

**To:** Ashcroft, Tyler[tashcrof@blm.gov]  
**From:** Ginn, Allison  
**Sent:** 2017-12-12T12:02:27-05:00  
**Importance:** Normal  
**Subject:** Fwd: Bears Ears final draft communications plan  
**Received:** 2017-12-12T12:03:20-05:00  
BLM Utah CommPlan ActiononMonumentReview.docx

Just FYI- this is what WO approved.

Regards,

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

----- Forwarded message -----

From: **Boyd-Peak, Kari** <kpeak@blm.gov>  
Date: Mon, Dec 11, 2017 at 1:07 PM  
Subject: Fwd: Bears Ears final draft communications plan  
To: Allison Ginn <aginn@blm.gov>

----- Forwarded message -----

From: **Backus, Alyse** <abackus@blm.gov>  
Date: Mon, Dec 11, 2017 at 1:04 PM  
Subject: Fwd: Bears Ears final draft communications plan  
To: Rachel Wootton <rwootton@blm.gov>, "Boyd-Peak, Kari" <kpeak@blm.gov>

----- Forwarded message -----

From: **Barret, Michelle** <mbarret@blm.gov>  
Date: Mon, Dec 11, 2017 at 11:23 AM  
Subject: Bears Ears final draft communications plan  
To: "Eng, Lissa" <leng@blm.gov>, Alyse Backus <abackus@blm.gov>, Brian Lombard <blombard@blm.gov>, Derrick Henry <djhenry@blm.gov>, Cynthia Hernandez <chernandez@blm.gov>, "Black, Meredith" <mcblack@blm.gov>, "czwemke@blm.gov" <czwemke@blm.gov>

Hi all,

For your info and appropriate use. Here is the Bears Ears communications plan. I will check with Mike Richardson to see if it has been updated since the president's visit and send that if it has, but the key messages are solid.

Let me know if you have any questions.

Michelle

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**Alyse Backus**  
*Bureau of Land Management  
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Social Media Lead, Public Affairs Specialist  
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**Kari Boyd-Peak**

**Public Affairs Specialist**

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**801-539-4022**

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## **Communication Plan**

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

#### **INTRODUCTION**

President Trump will visit Utah in early December to announce action on Interior Secretary Zinke's recommendations for the Bears Ears National Monument and Grand Staircase-Escalante National Monument. This plan provides key messaging and information to use during the roll-out of the new decisions when responding to both the public and media.

#### **BACKGROUND**

BLM Utah manages two national monuments: Grand Staircase-Escalante National Monument established by President Clinton in 1996 and Bears Ears National Monument established by President Obama in 2016. Both monuments have been the subject of intense media scrutiny and controversy.

In April 2017, President Trump issued an Executive Order requesting review of certain monuments, including the GSENM and BENM. Secretary Zinke conducted a thorough review and prepared his recommendation to the President.

#### **COMMUNICATION GOALS**

- ( [REDACTED]
- b [REDACTED]

#### **TARGET AUDIENCE:**

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

[illegible]

	Percentage
(	~80%
)	~95%
,	~10%
.	~60%
:	~90%
;	~15%

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**I. Secretarial Review of National Monuments Communications Guidance and Q&As:**

**In response to media inquiries:**

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

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

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

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

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

- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

[Redacted]

**What is the effect of a President's proclamation(s)?**

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

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(b)(5) DPP

Specifically, what happens to the areas and their resources that are no longer inside the monument?

(b)(5) DPP

What happens to the areas that remain within a national monument?

(b)(5) DPP

How does the proclamation affect public access?

(b)(5) DPP

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(b)(5) DPP [Redacted]

**How do national monuments affect grazing?**

(b)(5) DPP [Redacted]

**How does a designation affect military uses of the land and airspace?**

(b)(5) DPP [Redacted]

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