

**To:** Matthew J Betenson[mbetenso@blm.gov]  
**From:** Cynthia Staszak  
**Sent:** 2017-11-08T16:18:25-05:00  
**Importance:** Normal  
**Subject:** Fwd: Quick Turn Around: Review of Draft Comms Materials for GSENM/BENM  
**Received:** 2017-11-08T16:19:21-05:00  
[ATT00001.htm](#)  
[BLM Utah CommPlan ActiononMonumentReview.docx](#)  
[BLM Utah QandA BENM.docx](#)  
[ATT00002.htm](#)  
[BLM Utah QandA GSENM.docx](#)  
[ATT00003.htm](#)

Sent from my iPhone

Begin forwarded message:

**From:** "Ginn, Allison" <aginn@blm.gov>  
**Date:** November 8, 2017 at 2:07:52 PM MST  
**To:** "Staszak, Cynthia" <cstaszak@blm.gov>, Larry Crutchfield <lcrutchf@blm.gov>, Donald Hoffheins <dhoffhei@blm.gov>, "Ashcroft, Tyler" <tashcrof@blm.gov>, Lisa Bryant <lbryant@blm.gov>, Gary Torres <gtorres@blm.gov>  
**Cc:** "Sutherland, Ryan" <rrsutherland@blm.gov>, "Richardson, Michael" <mjrichardson@blm.gov>  
**Subject:** Quick Turn Around: Review of Draft Comms Materials for GSENM/BENM

All-

BLM-Utah is proactively developing key messages in advance of anticipated Presidential action on the monument review. While we do not necessarily know the specifics about changes that may be coming, we can begin preparing for expected interest from the media.

Please respond with a tracked changes version of necessary edits for your unit. If you are able to prepare initial thoughts by COB on Monday (11/13), we would appreciate it. We understand that you may want additional time to fine tune your edits, but would like to know about major issues ASAP.

These documents are all close hold- please share only on a need-to-know basis.

Regards,

Allison Ginn  
External Affairs (Detail)  
Bureau of Land Management  
Utah State Office  
801-539-4  
195

## Communication Plan

### *Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National Monument and Bears Ears National Monument*

#### INTRODUCTION

BLM Utah manages two national monuments: Grand Staircase Escalante National Monument (GSENM) established by President Clinton in 1996 and Bears Ears National Monument (BENM) established by President Obama in 2016. The establishment of both monuments has been the subject of intense media scrutiny and controversy. In April, President Trump released an Executive Order requesting review of certain monuments, including GSENM and BENM. Secretary Zinke conducted a field visit to both monuments and prepared a recommendation.

President Trump has publicly announced his intention to visit Utah in early December to announce action on the Secretarial recommendations for BENM and GSENM. We anticipate that BLM Utah staff will be questioned about any relevant changes to the two national monuments. This document provides consistent messaging and information to use when responding to both the public and media.

#### COMMUNICATION GOALS

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

#### TARGET AUDIENCE:

- ( [REDACTED]
- b [REDACTED]
- ) [REDACTED]
- ( [REDACTED]
- 5 [REDACTED]
- ) [REDACTED]
- D [REDACTED]
- P [REDACTED]
- P [REDACTED]
- I [REDACTED]
- [REDACTED]

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## KEY MESSAGES

( [REDACTED]  
 b [REDACTED]  
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 5 [REDACTED]  
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 P [REDACTED]  
 P [REDACTED]  
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 [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

(b)(5) DPP

## STRATEGIES

( [REDACTED]  
b [REDACTED]  
) [REDACTED]  
( [REDACTED]  
S [REDACTED]  
) [REDACTED]

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## TALKING POINTS

## I. Secretarial Review of National Monuments:

**In response to media inquiries:**

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**If asked about Utah's efforts to transfer federal lands to the state:**

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Other questions (*Paraphrased or direct quotes from DOI Press Releases*):

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- [REDACTED]
- [REDACTED]
- [REDACTED]

II. Management of archaeological and paleontological resources on all public lands, regardless of monument designation

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- [REDACTED]
- [REDACTED]
- [REDACTED]

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(b)(5) DPP

- [REDACTED]

[REDACTED]

- [REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

III. Management of mineral resources

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[REDACTED]

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IV. Management of valid existing rights (pre-designation rights-of-way, leases, water rights, etc.) and grazing

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[REDACTED]

(b)(5) DPP

[REDACTED]

V. Management of Wilderness Study Areas and other special designations, regardless of monument designation

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[REDACTED]

(b)(5) DPP

[REDACTED]

VI. Management of Wildland Fire, regardless of monument designation

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[REDACTED]

VII. PLACEHOLDER: MONUMENT ADVISORY COMMITTEE

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[REDACTED]

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**Bears Ears National Monument**

**Questions and Answers**

What are the major differences between the previous BENM boundary established in 2016 and the revised monument boundary established in 2017?

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

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

Who manages the national monument?

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

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

How are American Indian tribes involved in the management of the national monument?

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

[Redacted]  
[Redacted]  
[Redacted]

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

How do changes in the BENM boundary affect mineral leasing in the area?

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

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

How do changes in the BENM boundary affect livestock grazing management?

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(b)(5) DPP

Will American Indian tribes have access to the area for ceremonial and other traditional uses?

(b)(5) DPP

How do changes in the BENM boundary affect travel management or route designations?

(b)(5) DPP

Do I need camping permits or climbing permits to access the monument?

(b)(5) DPP

Can I get a permit that allows me to outfit or guide others in the national monument?

(b)(5) DPP

Can I hunt in the national monument?

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How do changes in the BENM boundary affect firewood collection?

(b)(5) DPP  
[Redacted text block containing five lines of blacked-out content]

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## Grand Staircase Escalante National Monument

## Questions and Answers

**What are the major differences between the previous GSENM boundary established in 1996 and the revised monument boundary established in 2017?**

(b)(5) DPP [REDACTED]

### Who manages the national monument?

(b)(5) DPP

**How do changes in the GSENM boundary affect the management of paleontological resources in the area?**

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[REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]  
 [REDACTED]

### How do changes in the GSENM boundary affect mineral leasing in the area?

(b)(5) DPP [REDACTED]

(b)(5) DPP [REDACTED]

\_\_\_\_\_

\_\_\_\_\_

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How do changes in the GSENM boundary affect livestock grazing management?

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

How do changes in the GSENM boundary affect travel management or route designations?

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

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

Do I need camping permits within the monument?

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

[Redacted text block]

Can I get a permit that allows me to outfit or guide others in the national monument?

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

Can I hunt in the national monument?

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

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