



United States Department of the Interior



BUREAU OF LAND MANAGEMENT

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Information Bulletin No. **CA-2003-016**

To: All Employees
From: DSD, External Affairs
Subject: New Post Card Communication

We have recently started the use of a BLM printed post card (see attached) with a BLM reply address to improve our communications with the public and others interested in the Bureau of Land Management. We encourage your use of the post cards with the publics you work with throughout the year. Large quantities of the post cards are currently being distributed to all Field Offices and SO Divisions.

The post card encourages people who have Internet access to subscribe to "News.bytes," a weekly email newsletter published by BLM California. "News.bytes" offers the public a way to stay abreast of BLM news and express their views concerning BLM programs and activities. The post card also offers two free publications on the Bureau's wild horse and burro program. In future printings of the post card, other Bureau program publications may be promoted.

The follow-up work from subscribers is being processed in the State Office. Our initial use of the post cards in planning and decision documents has been successful. Review comments last year from our Field Managers and Advisory Council members were highly useful in finalizing the design and wording of the post card. The communication post card is currently being implemented in the following ways:

- 1) A tear out post card is being included in printing orders for all BLM California publications released to the public (example: planning, EIS's, and decision documents).
- 2) Post cards will be available at all State and Field Office front counters for immediate public access.
- 3) The State Office and Field Office front counters will make available sufficient quantities of the post cards for BLM California employees to use at meetings, advisory councils, and other sessions throughout the year.

Questions concerning supplies or printing of publications with the post card should be directed to Shurish (A.J.) Ajitsingh, Printing Specialist in the State Office at 916-978-4614.

Signed by:
Tony Staed
DSD, External Affairs

Authenticated by
Richard A. Erickson
Records Management

Attachment
Post Card