



## LIGHT COMMUNICATIONS STRATEGY

FOR ACTIONS NOT REQUIRING PRO-ACTIVE MEDIA OUTREACH

### Action:

Coordination of grizzly bear communications between the USDA Forest Service (USFS) and U.S. Fish and Wildlife Service (FWS).

### Proposed Timing:

Immediately, but there is no action associated with this communication plan.

### Message:

The FWS, has been working closely with its partners to develop project planning tools which allow for conservation of grizzly bears while assuring that Federal projects move forward as planned.

### Stakeholders:

Friends of the Clearwater, Flathead-Lolo-Bitterroot Citizen Task Force, Wilderness Watch, Friends of the Bitterroot, Western Watersheds Project, Defenders of Wildlife, Center for Biological Diversity, National Parks Conservation Association, Sierra Club, The Rewilding Institute, Alliance for the Wild Rockies, Tribal Nations of Idaho and Montana, the State of Montana, the State of Idaho, Local and county governments in the Bitterroot Ecosystem, Senator Daines from Montana, Senator Risch from Idaho, and outfitter guide and ranching interest groups.

### Strategy

Conduct messaging on the following Communication Priorities

- Improve and increase public messaging related to safety and “bear awareness.”
- Educate the public about food storage and sanitation, including identification of bear attractants (e.g., garbage collection sites, livestock boneyards, hunters bait sites, and anthropogenic foods).
- Keep the public informed about grizzly bears in the Bitterroot Ecosystem (BE), including both the presence of bears in the BE as well as information on how to be safe in bear country.
- Help the public learn to live in bear country, by working with employees, communities and partners to incorporate best management practices into their operations.
- Communicate about the FWS and USFS’s coordinated efforts to recover grizzly bears through implementation of section 7(a)(1) of the Endangered Species Act.



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### Flags

Communications in this document are expected to be met with positive and collaborative responses.

- The Press release included is not intended to be release until spring of 2021, prior to the summer recreation season.
- The Q and A document is for internal Federal agency use only (i.e., FWS and USFS).
- Factsheets may be used as web content to update the FWS's grizzly bear species page.

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