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Bristol Bay Final Report
External Communications and Media Rollout Plan

DRAFT—FOR INTERNAL USE ONLY

January 13, 2014

FOR QUESTIONS OR EDITS, CONTACT:
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Ex. 5 - Deliberative

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External Communications Hourly Plan

NOTE: ALL TIMES ARE IN PACIFIC TIME ZONE

DATE/TIME	TASK	WHO	DONE
PRE-RELEASE			
Jan. 10 9:00am	Media spokesperson briefing and training for Dennis and Jeff	Dennis, Marianne, Hanady, Bill	
Jan. 14 12:00pm	Bristol Bay team and executives review final materials: Press release, key messages, FAQs, web content	Marianne, Hanady, Sheila, Jeff, Rick, Judy, Palmer	
	Targeted calls to reporters giving them notice that something is coming the next day	Hanady, Marianne	
	Check availability and give notice to tribal leaders, state agency heads, congressional staff, federal heads to expect a call in the morning	Bill, Rick, Tami	
	Notify peer review panel that final report is out, they may get media calls	Jeff	
Jan. 14, 3:00pm	Embargo press release, executive summary, and external web FAQs to Becky Bohrer at AP Juneau	Hanady, Marianne	
DAY OF RELEASE			
Jan. 15 Ex. 5 - Deliberative	TRIBAL CALLS Call to 15 tribal leaders, corporations, organizations and send email with notice that final report is out • Nuna Resources • Nunamta Aulukestai • BBNC • BBNA • Alaska Peninsula Corporation, Trefon Angasan • Iliamna Development Corporation, Lisa Reimers • United Tribes of Bristol Bay	Rick, Tami	
	GOVERNMENT LEADERSHIP CALLS Notification to following state and federal agency leaders: • **Larry Hartig,** Alaska Dept. of Environmental Conservation • **Joe Balash,** Alaska Dept. of Natural Resources • **Colonel Christopher Lestochi,** USACE Alaska District	Dennis	

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Jan. 15 10:00am	***Issue media advisory announcing release of final assessment***	Hanady	
Jan. 15 10:30am	***Issue press release announcing release of final assessment***	Hanady	
Jan. 15 10:30am	Send press release to federal PIOs: • **USGS: Anne Berry-Wade,** DC, abwade@usgs.gov, 703-648-4483 • **USACE:** public.affairs3@usace.army.mil • **USFWS: Maureen Clark**, AK, Maureen_Clark@fws.gov, (907) 786-3469 • **NOAA: Julie Speegle,** AK, julie.speegle@noaa.gov 907-586-7032 • **NPS: John Quinley,** AK, akr_info@nps.gov, 907-644-3512 • **BLM: Artealia Gillard,** AK, agilliard@blm.gov, **(907) 271-4418**	Hanady, EPA HQ press office to DC counterparts	
Jan. 15 10:30am	Send press release to state PIOs: • **ADEC: Ty Keltner**, ty.keltner@alaska.gov, 907-465-5009 • **ADNR: Elizabeth Bluemink,** elizabeth.bluemink@alaska.gov, (907) 269-8434	Hanady	
Jan. 15 11:00am	***Media conference call with Dennis, Jeff***	Marianne, Dennis, Jeff, Hanady	
	Update social media channels (@EPAnorthwest, @EPAresearch Twitter, EPA facebook)	Hanady, ORD	

	Send listserv to Bristol Bay group	Judy	
POST-RELEASE			
	Brief members of Congress, agency heads, outside groups who request it	Marianne, Arvin, Rick	
	Congressional committee staff briefings	Palmer	

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