



# FULL COMMUNICATIONS STRATEGY

## FOR HIGH-PROFILE OR CONTROVERSIAL ANNOUNCEMENTS



### SECTION I: GENERAL INFORMATION

1. **Plan title:** Outreach Plan for the Publication of the Final Environmental Impact Statement on the Farallon Islands NWR's Invasive House Mouse Eradication Project.
2. **DTS number**
3. **What is the action triggering this communications plan?** *(Please explain in no more than three sentences. Additional background information may be included in the appendix)*

Release of the Final Environmental Impact Statement (FEIS) for the Farallon Islands NWR Invasive House Mouse Eradication Project, which will propose a preferred action alternative, a one-time aerial delivery of the rodenticide Brodifacoum on the islands.

4. **What is the proposed date for this action? Why has it been selected? Is it flexible?**

Mar. 15, 2019, the publication date of the FEIS in the Federal Register (not flexible).

5. **Which office is leading this communications effort and which other programs, regions or groups are involved?**

San Francisco Bay National Wildlife Refuge Complex is leading the communications effort. USFWS Region 8 leadership, External Affairs, Migratory Birds and Ecological Services will also be involved. Point Blue, the Service's research and stewardship partner on the refuge, will play a supporting role.

### SECTION II: GOALS

6. **What is our ultimate goal here beyond simply informing people of this action?** *(How do we want audiences to regard the Service as a result of this action?)*

We want support for the Service's preferred alternative for eradication from key decision-makers among elected officials, relevant agencies and the conservation community. Where

there is less than full support, or even opposition, we want it understood that the Service has been transparent and thorough in its multi-year evaluation and that all reasonable options, some proposed in the public review process, have been fully considered.

**7. What story do we want to tell?** *(What should audiences understand, appreciate or connect with emotionally?)*

The Farallon Islands NWR is one of the world's most important seabird nesting sites and home to a variety of pinnipeds and other species. But due to the presence of invasive house mice introduced in the 19<sup>th</sup> century, its ecosystem is out of balance, posing threats to the islands' wildlife. To restore the ecosystem, the mice must be completely eradicated, or their population will quickly rebound. Rodenticide is the only currently proven method for 100% eradication, as demonstrated in restorations of other infested island habitats (such as Anacapa Island in Channel Islands National Park, CA) where ecosystems have bounced back dramatically and wildlife is now thriving.

### **SECTION III: ASSESSING STAKEHOLDER INTEREST AND POSITION**

**8. External audiences** *(Please name up to five target audiences to inform the messages, tactics and stakeholder contact lists below. Be as specific as possible. Only list media if there are issue-specific outlets that merit targeting. General "media" and "the public" should not be used)*

Relevant elected officials, interested conservation organizations, and government agencies with jurisdiction or approval authority.

**9. Internal audiences** *(Please note any audiences within the Fish and Wildlife Service or Department of the Interior)*

Director, USFWS Pacific Southwest Region; Acting Secretary, Department of the Interior.

**10. Which groups or individuals may publicly oppose this action? What are their primary concerns?** *(This may include any or all of those described in Target Audiences and/or additional ones. Write "none" if no opposition is expected)*

Wildcare, a Marin County (CA) based NGO that opposes the use of pesticides and rodenticides generally, and has come out against the proposed use of rodenticide on Farallon NWR, maintaining that it poses too much risk for wildlife on the islands.

Maggie Sergio, formerly of Wildcare, now an independent writer and activist, who circulated a petition against the proposed use of rodenticide at Farallon NWR and has written critically about the Farallon project and other island rodent eradications in the Huffington Post.

Richard Charter, Defenders of Wildlife (Bodega Bay, CA) and Advisory Council Member, Greater Farallones National Marine Sanctuary, who has \_\_\_\_\_.

Sonce deVries, former USFWS \_\_\_\_\_

**11. What stakeholder groups or third-party validators might be leveraged for a statement, quote or other supportive action?**

American Bird Conservancy, California Audubon, Point Blue, \_\_\_\_\_

#### **SECTION IV: KEY MESSAGES**

**12. What are our topline, big picture messages?** *(These should be top concepts that readers should take away, including an understanding of why this action matters and why they should care, not a list of facts, which should be placed in the appendix. List no more than three!)*

The removal of invasive house mice will allow wildlife on the globally important Farallon Islands National Wildlife Refuge to thrive.

A controlled, one-time use of rodenticide by skilled experts will pose minimal risk to wildlife.

**13. What secondary messages are there?** *(Again, these are messages, not facts. Divide these by audience if appropriate)*

The decision by the U.S. Fish & Wildlife Service on a one-time use of rodenticide on Farallon Islands NWR was carefully considered over several years, subject to rigorous review by outside experts and agencies, and included extensive public review and input.

Extensive research and field tests have been conducted on the islands by the Service to ensure minimal risk to wildlife from the eradication.

**SECTION V: IMPLEMENTATION**

**14. What is the overarching plan for reaching specified audiences with our key messages?** *(Explain the strategic approach and list key tactics)*

The overarching plan is for a multi-pronged, strategically proactive outreach campaign targeting key decision-makers on the heels of publication of the Final EIS.

**Key Tactics**

**Prior to publication of the FEIS:**

Internal briefing for Acting Secretary, Dept. of the Interior

**Upon publication of the FEIS:**

Letter to key elected officials and relevant agencies advising them of the Service's decision and offering phone or in-person briefings at their request.

Press release from SF Bay NWRC for Bay Area media outlets.

Project website ([restorethefarallons.org](http://restorethefarallons.org)) administered by Point Blue, with background information and FAQs, will go live.

Service and Point Blue subject matter experts will be available for media interviews.

**After publication of the FEIS:**

Media interviews, as requested.

If necessary (i.e., if media coverage of FEIS is negative or uninformed), a media tour of the islands for select Bay Area outlets, (e.g., KQED, SF Chronicle).

Guest op-ed by a supportive conservation organization pitched to Bay Area newspaper, (e.g., American Bird Conservancy), as necessary.

Optional briefings for select Bay Area elected officials and/or their staffs (e.g., all Bay Area U.S. reps, SF Supervisors, SF Mayor), as requested.

If necessary (i.e., if political response is negative or uninformed), a tour of Farallon Islands NWR for key elected officials (e.g., relevant U.S. Reps., SF Mayor).

Meeting with staff of CA Coastal Commission in advance of April, 2019 Commission hearing on the project.

Social media posts by the Service (SF Bay NWRC & RO) and Point Blue—responsive, as appropriate, depending on tenor of public conversation & media about the proposed action.

**15. How will internal audiences be informed and engaged?** *(Be specific! External communications plans will not be approved unless internal communications are adequately addressed)*

Briefing for the Regional Director, USFWS Pacific Southwest Region, by the San Francisco Bay NWRC;

Briefing for the Acting Secretary, Dept. of the Interior, by the Regional Director, USFWS Pacific Southwest Region.

**16. Which communications tools are needed to support these strategies and tactics?** *(Be as specific as possible about the products identified and who will produce them)*

Tool	Responsible	Due Date
Letter to elected officials and agencies informing them of FEIS and offering briefings on request.	SF Bay NWRC (Morkill, Barr, McChesney, Cordell)	
Press release upon publication of FEIS	Doug Cordell (USFWS)	
FAQs (Internal & External)	Doug Cordell (USFWS)	
Website	Zach Warnow, PB; Doug Cordell, FWS	

Briefing materials (for internal and external briefings)	Gerry McChesney, (USFWS)	
Press kits (if media tour is deemed necessary)	Doug Cordell (USFWS)	
Social media posts (responsive, as appropriate)	Doug Cordell (FWS), Zach Warnow (Pt. Blue)	

**17. Implementation timeline** *(If not known, put TBD or the number of days/hours before/after the announcement)*

Date and Time	Tactic	Responsible
All times are in the <span style="background-color: #d3d3d3;">Select</span> time zone		

**18. VIP Call List** *(Who needs to be called in person by a senior staff member and who will that senior staff member be? Note: not all plans will require such in-person calls)*

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**19. Stakeholder contacts** *(For each, paste in a table that provides organization name, contact person, contact information as appropriate, and the name of the person responsible for making contact)*

**Internal**

**External Pro**

**External Neutral**

**External Anti**

**20. Congressional emails**

**Members**

**Committees**

**SECTION VI: SOCIAL MEDIA PLAN**

**21. How will social media be used to help in messaging to target audiences and achieve communications goals?**

**Lead accounts to be used:**

**Secondary accounts to share messaging:**

**Hashtags:**

**Photos:**

**Links:**

**Twitter messages:**

**Facebook messages:**

**Other platform messages:**

**SECTION VII: PRIMARY POINTS OF CONTACT**

**22. Media coordinators** *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

**23. Congressional coordinators** *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

**24. Social media coordinators** *(Enter name, email and phone)*



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**25. Program communications POCs** *(Enter name, email and phone)*

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**26. Subject matter experts available for interview** *(Must be approved by HQ Public Affairs for an HQ-led announcement or by Regional Public Affairs for region-led announcement. Enter name, email and phone)*

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**27. Additional technical experts for reference** *(Enter name, email and phone)*

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**28. Are there any non-FWS points of contact for this action?** *(Enter name, organization, role, email and phone)*

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<b><u>SECTION VIII: DOCUMENT INFO</u></b>
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**29. Created by** **Date created**

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**30. Edited by** **Date edited**

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## **APPENDIX: ADDITIONAL BACKGROUND INFORMATION AND MATERIALS**

***DO NOT PUT OTHER MATERIALS SUCH AS FAQs, NEWS RELEASE OR TALKING POINTS IN THIS SECTION. KEEP THOSE AS SEPARATE DOCUMENTS.***

*(Consider the following: What is the historical context? Does this relate to other issues that may not immediately be apparent (consider other programs and regions)? Is there a scientific basis to this issue? If so what is it?)*

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