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**From:** Finch, Kimberly  
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[BearsEarsMAC-CharterFRN\\_CommPlan011217-2.docx](#)  
[KSJD-radio-interviewBE\\_012417-2.docx](#)  
[TPs\\_CAwley\\_KSLRadio\\_BENM-010417.docx](#)  
[BearsEarsPublicMeetingCommPlan\\_020917.docx](#)  
[CelebrateCM\\_PanelQsAs\\_forEmail\\_030217\\_130pm.docx](#)

Incomplete and draft documents attached that may be of use.

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**Draft talking points for possible interview with Austin Cope with KSJD community radio in Cortez, Colorado on Jan. 25, 2017 (five minute radio segment), K. Finch 01-24-17**

*Hi Kimberly,*

*I'd like to talk about the next steps for the monument, including some of the key points from the press release. I'd also like to talk about the management structure, and how the tribes will be involved. I'd also like to see how the BLM is reaching out to the locals who are most opposed to the monument. Finally, I'm wondering how the new [...] administration may shift the BLM's management direction of the monument, if at all.*

*Thanks! Looking forward to hearing back from you.*

**TALKING POINTS:**

**Management Structure**

- It's too early to comment on the management structure; however, both the USFS and the BLM are managing the area collaboratively under the existing structure for the Manti-La Sal National Forest and the BLM-Monticello Field Office
- Two of our top priorities have been to identify well-known destinations within the monument that could be improved for visitor enjoyment, as well as natural and cultural resources that need additional management protections, whether that includes archaeological surveys, rehabilitation, or stabilization. We're looking forward to collaborating with the new Bears Ears Commission and other stakeholders on how to best strike the appropriate balance between developing heritage tourism opportunities and resource protection within the monument.
- The lands designated as Bears Ears National Monument were already USFS and BLM lands. That much has not changed, and the two agencies are working together to determine the best way to manage the individual agency lands as one holistic landscape.
- The proclamation states that a monument advisory committee will be created to advise the BLM and USFS in developing a monument management plan, and for advising the BLM and USFS on key issues.
- The BLM and USFS will meaningfully engage with the soon-to-be-formed Bears Ears Commission for the management of the monument.

**How the tribes will be involved**

- We will be working with the tribes at a variety of levels; however, it is too early to specify how the relationship will be coordinated.
- The presidential proclamation states that five tribes will be responsible for forming a Bears Ears Commission created from elected officers of each tribe: the Hopi Nation, Navajo Nation, Ute Mountain Ute Tribe, Ute Indian Tribe of the Uintah Ouray, and Zuni Tribe. We have reached out to those tribes, as well as others with who have a cultural affiliation with the area.
- We are excited to have this unique opportunity to work with the tribes and collaborate with them in a brand new way.

**Reaching out to locals in opposition**

- We look forward to continuing to build a relationship with those who are in opposition to the monument. We have reached out to key stakeholders, and county and state representatives to encourage dialogue and coordination.
- We feel that by sharing our story and providing relevant information to the public, we can help create opportunities for down to earth, face to face conversations. As our State Director Ed Roberson has said many times, we are open to listening, and considering all input moving forward.

**How will the new Administration affect monument management direction?**

- We cannot predict how any changes in the Administration will affect management of BLM lands in Utah, but we look forward to working with the new Administration.

## **What's Next for Bears Ears? Panel Discussion**

Celebrate Cedar Mesa: March 4<sup>th</sup>, 2017

Bluff Community Center

Panel scheduled to start approximately 11:15 AM

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**TPs – Dave Cawley KSL NewsRadio interview, 01/04/17**

*Keep it high level.*

-The BLM and USFS are working closely together to determine an efficient and well-coordinated plan for moving forward. This plan will prioritize tribal, public, and stakeholder engagement.

-We received the proclamation at the same time the American people received it. We are carefully digesting the content and strategically building a plan for successful management.

-One of our highest priorities is working with local communities to maintain transparency throughout the process and to understand the needs and concerns of the people who are living near and within the monument boundaries.

-The BLM and the USFS have a track record of managing monuments together and we will learn from past experiences and use the best practices moving forward. – not sure about this one?

-Specifically, we are carefully developing engagement and management strategies and will share details as they are developed. We are building an interagency team, so that the public will have specific points of contact for questions and concerns. We will use the existing policies and laws that exist for our departments (DOI And USDA) and agencies to provide guidance for implementation.

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-If asked for specifics, please say we are not trying to get ahead of ourselves, we want to do this right.



**Bears Ears National Monument**  
**Monument Advisory Committee Call for Nominations**  
**Communication Plan**  
Bureau of Land Management – Utah  
January 12, 2017

**INTRODUCTION**

The President of the United States Barack Obama designated the Bears Ears National Monument on Dec. 28, 2016. The Bureau of Land Management (BLM) and the US Forest Service (USFS) serve as co-managers of the monument. The Bears Ears National Monument Advisory Committee is a new committee, called for in the Dec. 28, 2017 Presidential proclamation establishing the Monument. BLM-Utah is recruiting for members to fill 12 positions. BLM-Utah will begin recruiting new members to help advise on the development of a management plan for the Bear Ears National Monument, per the Presidential Proclamation.

**PURPOSE**

The purpose is to recruit committee members and establish the Bears Ears National Monument Advisory Committee.

**COMMUNICATION GOALS**

- Share information on vacancies with all Committee interest groups.
- Build constituent group awareness about the work of the Committee and the opportunities for the public to become involved.

**KEY AUDIENCES**

- The public
- Local, state, and federal government organizations
- Tribes
- Local communities (Monticello, Blanding, Bluff, Cortez, Dove Creek, Montezuma Creek)
- Special interest groups
- Other stakeholders
- Nonprofit organizations
- Media – (primary local media outlets include: San Juan Record, Durango Herald, Cortez Journal, KSJD Radio, Four Corners Free Press)
- Industry –energy, grazing, mining
- OHV users and other recreationalists (climbing, mountain biking, rock art/archaeology/paleontology groups)

## KEY MESSAGES

- Members of the public are needed to fill terms in each of the Committee's representative group;
- Applicants must have knowledge or expertise in the fields they seek to represent and have knowledge of the geography, issues, and resources of the Bears Ears region;
- Applications are due 45 days from the date the vacancy announcement is published in the *Federal Register*;
- Applications are available by contacting the Canyon Country District Manager Lance Porter (435) 259-2100 or e-mail l50porte@blm.gov;
- BLM managers listen closely to the recommendations and priorities presented by advisory committees; and
- The Committee represents a broad range of constituents who are interested in the management of the Bears Ears National Monument.

**OUTREACH/TIMING** (All outreach actions will occur within the week following publication of the vacancy announcement in the *Federal Register*).

- The *Federal Register* coordinator Lola Bird will inform managers when the *Federal Register* notice is published.
- The Canyon Country District Manager will contact key constituents in the local area to notify them of the vacancies and encourage them to recommend applicants.
- A news release will be distributed to news media mailing list statewide.
- A news release will be posted on the BLM-Utah website and shared on social media.
- An announcement will be sent to local government and key contacts for the interest groups to be represented on the Committee.

**CONTACT INFORMATION (Preliminary List of Stakeholders/Interested Parties, Jan. 12 ver.)**

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# Bears Ears National Monument

## Public Meetings Communication Plan

Bureau of Land Management – Utah

February 10, 2017

*-Internal use only-*

### BACKGROUND

On Dec. 28, 2016 former President Barack Obama issued a proclamation establishing the Bears Ears National Monument (BENM) in San Juan County, Utah. The national monument is approximately 1.35 million acres and protects one of the richest cultural landscapes in the United States. President Obama established the national monument to protect plants and animals (objects), outstanding cultural and paleontological resources, and to honor the land's importance to American Indian tribes. Public interest in protection of this area dates back to the Great Depression era. In 1936, the National Park Service recommended to President Franklin Roosevelt that the region be protected as the Escalante National Monument (also encompassing present-day Grand Staircase-Escalante National Monument).

BENM marks the fifth national monument to be jointly managed by the Bureau of Land Management (BLM) and U.S. Forest Service (USFS), and the USFS' 12<sup>th</sup> national monument and the BLM's 27<sup>th</sup> national monument. In managing the new monument, these agencies will establish and be advised by a Monument Advisory Committee (MAC) made up of interested stakeholders and a Bears Ears Commission comprised from one elected officer from each of the following tribes: the Hopi Nation, Navajo Nation, Ute Mountain Ute Tribe, Ute Indian Tribe of the Uintah Ouray, and Zuni Tribe.

On Dec. 28, 2016, the Department of the Interior and the Department of Agriculture issued a joint news release that specified "informal open houses" to be held to "answer questions from permittees and other interested stakeholders." The BLM plans to host three open houses in coordination with the USFS beginning in March. The public meetings will be held in TBD [Monticello, Monument Valley, and Salt Lake City, Utah]. This communication plan specifically addresses communications for the public meetings.

### The Proclamation

In addition to describing the prehistoric and historic values of the region and specific plants and animals that would be protected, the proclamation described specific actions that would be taken with regard to managing the national monument.

1. Mineral withdrawal, subject to valid existing rights
2. The USFS and BLM will develop a management plan that also describes "parameters for continued meaningful engagement with the [Bears Ears] Commission"
3. The USFS shall "consult" with the DOI (through the BLM) regarding forest planning in the monument boundary
4. Establishment and implementation of a monument advisory committee
5. Five tribes shall each elect one officer to serve on the Bears Ears Commission (the Commission was established by the proclamation)

6. The Secretary of the Interior shall "explore entering into a memorandum of understanding with the State" regarding land exchanges with SITLA
7. Development of a transportation plan for motorized and non-motorized vehicle use

#### **Public Meetings (starting the week of March 13)**

Monticello – March x, 2017 from 5-7pm at location TBD

Monument Valley – March x, 2017 from 5-6:30pm at location TBD

Salt Lake City – March x, 2017 from 5-6:30pm at location TBD

#### **Public Meeting Format**

TBD, open house

#### **COMMUNICATION GOALS**

- To encourage understanding regarding the national monument and encourage public engagement.
- To explain what has and has not changed with regard to recreation, permitting, commercial, and other activities in the national monument.
- BLM and USFS representatives will respond to inquiries with consistent messaging, and in a timely manner.

#### **COMMUNICATION STRATEGIES**

- Issue a news release inviting the public to attend open house meetings
- Develop, post, and monitor messages via social media.
- Develop and share new FAQs via website, social media, etc.
- Radio interviews with KSJD (Cortez, CO community radio) and KUER (Utah NPR).
- Newspaper interviews with San Juan Record and Salt Lake Tribune.
- Host three open house public meetings in March 2017.

#### **KEY MESSAGES**

**Public participation is essential.** BLM and USFS are committed to involving the tribes, public, partners, other agencies, and stakeholders in the planning and management of BENM. BLM-managed public lands in Utah contribute significantly to the state and local economies and have a positive impact on nearby communities.

**Multiple-use does not mean every use on every acre.** The BLM and USFS will develop a monument management plan and travel management plan that will determine the best uses for the land, a process that will have multiple stages of public involvement. T

**BLM-managed public lands in Utah contribute significantly to the state and local economies.**

#### **TALKING POINTS:**

*Specific to Proclamation:*

- The proclamation can be viewed at:  
[https://www.blm.gov/sites/blm.gov/files/documents/files/2016bears ears.prc\\_rel.pdf](https://www.blm.gov/sites/blm.gov/files/documents/files/2016bears ears.prc_rel.pdf).  
 (Note with NLCS redesign, the BLM website URL will change). It can also be viewed at: <https://www.whitehouse.gov/the-press-office/2016/12/28/proclamation-establishment-bears-ears-national-monument>
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- The Bears Ears region has been targeted for designation as a national monument for over 80 years (the 1936 Escalante National Monument).
- The President of the United States Barack Obama designated the Bears Ears National Monument. It was not designated by the BLM or the USFS.
- The USFS and BLM will meaningfully engage with tribes and the Bears Ears Commission.
- The BLM and USFS will coordinate the development of a monument management plan and a monument advisory council, both of which will have significant stakeholder and public involvement.
- Information can be found online at: [BLM.gov](http://BLM.gov).
- Diverse recreational activities on BLM-managed lands in Utah provide millions in local and national economic benefits each year.
- Valid existing rights, such as existing rights-of-way for roads will continue to be honored.
- The proclamation allows for public access, and includes hunting, fishing, and recreation.
- More than 2,000 miles of designated routes exist within the national monument that provide access and motorized recreation opportunities.
- The proclamation allows for continuation of traditional uses such as fuelwood gathering.
- Grazing will continue to be authorized with the goal of providing forage and maintaining healthy land conditions.
- A land exchange with SITLA is expected to benefit the State of Utah by exchanging lands within the monument for lands outside the monument that have mineral and development potential.

*Specific to Development of the Monument Management Plan:*

- Public participation is a key component of the collaborative process that will be used in creating a plan that provides protection for the objects outlined in the monument proclamation and for other resources and resource uses such as recreational opportunities, healthy wildlife habitat, clean air and water.

- BLM and USFS are committed to engaging the public and stakeholders in developing a Monument Management Plan and a subsequent travel and transportation management plan. The BLM and USFS will work with the public to identify public views in relation to the planning area early in the process during the planning assessment, as well as during scoping.

### **QUOTES FOR ATTRIBUTION**

“The Bears Ears National Monument will be an excellent opportunity for the BLM to continue to work closely with the US Forest Service, American Indian communities, the public and especially the Bears Ears Commission. I look forward to collaborating with these important partners as we develop strategies to help us manage this incredible landscape—one that not only contains amazing archaeological resources—but is also an area with rich traditional uses that contribute to the quality of life for local communities.” Ed Roberson, State Director, BLM-Utah

“We look forward to continuing to work with partners, stakeholders, and our friends and neighbors in the region as we move forward with the co-management of the Bears Ears National Monument. We will continue to engage the public throughout the planning process and to share any changes that might differ from what visitors to the Monticello and Moab field offices have come to expect.” – Lance Porter, Canyon Country District Manager

### **TARGET AUDIENCES**

- The public
- Local, state, and federal government organizations
- Tribes
- Local communities (Monticello, Blanding, Bluff, Cortez, Dove Creek, Montezuma Creek)
- Special interest groups
- Other stakeholders
- Nonprofit organizations
- Media – (primary local media outlets include: San Juan Record, Durango Herald, Cortez Journal, KSJD Radio, Four Corners Free Press)
- Industry –energy, grazing, mining
- OHV users and other recreationalists (climbing, mountain biking, rock art/archaeology/paleontology groups)

### **MEDIA OUTREACH PLAN**

- The public affairs specialists for both agencies will respond with consistent messaging to media inquiries using approved talking points and key messages.
- Media representatives will be provided with attributable quotes and neutral background information.
- Upon request, selected BLM staff will be available for face-to-face media interviews.

- Guided media tours highlighting specific areas within the new monument and features or issues that are key topics of discussion may be conducted.

## **SOCIAL MEDIA**

1. Utilize social media platforms strategically providing photos and featuring facts about the proclamation and the BENM area, especially things that did not change and existing resources. The social media manager will develop social media messages and target appropriate platforms for describing these topics:

- Miles of designated routes and existing access within the national monument.
- Historic uses that continue today – i.e. grazing (number of allotments/permittees), how to get a fire wood permit (we have a video in English and Navajo on this)
- Recreation opportunities –such as Grand Gulch, Indian Creek Climbing area, numbers of visitors, how to get permits, campgrounds, dispersed camping, etc.
- Paleontology is a key part of the proclamation and the monument contains important paleontological resources.

## **POTENTIAL PUBLIC MEETING LOCATIONS (preferred locations are in bold)**

- **Hide Out Community Center (“Golf Course”)** – 648 S Hideout Way Monticello, UT 435 587-2271, conference room (check seating capacity and room fees)
- **USU Eastern Campus, Arts and Events Center, 715 West 200 South, Blanding, UT; 435 678-2201 x103**
- Bluff Community Center, Bluff
- San Juan County High School gymnasium
- Canyon Country Discovery Center (Four Corners School, 1117 North Main St, Monticello (800-525-4456, 435-587-2156); Conference room (120 person max, can split in half); small meeting room (12 person); classroom (30 people) – *This space is well suited to internal meetings or small targeted meetings with certain groups or tribes. This location may not be considered “neutral” by many in the community; public meetings here have been boycotted in the past.*

## **CONTACT INFORMATION (Preliminary List of Stakeholders/Interested Parties)**

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