



United States Department of the Interior

BUREAU OF LAND MANAGEMENT
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To: All Field Offices, WO-260, WO-610

From: Assistant Director, Communications

Subject: Creation of National Wild Horse and Burro Communications Team and Planning for Public Observation at Gathers and Short-Term Holding Facilities

The Bureau of Land Management is entering a new era in its management of wild horses and burros. Therefore, it is paramount that we engage the BLM stakeholders who have a particular interest in the Wild Horse and Burro (WH&B) program and improve communications with them. To that end, the BLM Washington Office has established the National WH&B Communications Team to support the field during wild horse and burro gathers. The goal is to have coordinated and unified communications and marketing for the entire WH&B program in preparation for the upcoming summer gather season.

The WH&B Communications Team will serve as an extension of Field Office Public Affairs Teams at a time when public outreach can be especially challenging. At the same time, the BLM has the opportunity to expand the skill sets of existing PAOs interested in the WH&B program. We encourage all states to take advantage of the skills and experience that this team has to offer.

For more information about how the WH&B Communications Team can assist your State with WH&B gather operations, please contact Jeff Krauss, WO Public Affairs Division Chief, or refer to Attachment 1 (National WH&B Communications Team).

Please note that the team is also preparing template communications material for each State to follow to ensure consistency of message. These include a planning timeline as well as logistics planning for gathers and short-term holding. The templates are available at (<http://web.blm.gov/internal/wo-600/610/index.html>).

If you have questions or need additional information, please contact Jeff Krauss, at (202) 912-7410, or Shayne Banks, BLM WH&B Communications Team Leader, at (601) 977-5405.

Craig S. Leff
Acting Assistant Director, Communications

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Acting, Assistant Director
Communications

Attachment

National WH&B Communications Team (2pp)

Attachment 1 – National Wild Horse and Burro (WH&B) Communications Team

How can the National WH&B Communications Team help my State, District, and/or Field Office?

The BLM established the National WH&B Communications Team to support the WH&B program, primarily for the Fiscal Year 2010 gather season. Examples of support include creating appropriate social media portals that relay accurate and timely information about the program and specific gathers. The team is increasing the number of YouTube videos, constructing a WH&B Facebook page, and creating a Twitter following. These social media sites can be tools for the field to use to disseminate information to the public quickly and accurately.

The team can also provide on-the-ground assistance during upcoming gathers by contacting Jeff Krauss, WO Public Affairs Division Chief, at (202) 912-7410, jeff_krauss@blm.gov, or Shayne Banks, Team Lead, at (601) 977-5405, shayne_banks@blm.gov. While we strongly encourage States that have gathers scheduled to utilize this team, it is not mandatory.

To ensure that the BLM maintains a consistent message, the WH&B Communications Team will disseminate key messages for the WH&B upcoming gather season. While we understand that each State Office may have unique situations surrounding its gather, it is important that each State Office use National key messages as a foundation. To assist with this effort, the WH&B Communications Team will provide templates to field offices to help them prepare for gathers. These templates will include communication plans, news releases, fact sheets, Qs&As, etc. The templates will be provided to each State Office External Affairs Chief and posted on the BLM Public Affairs Intranet site (<http://web.blm.gov/internal/wo-600/610/index.html>).

In addition, the WH&B Call Center is now named the National WH&B Information Center. We encourage State and field offices to use the Center's national toll free number, 1-866-468-7826, on all public documents and direct calls from the public to the Information Center staff with the exception of news media inquiries, which should continue to be directed to appropriate public affairs specialists. The new WH&B Information Center is now collecting and responding to all gather-related emails and can be directed to wildhorse@blm.gov.

Who is on the team?

The National WH&B Communications Team reports to Jeff Krauss, WO Public Affairs Division Chief, and comprises the following individuals:

- Shayne Banks, Eastern States, Team Lead
- Lisa Reid, Utah
- Art Ferraro, National Training Center
- Debbie Collins, Washington Office
- Sally Spencer, Washington Office
- Jeff Fontana, California
- Heather Emmons, Nevada
- Tom Gorey, Washington Office

- Heather Tiel-Nelson, Idaho
- Lisa Ross, Nevada
- Theresa Herrera, New Mexico
- Crystal Cowan, New Mexico
- Mark Wilkening, Oregon/Washington
- Jeff Clark, Oregon/Washington
- Dorothea Boothe, Arizona
- Kristen Lenhardt, Arizona
- David Boyd, Colorado
- Jessica Gardetto, Idaho

How can my State, District, and/or Field Office obtain team support?

Contact Jeff Krauss, WO Public Affairs Division Chief, at (202) 912-7410 or jeff_krauss@blm.gov, or Shayne Banks, Team Lead, at (601) 977-5405 or shayne_banks@blm.gov.

Who pays for the team's support?

The Washington Office will provide members of the team who are deployed with a WO charge code for all travel and related expenses.