

From: [Fisher, Sandi](#)
To: [Allen, Lydia R -FS](#); [Mark, Chuck -FS](#); [Probert, Cheryl -FS](#); [Upton, Carolyn -FS](#); [Anderson, Matthew D -FS](#); [Beverlin, Steven K -FS](#); [Cooley, Hilary](#); [Savage, Christopher -FS](#); [Swanson, Christopher](#); [Bush, Jodi](#); [Ford, Tom -FS](#); [Jackson, Scott -FS](#); [lee.jacobson](#); [Fortin-Noreus, Jennifer K](#); [Berglund, Laura G](#); [Mitzkus, Martin A -FS](#); [Pruss, Michael - FS](#)
Cc: [Baumer, Amy E -FS](#); [Roberts, Lori](#); [andy.brunelle](#); [tod.mckay](#); [Becar, Jennifer - FS](#); [Sutherland, Ryan - FS](#); [Turner, Ally](#)
Subject: FOR REVIEW: Bitterroot Ecosystem Communication Strategy - Due Date April 23rd
Date: Wednesday, March 24, 2021 11:35:19 AM
Attachments: [Bitterroot Bear Aware News Release March2021.docx](#)
[DRAFT Bitterroot Ecosystem Grizzly Bear Communication Plan March2021.docx](#)
[DRAFT Bitterroot ecosystem Questions and Answers March2021.docx](#)
[DRAFT Factsheets Grizzly Bears in the Bitterroot Ecosystem March2021.docx](#)

Good morning all. Thank you for the conversation last week regarding the Bitterroot Ecosystem Communication Strategy. Based on the feedback from that call, it sounds like some more time for review of the Strategy would be helpful. To provide some context just to make sure we're on the same page as to the intent of this Strategy - the idea was developed during our January 2020 coordination meeting in Missoula. At that time, there was a sense that a communication strategy, developed in coordination by both our Agencies, would be beneficial to identify how we can best coordinate as we work towards grizzly bear conservation and recovery. As mentioned previously, in conversations the team had as we were pulling the strategy together, we moved away from a Communication Plan (in the traditional sense...since we weren't necessarily communicating a specific action) and more towards a Communication Framework that includes fact sheets, a news release, some internal Q&As, and a 'light' communication strategy.

We're looking for any and all feedback, including whether this is totally off-track from what we had discussed back during that Missoula meeting. Since this is meant to be a shared Strategy between both our Agencies, we want to make sure our approach is supported by all.

I'm asking for comments back by April 23rd, but if you have any questions in the meantime, please don't hesitate to reach out.

Be well,

~S~

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Sent: Thursday, October 8, 2020 7:08 AM

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Subject: Re: FOR REVIEW: Bitterroot Ecosystem Communication Strategy - Due Date Oct 8th

Just a reminder - I was looking to get comments back by COB today.

Thanks,

~S~

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Subject: FOR REVIEW: Bitterroot Ecosystem Communication Strategy - Due Date Oct 8th

Good day everyone. I know it's been a while, but the Bitterroot Ecosystem Communication 'Team' has finally pulled together a draft for review. Huge shout-out to our FWS PAO Ally Turner for her assistance in organizing all this, and for all the great input from the FS (and MT) public affairs folks. Note, in conversations we had among us, we moved away from a Communication Plan (in the traditional sense...since we weren't necessarily communicating a specific action) and more moved towards a Communication Framework that includes fact sheets, a news release, some internal Q&As, and a 'light' communication strategy. The Plan is to get review from all of you, make needed revisions, then send a draft through the IGBC for review. Once edits are made following IGBC/BE subcommittee review, we will submit up the line for needed approvals before making it final. To that end, **please do not distribute this** beyond the necessary additional folks I may have inadvertently left off this email. I understand both FWS and FS will need appropriate approvals, so we don't want to get out in front of any of that. We'll make sure to get all the appropriate reviews completed, we just want to do it in a step-wise fashion.

I'd appreciate it if you all could provide me any edits back by COB October 8th; however, if you think you might need more time, please let me know.

Any other questions, please let me know - otherwise, happy reviewing!

Be well,

~S~

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Sent: Thursday, February 6, 2020 3:11 PM

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Subject: Bitterroot Ecosystem Discussions - Communication Plan

Hi all. I'm following up on a task I've been assigned to from our Missoula meeting; that being the Communication Plan. There were some individuals identified that I don't have contacts for, and I was hoping someone could provide those to me. Those include Amy Bauer (IGBC I&E lead), Todd McKay (BNF Public affairs officer), someone from Nez-Clear NF (Cheryl to provide a name suggestion), and Andy Brunell (ID state liaison for FS). Also, does anyone know if these individuals have been notified yet that they've been tasked with helping out?

Also, to make sure I don't get going down the wrong track here; I assume this Communication Plan is intended to be for internal (agency) communication...but to develop it with the understanding that it might ultimately get in the hands of some of our external partners?

Thanks,

~S~

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Subject: [EXTERNAL] Bitterroot Ecosystem Discussions--Final Notes

All-

Here are the final notes from our January meeting. I'm working on getting the interagency BOX site set up for materials associated with this and future engagements.

If you presented materials at this meeting that you would like to share (ppts, maps, handouts, etc), please send them to me and I will organize the BOX site once it's established. I already have the FEIS and various FR documents associated with the Bitterroot experimental population.

Thank you,
Lydia



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Subject: Bitterroot Ecosystem Discussions--Draft Notes

Good morning. Here are the draft notes from last week's 2-day meeting. Carly did a great job of capturing a lot of information and discussion, and I weighed in to ensure all of our identified 'NEEDS' (page 7) and Priorities/Assignments (page 14) were captured. **Please review and get your corrections/comments back to me by February 3.** In the interim, I will see about setting up an interagency site for sharing of materials from our discussion (i.e. ppt, reports, NEPA documents, etc).

Thank you!

Lydia



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Subject: Bitterroot Ecosystem Discussions

Importance: High

Good afternoon. Please find the talking points that Chris and I developed regarding last week's Bitterroot grizzly bear ecosystem meeting between FS and FWS leadership.

I should have the draft notes circulated by tomorrow morning.

Lydia



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