

**From:** Newell, Russell  
**To:** [Magallanes, Downey](#)  
**Cc:** [Laura Rigas](#); [Heather Swift](#)  
**Subject:** Monument Review Roll-out Plan  
**Date:** Tuesday, September 19, 2017 5:35:11 PM  
**Attachments:** [Monument Communication and Outreach Plan.docx](#)

---

Downey - also, here is the latest Comms/Outreach Plan for your review. WH has asked us to share. On the call lists, Tim and Micah have said that they or Sec. have called everyone on their lists at least once and made the ask for support.

Russell Newell  
Deputy Director of Communications  
U.S. Department of the Interior  
(202) 208-6232  
@Interior



## Monument Review: Department of the Interior Outreach Rollout Plan



## **Table of Contents**

### **SECTION I: INTRODUCTION**

Plan Title: Monument Review DOI Outreach Rollout Plan

What is the action triggering this communications plan?

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

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

What is our ultimate goal here beyond simply informing people of this action?

### **SECTION III: ASSESSING STAKEHOLDER INTEREST AND POSITION**

External audiences (Please name up to five target audiences to inform the messages, tactics and stakeholder contact lists below. Be as specific as possible. Only list media if there are issue-specific outlets that merit targeting. General “media” and “the public” should not be used)

Internal audiences (Please note any audiences within the Department of the Interior)

Which groups or individuals may publicly oppose this action? What are their primary concerns? (This may include any or all of those described in Target Audiences and/or additional ones. Write “none” if no opposition is expected)

What stakeholder groups or third-party validators might be leveraged for a statement, quote or other supportive action?

### **SECTION IV: KEY MESSAGES**

What are our topline, big picture 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 three!)

What secondary messages are there?

### **SECTION V: OUTREACH BREAKDOWN BY STATE**

State-by-State Outreach

UTAH

OREGON

NEVADA

MAINE

NEW MEXICO

ARIZONA (no changes)

CALIFORNIA (no changes)

MASSACHUSETTS & RHODE ISLAND (Proclamation)

HAWAII

AMERICAN SAMOA

MONTANA

IDAHO

WASHINGTON

COLORADO

KENTUCKY

### **SECTION VI: IMPLEMENTATION**

What is the overarching plan for reaching specific audiences with our key messages? (Explain the strategic approach and list key tactics)

How will internal audiences be informed and engaged? (Be specific! External communications plans will not be approved unless internal communications are adequately addressed)

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)

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

Governor Call List (Who needs to be called in person by a senior staff member and who will that senior staff member be? Note: not all plans will require such in-person calls)

Stakeholder contacts (For each, paste in a table that provides organization name, contact person, contact information as appropriate, and the name of the person responsible for making contact)

Internal

External Pro

National Stakeholder/Partner Contacts

Congressional emails

## SECTION VI: SOCIAL MEDIA PLAN

How will social media be used to help in messaging to target audiences and achieve communications goals?

## SECTION VII: PRIMARY POINTS OF CONTACT

Media coordinators (For Department-level plans, list at least one person from DOI Comms and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)

Congressional coordinators (For Department-level plans, list at least one person from DOI Congressional and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)

Social media coordinators (Enter name, email and phone)

## SECTION VIII: DOCUMENT INFO

## APPENDIX: ADDITIONAL BACKGROUND INFORMATION AND MATERIALS

## SECTION I: INTRODUCTION

### **Plan Title: Monument Review DOI Outreach Rollout Plan**

#### **What is the action triggering this communications plan?**

Potential Release by the White House of the National Monument Review report with Secretary Ryan Zinke's recommendations. This review was put into effect by President Trump's Executive Order 13792, entitled "Review of Designations under the Antiquities Act."

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

This action will be driven by if and when the WH releases the report. For planning purposes, we will prepare to begin this rollout on (b)(5) DPP

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

DOI Office of Communications is leading the effort and External & Intergovernmental Affairs and Congressional Affairs are supporting.

## SECTION II: GOALS

#### **What is our ultimate goal here beyond simply informing people of this action?**

President Trump and Secretary Zinke's priority is to protect public access to public lands for the benefit and enjoyment of the people. This means protecting private property rights and protecting and expanding access to hunting, fishing, and

recreation.

Three key points:

- We're not going to drill in public parks
- We're not going to sell public lands
- We'll protect objects in the "smallest area compatible" with the proper care of the objects to be protected.

**What story do we want to tell?** *(What should audiences understand, appreciate or connect with emotionally?)*

Secretary Zinke conducted a review of 27 national monuments designated since 1996 that were greater than 100,000 acres or that were created without adequate public input.

Secretary Zinke issued his final report to the White House on (b)(5) DPP

Secretary Zinke recommended that no monument be rescinded or eliminated.

Secretary Zinke recommended boundary changes to four monuments: Bears Ears, Grand Staircase-Escalante, Gold Butte, and Cascade Siskiyou National Monuments.

Secretary Zinke recommended proclamation changes only to five additional monuments that were under review to expand public access to the land for activities like hunting, fishing, recreation, and economic development.

### SECTION III: ASSESSING STAKEHOLDER INTEREST AND POSITION

**External audiences** *(Please name up to five target audiences to inform the messages, tactics and stakeholder contact lists below. Be as specific as possible. Only list media if there are issue-specific outlets that merit targeting. General "media" and "the public" should not be used)*

#### Intergovernmental stakeholders

- Governors
- Congressional officials
- State and local legislators
- Tribal leaders

#### Press

- National media
- Local media near affected National Monuments

- Trade/industry press (hunting/fishing, outdoor recreation)

External groups

- Limited government advocates
- Environmental advocacy groups
- General public

**Internal audiences** *(Please note any audiences within the Department of the Interior)*

Inside the administration

- President Trump
- White House staff
- DOI employees
- Commerce Department
- USDA - U.S. Forest Service
- DOC - NOAA

**Which groups or individuals may publicly oppose this action? What are their primary concerns?** *(This may include any or all of those described in Target Audiences and/or additional ones. Write “none” if no opposition is expected)*

See SECTION V

**What stakeholder groups or third-party validators might be leveraged for a statement, quote or other supportive action?**

See SECTION V

SECTION IV: KEY MESSAGES

**What are our topline, big picture 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 three!)*

### **Secretary Zinke's Statement**

*"No President should use the authority under the Antiquities Act to restrict public access, prevent hunting and fishing, burden private land, or eliminate traditional land uses, unless such action is needed to protect the object.*

*"The recommendations I sent to the president on national monuments include no eliminations of national monuments. The recommendations will maintain federal ownership of all federal land and protect the land under federal environmental regulations, and also provide a much needed change for the local communities who border and rely on these lands for hunting and fishing, economic development, traditional uses, and recreation."*

### **What secondary messages are there?**

- While the Antiquities Act has been widely successful over history, problems arise, when the designation limits land management practices and how people can use these public lands.
- Monuments take away "multiple-use" options.

### **TPs on Monuments and Sportsmen**

- Access to public lands is absolutely vital to hunting and fishing. It's one thing to say land is "public land" however if the land is physically inaccessible or certain uses are banned, problems arise.
- Many monument proclamations specify that hunting and fishing will be permitted within the monument, however it is common for monument designations to prevent construction of future roads or management plans allow many roads to fall into disrepair, making the land inaccessible for hunting.



- Recently, proclamations have removed guarantees for recreational access and hunting from management plans as wilderness designations have become a favorite tool of environmentalists.
- Anti-hunting groups often push for monument designations and simultaneously plan to lobby for bans on hunting and shooting access during the management plan process which occurs after designation.

### **TPs on the EO and background on AA**

- The Antiquities Act calls for the President to designate objects such as “historic landmarks, historic and prehistoric structures, and other objects of historic or scientific interest.
- The Antiquities Act mandates that the limits of the parcels of land reserved as National Monuments “shall be confined to the smallest area compatible with the proper care and management of the objects to be protected.”
- Despite this clear directive, objects have been extended to include landscape areas, biodiversity, and view sheds, and 'smallest area' has become the exception and not the rule.
- Many of the most controversial national monuments were designated or expanded in the waning days of a presidency after partisan efforts to designate the land stalled in Congress. This is a clear violation of the will of the People and an overuse of executive power.
- Presidents have reduced the size of monuments about a dozen times in the past. The most significant reduction was in 1915 under President Woodrow Wilson, when he halved Mount Olympus National Monument (it has since become a National Park).
- On April 26, 2017, President Donald J. Trump signed Executive Order 13792, entitled “Review of Designations under the Antiquities Act.”
- President Trump’s executive order limited the review to monuments designated after January 1, 1996 and over 100,000 acres in size, or monuments that the Secretary deems

to have been created without adequate public input.

- The order directed the Secretary to submit an interim report on Bears Ears National Monument within 45 days. The report was delivered to the White House on June 10, 2017.
- The order directed the Secretary to submit a report on all other monuments under review within 120 days, which is August 24, 2017.

### **TPs on the Monument Review Process**

- The Secretary opened up of a formal comment period for the review. This is the first time ever that a formal comment period was open on regulations.gov for national monuments designated under the Antiquities Act.
- Secretary Zinke has visited eight national monument sites in six states (Bears Ears, Grand Staircase, Northeast Canyons and Seamounts Marine Monument, Katahdin Woods and Waters, Cascade Siskyou, Organ Mountains Desert Peaks, Gold Butte, and Basin and Range). He's held dozens of meetings with Tribal, local and state government officials, local stakeholders, and advocates from conservation, agriculture, tourism, and historic preservation organizations. The Secretary meets with people and organizations who represent all sides of the issue. (PS - He traveled to Giant Sequoia and Upper Missouri River Breaks National Monuments before the review)
- Interior also established a formal public comment period for the monument review. This is the first time ever a formal comment period occurred for Antiquities Act-designated National Monuments.

### **Fact and Fiction of the Monument Review:**

**Myth:** No president has shrunk a monument.

**False:** Monuments have been shrunk at least ten times under presidents on both sides of the aisle. Some examples include Pres. John F. Kennedy removing 2882 acres from Bandelier, Presidents Taft, Wilson, Coolidge reducing Mount Olympus National Monument, and President Eisenhower reducing Great Sand Dunes National Monument in Colorado.

**Myth:** The monument review will sell/transfer public lands to states

**False:** This is not true. The Secretary is adamantly opposed to the sale or transfer of public lands. Under the Antiquities Act, the monuments are designated on already federal land. Therefore, if any monument is rescinded or shrunk, the land would remain federally owned and be managed by one of the land management agencies such as the Bureau of Land Management, U.S. Forest Service, U.S. Fish and Wildlife Service, and the National Park Service.

**Myth:** The monument review will close/sell/transfer national parks

**False:** No national parks are under review, and the Secretary has continually committed he is against the sale/transfer/privatization of public lands, especially national parks. While two of the monuments are managed by the National Park Service - much like historic sites, national recreation areas, and national seashores - none of them are National Parks.

**Myth:** The review was done without meeting advocates for national monuments

**False:** The Secretary visited eight monuments in six states and personally had more than 60 meetings with hundreds of local stakeholders. Individuals and organizations represented all sides of the debate ranging from environmental organizations like the Wilderness Society and Nature Conservancy to county commissioners and, residents, and ranchers who prefer multiple use of the land. The Secretary also met with Tribal government representatives and the Department hosted several Tribal listening sessions.

## SECTION V: OUTREACH BREAKDOWN BY STATE

## **State-by-State Outreach**

### **UTAH**

*Bears Ears National Monument | Grand Staircase Escalante National Monument*

#### **Overall strategy/key message -**

##### ***Bears Ears -***

- Portions of Bears Ears is home to significant recreational opportunities, including hiking, backpacking, canyoneering, mountain biking, and rock climbing.
- We (DOI) will not focus outreach on Bears Ears, aside from calling on Congress to help ensure Tribal co-management.. Chairman Rob Bishop has bill to achieve this.
- The Secretary recommends requesting Congressional authority to enable tribal co-management of designated cultural areas.

##### ***Grand Staircase-Escalante -***

- (b)(5) DPP [REDACTED]
- President Clinton designated this monument to shut down coal production. Antiquities Act is to protect, not prevent. This monument prevents coal production as well as grazing.
- This this was designated in 1996, the actual amount of cattle runs has decreased due to restrictions on activities that facilitate grazing, including moving water lines, vegetative management, erosion control measures, and maintenance of infrastructure such as fences and roads.
- Motorized vehicle use is limited by the Proclamation and Monument designation plan. This has created conflict with Kane and Garfield Counties' transportation network and affected access for recreational activities.
  - Paria River Road was closed over the objection of one of the Counties and in spite of its assertion that the road was a valid County right-of-way.
- This is only Monument that has a coal component. Areas encompassed within Grand Staircase-Escalante contain and estimated several billion tons of coal and large oil deposits.
- (b)(5) DPP [REDACTED]
- Proposal seeks to increase road access. Key industry stakeholders are coal and ranchers.

#### **Stakeholder Outreach -**

Local Supportive Stakeholders:

(b)(5) DPP [REDACTED]



Other Stakeholders (opposed or no position):

#### **Media**

- Targeted Press - Deseret News, Salt Lake Tribune, St. George News, KSL, KUED, Moab Sun News
- Possible Exclusives - AmyJoi O'Donoghue at Deseret News

### **OREGON**

#### *Cascade Siskiyou National Monument*

#### **Overall strategy/key message -**

- Recommended changes to reduce the Obama expansion and open access to timber, protect grazing, and allow motorized transportation.
- The original 2000 designation was the first monument to protect biodiversity. The expansion by almost 48,000 acres on January 12, 2017 purported to create a necessary "buffer" to support the biodiversity objects outlined in the original Monument designation.
- In 2015, legislation was introduced that would have protected most of the areas in the proposed monument expansion through conservation and recreation designations.
- The expansion would reduce timber offered by BLM for sale by 4 to 6 million board feet per year.
- These are lands statutorily set aside for permanent forest production under the Oregon and California Revested Lands Sustained Yield Management Act of 1937 (O&C Act)
- The 2000 CSNM monument designation required a study to assess the compatibility of grazing with the biodiversity of the area and the subsequent study found threats to riparian objects. As a result, grazing has largely diminished in the original CSNM area.
- Motorized transportation was prohibited in the original CSNM designation.
- OMC lands.
- Recommendation is that the boundary should be revised to reduce impacts on private lands and

remove O&C Lands to allow sustained-yield timber production under BLM's governing Resource Management Plans until revised regional management plans achieves sustainable timber yield.

- (b)(5) DPP [REDACTED]
- (b) (5) DPP [REDACTED]

#### Stakeholder Outreach -

Local Supportive Stakeholders:

(b) (5) DPP [REDACTED]

Other Stakeholders (opposed or no position):

(b) (5) DPP [REDACTED]

#### Media

Targeted Press

#### NEVADA

*Gold Butte National Monument / Basin and Range National Monument*

#### Overall strategy/key message -

##### *Gold Butte -*

- Amending boundary to draw water from Virgin Valley. Important priority for Gov. Heller.
- The local water district has historic water rights for six springs and provides water for the City of Mesquite. Five of the six water district springs are located within the boundaries of GBNM
- The Gold Butte NM proclamation inaccurately states that livestock has not been permitted in the GBNM area since 1998 and therefore prevents issuing any new grazing permits or leases. In fact, there are 4 active grazing allotments administered by the Arizona Strip District, either

fully or partially contained within GBNM, which have been authorized since 1998.

- Recommend that the boundary should be revised to protect historic water rights .
- Recommend also that Congress should enable tribal co-management of designated cultural areas within the revised GBNM boundaries.

#### ***Basin and Range National Monument -***

- Basin Range was not included in proposed changes.

#### **Stakeholder Outreach**

Local Supportive Stakeholders:

- Governor Brian Sandoval

[REDACTED]

Other Stakeholders (opposed or no position):

- Tribal - [REDACTED]

#### **Media**

Targeted Press - Las Vegas Review Journal, Moapa Valley Press, Desert Valley Times, Mesquite Local News, Pahrump Mirror, Pahrump Valley Times, Las Vegas Sun, Reno Gazette Journal

Possible Exclusives - Henry Brean at Las Vegas Review Journal

#### **MAINE**

*Katahdin Woods and Waters National Monument*

#### **Overall strategy/key message -**

- A proclamation to promote healthy forests, active forest management, reduce dead and dying trees, reducing fuel. Allows for snowmobile trails/access. This was private land that was donated to Federal Government Key supporters are forest products services.
- Katahdin National Monument consists of just over 87,500 acres in Maine that were donated to the Federal Government for the purpose of inclusion in the National Park System.
- This land was private before its donation, and any traditional uses such as timbering, hunting,

and snowmobiling were permitted as part of custom of the local area. While the land is now public and open for use, many are concerned that timber harvest and snowmobiling access will not be permitted in all parts of Katahdin.

- Though commercial timbering is not typically allowed in units of the National Park System, 54 U.S.C. 100753 provides limited authority for cutting of timber to “conserve...historic objects.”
- There is a strong historical role of timbering in the region, and the Katahdin Proclamation gives extensive attention to this as part of the narrative for the designation.
- Secretary recommends that the Proclamation be amended to promote a healthy forest through active timber management.

### **Stakeholder Outreach -**

#### **Local Supportive Stakeholders**

(b) (5) DPP [Redacted text block]

#### **Other Stakeholders (opposed or no position)**

(b) (5) DPP [Redacted text block]

### **Media**

Targeted Press - Bangor Daily News, Penobscot Times, WABI, Portland Press Herald, WMTW, Maine Public Radio, Fox 22, AP, WGME, WLBZ/WCSH

Possible Exclusives - Patrick Whittle (AP)

### **NEW MEXICO**

*Organ Mountains Desert Peaks National Monument / Rio Grande Del Norte National Monument*

#### **Overall strategy/key message -**

*Organ Mountains Desert Peaks -*



- This is about grazing access. Solidifying grazing language. There is already a wilderness-designation study in progress.
- There is a concern about border security resulting from the designation, as the Proclamation restricts motorized transportation close to the border.
- The remoteness and topography of the Potrillos Mountain Complex lends itself to a drug smuggling route and needs to be monitored.
- The Potrillos Mountain Complex also encompasses the Mesilla groundwater basin. The basin has an unknown potential to address future water needs, recharge, salinity control, and storage.
- A robust ranching community has operated in the area for decades and heavily contributes to the local economy. The Monument Designation could prevent access to parts of allotments. Vegetative management and other maintenance work could be restricted and further degrade the ability for ranchers to run cattle.

## Stakeholder Outreach -

### Local Supportive Stakeholders

(b) [REDACTED]

(b) [REDACTED]

(b) [REDACTED]

(b) [REDACTED]

(b) [REDACTED]

(b) [REDACTED]

(b) [REDACTED]

### Other Stakeholders (opposed or no position)

(b) [REDACTED]

## Media

Targeted Press - Albuquerque Journal, New Mexican, Las Cruces Sun, Taos News, AP, Las Cruces Bulletin, KRWG Public Media, KVIA, KFOX/CBS4

Possible Exclusives - Mike Coleman Albuquerque Journal DC bureau

**ARIZONA** (no changes)

*Vermilion Cliffs, Sonoran Desert, Ironwood Forest, Grand Canyon-Parashant National Monuments*

## Stakeholder Outreach

### Local Supportive Stakeholders

(b)(5) DPP [Redacted]

### Other Stakeholders (opposed or no position)

(b)(5) [Redacted]

## Media

Targeted Press - Arizona Republic, Tucson Star, AP  
Possible Exclusives

### **CALIFORNIA** (no changes)

*Berryessa Snow Mountain, Carrizo Plain, Giant Sequoia, Mojave Trails, San Gabriel Mountains, and Sand to Snow National Monuments (no recommendations)*

## Stakeholder Outreach

### Local Supportive Stakeholders

(b)(5) DPP [Redacted]

(b) [REDACTED]

Other Stakeholders (opposed or no position):

- (b)(5) DPP [REDACTED]

## Media

Targeted Press - SF Chronicle, LA Times,  
Possible Exclusives

## MASSACHUSETTS & RHODE ISLAND (Proclamation)

*Northeast Canyons and Seamounts National Marine Monument*

### Overall strategy/key message -

- The Monument prevents fishing and lobstering and impacts the ability of fishermen to make a living. The Secretary's recommendation is that the Proclamation should be amended to allow commercial fishing and ensure the practice is managed under the Magnuson-Stevens Fishery Conservation and Management Act.
- In its public comments, the New England Fisheries Council state that 1) management in NCSNM should remain under the Magnuson-STevens Fishery Conservation and Management Act and 2) the designation of NCSNM disrupts the Council's ability to manage species to balance protection with commercial fishing.

### Stakeholder Outreach - M

Local Supportive Stakeholders:

(b) [REDACTED]

Other Stakeholders (opposed or no position):

(b) [REDACTED]

## Media

Targeted Press  
Possible Exclusives

## HAWAII

*Papahānaumokuākea National Monument (no changes)*

### Stakeholder Outreach

#### Local Supportive Stakeholders

(b) (5) DPP [Redacted text block]

#### Other Stakeholders (opposed or no position):

(b) (5) DPP [Redacted text block]

## Media

Targeted Press  
Possible Exclusives

## AMERICAN SAMOA

*Rose Atoll & Pacific Remote Islands*

### Overall strategy/key message -

#### *Rose Atoll -*

Rose Atoll is also designated as a National Wildlife Refuge by cooperative agreement between the Government of American Samoa and the U.S. Fish & Wildlife Service. Commercial fishing is prohibited in Rose Atoll National Monument. Fishing in American Samoa is a mixture of commercial, subsistence, traditional, and sport fishing. American Samoa's economy is heavily dependent on can tuna fish production, and many monument

### ***Pacific Remote Islands -***

- Commercial fishing is prohibited within the Pacific Remote Islands National Monument.
- Prior to monument designation, there were Hawaiian and American Samoan longliners and purse seiners vessels operating. Indirect benefits of the purse seine fishery is important to the economy of American Samoa, which is heavily dependent on these vessels. (American Samoa is under jurisdiction of DOI).
- The Proclamation should be amended to allow commercial fishing and ensure the practice is managed under the Magnuson-Stevens Fishery Conservation and Management Act.

### **Stakeholder Outreach**

Local Supportive Stakeholders:

(b) (5) DPP [Redacted]

Other Stakeholders (opposed or no position):

### **Media**

Targeted Press (**work with Insular; they should be happy**)  
Possible Exclusives

### **MONTANA**

*Upper Missouri Breaks National Monument (no changes) | Badger II Medicine Area (proposed)*

### **Stakeholder Outreach -**

Local Supportive Stakeholders:

(b) (5) DPP [Redacted]

Other Stakeholders (opposed or no position):

### **Media**

Targeted Press - Flathead Beacon, Daily Inter Lake, Great Falls Tribune, Missoulian, AP, MTN TV, ABC/FOX

Possible Exclusives - Matt Brown at AP, Karl Purkett at GF Tribune

## **IDAHO**

*Craters of the Moon National Monument (no changes)*

**Overall strategy/key message** - Ask key stakeholders to commend Secretary Zinke's thoughtful, inclusive approach.

### **Stakeholder Outreach -**

Local Supportive Stakeholders:

(b) (5) DPP [Redacted text block]

Other Stakeholders (opposed or no position):

### **Media**

Targeted Press

Possible Exclusives

## **WASHINGTON**

*Hanford Reach National Monument (no changes)*

### **Stakeholder Outreach**

Local Supportive Stakeholders:

(b) (5) DPP [Redacted text block]

Other Stakeholders (opposed or no position):

## Media

## Targeted Press

### Possible Exclusives

## COLORADO

*Canyons of the Ancients National Monument (no changes)*

**Overall strategy/key message** - Ask key stakeholders to commend Secretary Zinke's thoughtful, inclusive approach.

### Stakeholder Outreach -

### Local Supportive Stakeholders

Other Stakeholders (opposed or no position)

## Media

## Targeted Press

### Possible Exclusives

## KENTUCKY

*Camp Nelson (potential monument) [2]*

## Stakeholder Outreach

(b)  
)  
(  
5  
)  
D  
P  
P

(b) [REDACTED]

Targeted Press  
Possible Exclusives

Targeted approach in the states and areas in which relevant Monuments are. DOI op-eds, asking surrogates to write op-eds, do TV, Radio appearances.



**How will internal audiences be informed and engaged?** *(Be specific! External communications plans will not be approved unless internal communications are adequately addressed)*

Through media alerts, ICYMI, sharing Secretary Zinke op-ed and positive stories via targeted and frequent e-mails.

**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
Communications strategy	DOI Comms	
Secretary Op-ed	DOI Comms	
Press Release	DOI Comms	
Television/Radio Interviews	DOI Comms	
Social Media	DOI Comms	
Surrogate echo and amplify through all of the above	DOI Comms, External Affairs, Congressional Affairs	

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

Date and Time	Tactic	Responsible
All times are in the Eastern time zone		

(b)(5) DPP	Governor phone calls	DOI Office of External & Intergovernmental Affairs
	Congressional phone calls	DOI Office of Congressional Affairs
	Other external supportive stakeholders	DOI Office of External & Intergovernmental Affairs
	WH releases Monument Report	WH
	Supportive Surrogate op-eds, blogs, social media newsletter, TV, radio	DOI Comms, Intergovernmental & External, & Congressional
	POTUS TRIP	WH

**Governor Call List** *(Who needs to be called in person by a senior staff member and who will that senior staff member be? Note: not all plans will require such in-person calls)*

Governor Name	Contact Info	Pro/Anti/Neutral	Contact By
---------------	--------------	------------------	------------

Gary Herbert (Utah)	Kathleen Clark (801) 419-9016	Pro	(b) (5) DPP
Paul Lepage (Maine)	Lance Libby (207) 287-3416	Pro	
Kate Brown (Oregon)	Drew Johnston (202) 508-3847	Anti	
Brian Sandoval (Nevada)	Ryan McGinnes (202) 624-5405	Pro	
Susan Martinez (New Mexico)	Loren Hatch (505) 819-1396	Pro	
Doug Ducey (Arizona)	Danny Seiden (684) 633-4116	Pro	
Jerry Brown (California)	Katie Mathews (202) 624-5275	Anti	
Charlie Baker (Massachusetts)	Daiv Garriepy (617) 725-4000	Pro	
Gina Raimondo (Rhode Island)	Matthew Bucci (202) 257-8431		
David Ige (Hawaii)	Lisa Hiraoka (808) 586-0034	Pro	
Lolo Matalasi Moliga (American Samoa)	Tasileta Loane (684) 731-6340	Pro	
Steve Bullock (Montana)	Adam Schafer (406) 422-6948	Anti	
Butch Otter (Idaho)	Sam Eaton (208) 859-7836	Pro	

Jay Inslee (Washington)	Sam Rickets (202) 624-3691	Anti	(b) (5) DPP
John Hickenlooper (Colorado)	Robert Randall (303) 319-6832	Anti	
Matt Bevin (Kentucky)	Leann Veatch (502) 234-8174	Pro	

**Stakeholder contacts** *(For each, paste in a table that provides organization name, contact person, contact information as appropriate, and the name of the person responsible for making contact)*

**Internal**

--

**External Pro**

Stakeholder Name	Contact Info	Pro/Anti/ Neutral	Contact By
NRA	Chris Cox	Pro	(b) (5) DPP
Congressional Sportsmen's Foundation	Jeff Crane (202) 543-6855	Pro	
Rocky Mountain Elk	Mark Lambrecht (406) 594-2955	Pro	
Boone & Crockett	Tony Schoonen (406) 214-6104	Pro	
National Shooting Sports Foundation	Larry Keane (2023) 526-6773	Pro	

Safari Club International	Anna Seidmen (202) 543-8733	Pro	(b) (5) DPP
Sportsmen for Fishing & Wildlife	Don Peay (801) 721-4011	Pro	

#### National Stakeholder/Partner Contacts

Stakeholder Name	Contact Info	Pro/Anti/ Neutral	Contact By
Sutherland Institute	Matt Anderson (801) 910-3458	Pro	(b) (5) DPP
ALEC	Karla Jones (202) 870-4221	Pro	
Americans For Prosperity	Chrissy Harbin (202) 560-1691	Pro	
Americans for Tax Reform	Justin Sykes (202) 785-0266	Pro	
Competitive Enterprise Institute	Myron Ebell (202)331	Pro	
Heritage Foundation	Katie Tubb (202) 675-1767	Pro	
FreedomWorks	Patrick Hedger (425) 283-6512	Pro	

PAC West	Paul Phillips (503) 720-1260	Pro	(b) (5) DPP
Land Conservation Assistance Network	Amos Eno (207) 536-0831	Pro	
PERC	Shawn Regan (406) 587-9591	Pro	
Public Lands Council	Ethan Lane (202) 879-9126	Pro	
National Beef Association	Ethan Lane (202) 879-9126	Pro	
Strata Policy Center	Parker Jeppesen (435) 213-9307	Pro	
Eagle Forum	Tabitha Walter (202) 341-5737	Pro	
FIRM Country	Stan Summers (435) 230-5648	Pro	
James Madison Institute	Dan Peterson (407) 758-2491	Pro	
Independence Institute	Amy Cooke (303) 279-6536 107	Pro	
Maine Woods Coalition	Anne Mitchell (207) 685-4545	Pro	
Montana Policy Institute	Brent Mead (406) 480-1269	Pro	
Stewards of San Juan County	Jami Bayless (202) 208-3100	Pro	
Texas Public Policy Foundation	Chuck Devore (512) 472-2700	Pro	
Utah Farm Bureau	Randy Parker (801) 233-3000	Pro	
The Maine Heritage Policy Center	Nick Murray (207) 321-2550	Pro	

Pacific Legal Foundation	Todd Maziano (916) 419-7111	Pro	(b) (5) DPP
The Coalition for Self Government in the West	Matt Anderson (801) 910-3458	Pro	
ConservAmerica	Rob Sisson (269) 689-9659	Pro	
Associated California Loggers	Eric Carlson (916) 441-7940	Pro	
Idaho Freedom Foundation	Fred Birnbaum (208) 258-2280 218	Pro	
RStreet	Eli Lehrer (202) 525-5719	Pro	

#### Congressional emails

Office	Member	State	DC Staff Email	District Phone
Delegate	Aumuna Amata	Am. Samoa	casey.brinck@mail.house.gov	
Senator	Cory Gardner	CO	curtis_swager@gardner.senate.gov	
Rep	Scott Tipton	CO	dustin.sherer@mail.house.gov	
Rep	Mike Simpson	ID	james.neill@mail.house.gov	
Rep	Andy Barr	KY	clair.osborn@mail.house.gov	

Senator	Angus King	ME	morgan_cashwell@king.senate.gov	
Senator	Susan Collins	ME	olivia_kurtz@aging.senate.gov	
Rep	Bruce Poliquin	ME	kate.renz@mail.house.gov	
Senator	Steve Daines	MT	meghan_thacker@daines.senate.gov	
Senator	Dean Heller	NV	andrew_williams@heller.senate.gov	
Rep	Greg Walden	OR	riley.bushue@mail.house.gov	
Senator	Orrin Hatch	UT	john_tanner@hatch.senate.gov	
Rep/Chairman	Rob Bishop	UT	devin.wiser@mail.house.gov cody.stewart@mail.house.gov	

#### **Committees**

*Congressional Affairs will contact authorizing committee staff; Division of Budget will contact Appropriations Committee staff*

## **SECTION VI: SOCIAL MEDIA PLAN**

### **How will social media be used to help in messaging to target audiences and achieve communications goals?**

Twitter, Facebook will be used to echo and amplify Secretary's messages through original content and retweets and sharing of posts.



**Lead accounts to be used:**

Twitter: [@WhiteHouse](#), [@POTUS](#), [@SecretaryZinke](#), [@Interior](#), [@DOIDepSec](#)

Facebook: [@WhiteHouse](#), [@POTUS](#), [@SecretaryRyanZinke](#) and [@USInterior](#)

**Secondary accounts to share messaging:**

[@BLMNational](#), [@BLMUtah](#), [@BLMNewMexico](#), [@blmnv](#), [@BLMOregon](#)

**Hashtags:**

#Monument

**Photos:**

**Links:**

**Twitter messages:**

**Facebook messages:**

**Other platform messages:**

## SECTION VII: PRIMARY POINTS OF CONTACT

**Media coordinators** *(For Department-level plans, list at least one person from DOI Comms and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)*

Heather Swift

**Congressional coordinators** *(For Department-level plans, list at least one person from DOI Congressional and others from Bureau/program if appropriate. For Bureau/regional-level plans, only Bureau/regional coordinators are required. Enter name, email and phone)*

Micah Chambers
----------------

**Social media coordinators** *(Enter name, email and phone)*

Heather Swift, Rebecca Matulka
--------------------------------

SECTION VIII: DOCUMENT INFO
-----------------------------

**29. Created by** **Date created**

Russell Newell	9/1/2017
----------------	----------

**30. Edited by** **Date edited**

Heather Swift	9/1/2017
Eli Nachmany	9/1/2017
Alex Hinson	9/1/2017
Tim Williams	9/1/2017
Micah Chambers	9/1/2017

## 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?)*