

From: Swift, Heather
To: [Domenech, Douglas](#); [Daniel Jorjani](#); [Megan Bloomgren](#); [Scott Hommel](#); [James Cason](#)
Subject: 10 days memo
Date: Tuesday, February 14, 2017 11:02:23 AM
Attachments: [WeekOne.docx](#)

Attached is the first 10ish day memo with the specifics on secretarial orders and what we intend as news making items.

-

Heather Swift
Department of the Interior
@DOIPressSec
Heather_Swift@ios.doi.gov | Interior_Press@ios.doi.gov

DEPARTMENT OF THE INTERIOR: SECRETARY ZINKE

FIRST 10 DAYS, MEDIA MAKERS

Assuming Day 1 is Friday, February 17

Note: Some Day One items will be pushed to the following week in D.C. if Zinke is not sworn in until late in the day on Friday.

DAY 1: (February 17) Bringing Teddy Roosevelt principles back to DOI, Zinke signs Secretarial Orders to expand access to public lands and increase hunting, fishing, and recreation opportunities nationwide. Signing ceremony with hook and bullet, recreation & conservation crowd. Launch Zinke's Twitter account @SecretaryZinke. Phone interview with Tom Lutey of Billings Gazette (see last page for details)

Secretarial Orders:

- Overturning the FWS Director's decision to ban lead ammo
- Renew charter for Wildlife Hunting Heritage Conservation Council
- Expand opportunities for outdoor recreation on public lands

Other items possibly making news: (note, holiday weekend will be small attendance) Welcome committee greets Zinke at main entrance. Address all employees in the cafeteria, remarks will be livestreamed for all DOI employees to watch at their desks. Email sent to all 70,000 employees laying out Zinke's longtime love and appreciation of public lands and his belief in multiple of public lands. Issue internal memo to leadership announcing ethical standards and expectations.

Reporters will be allowed to cover the signing ceremony, remarks to employees, no interviews granted. Internal videographer and photographer will follow the Secretary around throughout the day.

Press releases w/ photos:

- Senate Confirms Ryan Zinke as 52nd Secretary of the Interior, First Montanan and first Navy SEAL in the Cabinet
- POTUS/VPOTUS Swear in Ryan Zinke as 52nd Secretary of the Interior (note twitter handle in release)
- Day One: Secretary Zinke Delivers Results, Expands Access to Public Lands (note twitter handle in release)
- Secretary Zinke to visit Alaska, Utah, California
- Leak internal memo and welcome email

***Note to WH** MT Reporter Tom Lutey has been added to the list of local reporters to participate in WH press briefing after Zinke is confirmed. Question to Spicer will be about Trump Administration priorities for DOI & general statement about Sec. Zinke's confirmation*

Day 2-3: (February 18-19) Saturday/Sunday briefings at DOI to include ethics, security and threats, travel, budget.

DAY 4-5: (February 20-21) Utah with the Congressional delegation and governor. Zinke will visit Bears Ears national monument and hold a meeting with Navajo, Governor and Congressional delegation regarding the controversial monument designation at the visitor center in southeast Utah. In Salt Lake City, he will attend a reception with the Governor and state legislators. The goal of this visit is to announce a formal recommendation to POTUS on what measures should be taken to “right size” the monument. This was one of Zinke’s promised trips during the confirmation hearing. Press will be invited to Bears Ears to get B-roll and statement after the meeting however the meeting will be closed to press. Fly to Alaska.

Press releases w/ photos:

- Secretary Zinke fills promise to bring government to the people, visits Bears Ears, listens to local, federal and Tribal stakeholders

DAY 6-8: (February 21-24) Alaska w/ Senator Murkowski. Zinke has been invited to Alaska by Sen. Murkowski (our appropriator) to meet with the Legislature in Juneau. Zinke will also meet with the Governor and Native Corporations in Juneau. Zinke will visit with about 200 DOI employees in Anchorage. Zinke will sign an order reestablishing the office of Alaskan Affairs signifying the special relationship Alaska has with the Department. Local press will be done with the Governor and the Senator.

Press releases w/ photos:

- Secretary Zinke fills promise to listen to Alaskans and Native Corporations

Secretarial Orders:

- Reestablishing the office of Senior Advisor for Alaskan Affairs in DC
- Memo directing FWS to review King Cove policy
- Possible action on National Petroleum Reserve Alaska

DAY 8-10: (February 24-26) Fly to California on Friday. On Saturday, Secretary Zinke will go on a morning run with Park Police located in San Francisco, then meet with them to talk about their mission, challenges, and opportunities. Zinke will also meet with Golden Gate National Recreation Area director and tour the Presidio National Park which until 1994 was a U.S. Army post.

Secretary Zinke will later speak at the Steamboat Institute’s summit in Aptos, California Saturday evening. He will speak broadly about unleashing American First Energy and economic opportunities without breaking new policy. Focus on restoring trust and integrity to the federal government. We are not inviting press however the event is open to credentialed press. Will receive a list of reporters ahead of time. No interviews granted. Fly back to DC.

Press release

- Secretary Zinke focuses on America First land and jobs in first speech (mostly a reiteration of his testimony at confirmation hearing)

DAY 11: (February 27) Back in the office. Meet with SAS leadership (roughly 200 individuals in DMV) Continue briefings. Consider Secretarial Orders to set the theme of the week as energy.

Press release

- Week of Action: Secretary Zinke did what he said he would do (recap week one, similar to the one the WH sent)

DAY 12: (February 28)

DAY 13: (March 1) Senate Indian Affairs Committee Hearing. Consider Native American blessing ceremony in Secretary's office.

Press Release

- Secretary Zinke Reestablishes Commitment to work with Tribal Governments in Senate hearing

Surrogates

Jeff Crane, Congressional Sportsmen's Foundation
Jeff Trandahl National Fish and Wildlife Foundation
Carol Bambury, Association of Fish and Wildlife Agencies
Senator Orin Hatch
Senator Mike Lee
Rep. Jason Chaffetz
Senator Steve Daines
More coming...

FIRST EXCLUSIVE INTERVIEWS:

BILLINGS GAZETTE/LEE – Offer first exclusive to well-respected natural resources/politics reporter Tom Lutey at the Billings Gazette (Montana paper owned by [Lee Media Group](#)) Tom Lutey has covered Zinke and his work on the Natural Resources committee extensively and very positively. This article will be shared with the 67 Lee owned newspapers in many states that have heavy DOI presence. This sets the tone that the WH press office has set: we care about local media and the citizens of real America. (papers in major DOI states of MT, AZ, UT, ID, NV, OR, WY, SD)

***Note to WH** MT Reporter Tom Lutey has been added to the list of local reporters to participate in WH press briefing after Zinke is confirmed. Question to Spicer will be about Trump Administration priorities for DOI & general statement about Sec. Zinke's confirmation*

WALL STREET JOURNAL – Amy Harder with the WSJ is tough but fair journalist who covers DOI. Amy sat down with Zinke off the record during the nomination process.

LARS LARSON RADIO HOST – Talk radio will be imperative to getting our message out to our base and reminding people that the Administration is doing what we said we would do. Lars asked a very pointed question about forestry reform and jobs/wildfires during a WH briefing. Zinke has extensive knowledge of the issue, carried legislation in the House to expand responsible timber projects on public lands, and he has a longstanding positive relationship with Lars.