

From: [Fabbri, Rebecca L](#)
To: [Clevenstine, Alyssa J](#)
Cc: [Carr, Derek C](#); [Heil, John C](#); [Meredith, Lauren K](#); [McChesney, Gerry](#)
Subject: Re: Website/Story map updates
Date: Friday, November 19, 2021 2:58:05 PM

Hi Alyssa,

I see what you're saying! If there isn't another way to make them stand out (the non quotes/non attribution ones) without the quote box, I'm fine with keeping them as is. Open to others thoughts.

Thanks again!

Becca

Rebecca Fabbri
Digital Strategist
External Affairs
California-Great Basin Region, U.S. Fish and Wildlife Service
Sacramento, CA

Facebook: <https://www.facebook.com/usfws/>

Twitter: <https://twitter.com/USFWS>

Instagram: <https://instagram.com/usfws/>

From: Clevenstine, Alyssa J <alyssa_clevenstine@fws.gov>

Sent: Friday, November 19, 2021 1:13 PM

To: Fabbri, Rebecca L <rebecca_fabbri@fws.gov>

Cc: Carr, Derek C <Derek_Carr@fws.gov>; Heil, John C <john_heil@fws.gov>; Meredith, Lauren K <lauren_meredith@fws.gov>; McChesney, Gerry <gerry_mcchesney@fws.gov>

Subject: RE: Website/Story map updates

Afternoon Becca,

Thanks for taking the time to review and passing the information along to DC – he was able to fix some issues with accessibility already!

I've changed all stand-alone uses of the word refuge to be lower case but I have seen it capitalized in other literature/websites, so if someone else prefers them to be capitalized let me know. I can also remove the Oxford commas since you mentioned AP style. As for quote boxes, I chose to use them as a way to break up portions of stories with a lot of text, though there are a few actual quotes that have the attribution written into them. Would you prefer I do away with all quote boxes not attributed to a specific person and make them the same as the other text boxes? Or perhaps change them in some other way? Let me know what you think.

Thanks,

Alyssa Clevenstine
Wildlife Refuge Specialist
U.S. Fish & Wildlife Service
O: 510-792-0222 x72014
C: 707-975-5521
she/her

From: Fabbri, Rebecca L <rebecca_fabbri@fws.gov>
Sent: Thursday, November 18, 2021 11:13 PM
To: Clevenstine, Alyssa J <alyssa_clevenstine@fws.gov>
Cc: Carr, Derek C <Derek_Carr@fws.gov>; Heil, John C <john_heil@fws.gov>; Meredith, Lauren K <lauren_meredith@fws.gov>; McChesney, Gerry <gerry_mcchesney@fws.gov>
Subject: Website/Story map updates

Hi Alyssa,

Great job with putting this together! I really like the visuals and I think the information flows well. Below are some grammatical edits I caught while reviewing:

Overall:

- **Throughout the story map: inconsistencies with capitalization of the Refuge vs the refuge. I recommend carefully reviewing the content and going with "the refuge" if we're following AP style; however, I'm open to other's feedback.**
- **Quotes/quote boxes: some have end quotation marks, some don't. Also unclear if it's a quote from someone.**

Farallon Islands Ecosystem restoration tab

- Remote and rugged, the Farallon Islands National Wildlife Refuge protect **(would it be protects?)** incredible bounty of marine bird, mammal, **(remove comma)** and other wildlife...described as beautiful, rugged, unique, **(remove comma)** and wondrous.
- First photoset: Brandt's cormorant, and pigeon guillemot. **(remove last comma)**
- Under The Problem: (Farallonophilus cavernicolus), **(remove last comma)** and the islands' native vegetation
- Salamander/camel spider and plant photoset: , other insects, **(remove comma)** and native plants
- If you scroll down past the camel cricket pic - the paragraph under that: ...three **national wildlife refuges (lowercase)**
- Support from the Conservation Community: , **(remove comma)** and many others... recommend replacing **Many local groups** to **A variety of local groups to avoid**

redundancy. (sentence before reads.. and many others).

- **Recommend merging the common murre video after the house pic rather it being a stand alone. I think visually that would be a smoother transition. If that can't be done then I would move the video somewhere else and go straight into the ashy storm petrel section.**
- Under Pinnipeds section: Northern fur seals, Steller sea lions, California sea lions, harbor seals, and **(remove last comma)** ; onto Farallon Islands **NWR (National Wildlife Refuge)**

Explore the Farallon's tab

- Under the history section: In 1969 **(add comma)** the Refuge was expanded to include the South Farallon Islands.
- Same section: is one of 562 **National Wildlife Refuges** (lowercase)
- Under Does anyone live on the Farallon's section: Refuge **Managers** (lowercase)

Project Details

- Under Project Details: Fifteen years of research, scientific review, **(remove comma)** and
- "Island species are especially vulnerable to extinction because of their small populations and limited habitat. Many island species have also evolved in isolated environments with limited competition and an absence of native predators. These island species are adapted to ecosystems that are comparatively safer than most continental ecosystems, making them vulnerable to introduced, invasive species. Non-native species often quickly alter and damage the ecosystems to which they are introduced, both directly and indirectly, and cause native species to decline or even become extinct." - **who is this quote by?**
- Under How and when were the house mice introduced...: Among these early visitors were seal hunters, commercial egg collectors, lighthouse keepers, and the U.S. Navy. **(remove last comma)**
- Under: How do mice harm the South Farallon Islands' species and ecosystems?: So instead **(Remove So)...** This keeps them on the island long past the natural time for them to move on. **But (recommend replacing with As a result, or However,)**
- Invasive mice also feed extensively on native invertebrates, reducing their populations, and compete for food with endemic Farallon arboreal salamanders. In addition, mice feed heavily on native plant seeds such as the maritime goldfield, reducing their populations in favor of more hardy non-native plants. **(quote by someone?)**
- Alternative A: Taking **No Action, (lowercase)**
Alternative B (the Service's Preferred Alternative): Eradicate **invasive house (extra space before invasive)**

Other Restoration Projects

- **Need photo credit for Hawadax Island pics**
- **All common names of species mentioned in this paragraph:** Important responses over a decade post-eradication include... **need to be lowercase**

Additionally, we may consider adding a tab of graphic images to the story map.

Great job on this and let me know if you have any questions.

Thanks again for your work and help with this,

Becca

Rebecca Fabbri

Digital Strategist

External Affairs

California-Great Basin Region, U.S. Fish and Wildlife Service

Sacramento, CA

Facebook: <https://www.facebook.com/usfws/>

Twitter: <https://twitter.com/USFWS>

Instagram: <https://instagram.com/usfws/>