a bit more into the "weeds" as opposed to just the release, including discussion of potential outcomes moving forward for the sake of transparency.

- Surname sheet attached
-  [NR\\_399 and offspring PSA spring 2022\\_3.29.22.docx](#)
-  [OP\\_399 and offspring PSA spring 2022\\_3.29.22.docx](#)

Let us know any thoughts, edits, comments - thanks as always!

**Joe Szuszwalak** (He/Him)

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*I acknowledge that I work and live in the lands of the Ute, Arapaho, Cheyenne, and Očhéthi Šakówiŋ (Lakota, Dakota, and Nakota) Tribes.*

S U R N A M E		
TITLE	NAME	DATE
AUTHOR / RO LEAD		
ADMIN. ASST.		
ARD- SCIENCE APPLICATIONS and MIGRATORY BIRDS		
ARD – ECOLOGICAL SERVICES		
ARD – EXTERNAL AFFAIRS		
ARD – FISHERIES		
ARD – LAW ENFORCEMENT		
ARD – NATL WILDLIFE REFUGE SYSTEM		
CHIEF OF STAFF/RD OFFICE		
EXEC. ASST. / REGIONAL DIRECTOR		
DEPUTY REGIONAL DIRECTOR		
REGIONAL DIRECTOR		



# BASIC COMMUNICATIONS STRATEGY

## FOR ROUTINE NON-CONTROVERSIAL ANNOUNCEMENTS



### SECTION I: GENERAL INFORMATION

1. **Plan title:** Grizzly #399 and yearlings Spring 2022 PSA
2. **DTS number:** N/A
3. **What is the action triggering this communications plan?** *(Please explain in no more than three sentences)*

Grizzly bear #399 and her four cubs have been frequenting outlying residential areas south of Jackson, WY, where they have received food rewards multiple times and are increasingly lingering in residential areas. Interagency partners are proactively issuing this messaging to remind residents and visitors of how to reduce the potential for conflict.

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

Outreach for this situation is planned to take place in conjunction with the Yellowstone Ecosystem Subcommittee meeting the week of April 4, 2022. This timing also coincides with when 399 is expected to be visible to the public for the first time this season.

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

- USFWS: IR5/7 External Affairs in coordination with the Ecological Services Grizzly Team and the Regional Director's Office
- NPS: Grand Teton National Park leadership
- USFS: Bridger-Teton National Forest
- Wyoming Game and Fish Department

### SECTION II: GOALS AND MESSAGES

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

The USFWS and interagency partners continue efforts to protect grizzly bear #399 and her four offspring from further conflicts but need the help and support of local communities to be successful. The public can reduce the chance of conflicts and help keep bears wild by securing attractants.

Cooperating agencies are working together towards the best outcomes for these bears and the community.

**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!)*

**Primary Messages:**

- The U.S. Fish and Wildlife Service (USFWS), Wyoming Department of Game and Fish, Grand Teton National Park, and Teton-Bridger National Forest have partnered in an intensive effort to mitigate further human-bear conflict with bear 399 and her offspring but need the help of residents and visitors.
- The public can make a difference in a bear's life by ensuring bears never obtain food rewards. Residents of local communities are encouraged to secure attractants around their homes and store all garbage within bear-resistant containers. Attractants include items with a scent, such as trash, livestock feed, compost, and beehives.

**Secondary Messages – for Media Roundtable:**

- Any conflict must be evaluated on a case-by-case basis. Without knowing the specific circumstances of possible future conflicts, there is no way to forecast a particular management action. Therefore, this list is not all inclusive. However, possible responses to a conflict might include:
  - No Action
    - This is generally not an option when bears are involved in a conflict. By taking no action, the bear is likely to repeat the problem behavior.
  - Prevention (Securing Attractants)
    - Securing attractants, including garbage, pet and livestock feed, bird food, fruits and vegetables, etc, can prevent bears from accessing human food sources. Food-conditioned bears can become bold, destructive, and aggressive when searching for foods in and around humans.
  - Hazing
    - Hazing can prevent nuisance behaviors in wild bears if it successfully keeps them away from developed areas. Hazing has been increasingly used on grizzly bear 399 and her offspring to prevent conflicts.
  - Relocation

- There is reluctance for jurisdictions within the Greater Yellowstone Ecosystem (GYE) to receive any of these bears, if captured, because of their conflict history and habituated behavior. There are few areas in the GYE that would meet the criteria for an effective relocation site, such as adequate distance from the area of conflict, sufficient distance from other private lands and human development, and a large enough expanse of available habitat not already saturated with other bears.
  - Removal
    - Removal can either be lethal (euthanasia) or live (placement in an accredited zoo or other wildlife facility). Finding an adequate facility capable of and with available space to hold grizzly bears and certified by the American Zoological Association can be challenging.
    - Lethal removal is most often used when bears are in poor physical condition, unable to forage naturally, exhibit dangerous behavior, or are deemed a threat to humans.

### **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		
April 4, 2022	Invite local media outlets to Media Roundtable	R6 EA: Szuszwalak in coordination w/ cooperating agencies
April 6, 2022	Issue joint news release	R6 EA: Szuszwalak in coordination w/ cooperating agencies

April 6, 2022 5:30pm	Hold Media Roundtable  USFWS will be represented by Hilary Cooley, Grizzly Bear Recovery Coordinator	Joint effort among agencies
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**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
Joint USFWSNPS/USFS/WY G&F News Release	R6 EA: Szuszwalak	Drafted
Media roundtable	USFWS: IR5/7 Oles in coordination with NPS GRTE.	April 6, 2022
Social media posts	R6 EA: Oles	April 6, 2022

**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 )*

USFWS <ul style="list-style-type: none"> <li>Continue to post Keep Bears Wild and Bear Aware messaging on social media accounts in coordination with Grand Teton National Park and other interested agencies.</li> </ul>
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**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**

<ul style="list-style-type: none"> <li>USFWS: R6 Leadership, Ecological Services Leadership, WY ES Field Office, Grizzly Bear Team</li> <li>NPS Grand Teton National Park Leadership team</li> </ul>
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**External**

No additional external contacts needed – agencies involved are all cooperating on the release and media roundtable.

**12. Congressional member email list**

Title	Name	Seat ID	District Staff E-mail
Senator	Barrasso	WY-Senate	<a href="mailto:nolan_rap@barrasso.senate.gov">nolan_rap@barrasso.senate.gov</a>
Senator	Lummis	WY-Senate	<a href="mailto:leland_christensen@lummis.senate.gov">leland_christensen@lummis.senate.gov</a>
Representative	Cheney	WY-AL	<a href="mailto:tammy.hooper@mail.house.gov">tammy.hooper@mail.house.gov</a>

**13. Congressional committee email list**

N/A
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**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)*

- Joe Szuszwalak, 303-236-4336, [joseph\\_szuszwalak@fws.gov](mailto:joseph_szuszwalak@fws.gov)
- NPS Grand Teton NP: C.J. Adams, 307-739-3431, [cjadams@nps.gov](mailto:cjadams@nps.gov)
- USFS Bridger Teton NF: TBD
- Wyoming Game and Fish Department: Mike Thompson

**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)*

- Joe Szuszwalak, 303-236-4336, [joseph\\_szuszwalak@fws.gov](mailto:joseph_szuszwalak@fws.gov)

**16. Subject matter experts available for interview** *(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)*

Representatives for Media Roundtable:

- Hilary Cooley, USFWS Grizzly Bear Recovery Program Coordinator, 406-243-4903, [hilary\\_cooley@fws.gov](mailto:hilary_cooley@fws.gov)
- Justin Schwabedissen, Biologist, Grand Teton National Park
- Jason Wilmot, District Ranger, Bridger-Teton NF
- [To Be Confirmed], Wyoming Game and Fish Department

**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)*

- Jeremy Barnum, Chief of Staff, Grand Teton National Park, (307) 739-3428, [jeremy\\_barnum@nps.gov](mailto:jeremy_barnum@nps.gov)
- C.J. Adams, Public Information Officer, Grand Teton National Park, 307-739-3431, [christopher\\_adams@nps.gov](mailto:christopher_adams@nps.gov)

**SECTION V: DOCUMENT INFO**

**19. Date Created**

**Created By**

3/29/22

Joe Szuszwalak

20. Date last edited

Edited By


#### **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?)*

##### **Definitions**

**Habituated Bear:** A bear that shows little to no overt reaction to people as a result of being repeatedly exposed to human stimuli without substantial consequence (Hopkins et al. 2010).

**Food Conditioned Bear:** A bear that has learned, through prior food reward(s), to associate people, human activities, human-use areas, or food or garbage storage receptacles as sources of anthropogenic foods (Hopkins et al. 2010).

**Hazing:** Technique where deterrents (i.e., pain, noise, threat, or other unpleasant stimuli) are administered to bears opportunistically to immediately, but temporarily, modify the bears' undesirable behavior (Hopkins et al. 2010).

**Human-Bear Conflict:** Incidents when bears damage property, obtain human foods (e.g., compost, apiary, pet food, garbage, bird-food, etc.), depredate on livestock, or injure (or kill) humans.