DELIBERATIVE PROCESS—DO NOT CITE OR SHARE

Bristol Bay Watershed Assessment
Spring 2013 Communication Plan

DRAFT—April 25 4:00 pm draft

Contact:
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External Communications Schedule

NOTE: ALL TIMES ARE IN PACIFIC DAYLIGHT TIME

DATE/TIME	CALL OR ACTION	WHO	DONE?
April 25 COB	All communications material finalized, website teed up for publishing	Marianne, Judy, Hanady, Charles, Maureen	
April 25 COB	**FRN submitted for publication**	Jeff	
April 25, 5:00pm	**Advance and embargo materials to AP reporter Becky Bohrer. ***Materials and story are embargoed until press release is issued*****	Marianne, Hanady	
April 26, 9:30am	**Congressional Notifications: -** **Materials to share include press release, executive summary, fact sheet, and website link.** • **Notify congressional state staffers via phone and e-mail:** o Sen. Begich o Sen. Murkowski o Sen. Cantwell o Sen. Murray o Sen. Wyden o Rep. McDermott • **Notify DC Hill staffers and committees (Arvin and staff):** o House Oversight and Government Reform o House Science Committee o House Transportation and Infrastructure Committee o Senate Committee on Environment and Public Works o Sen. Murkowski o Sen. Begich o Sen. Cantwell o Sen. Murray o Sen. Feinstein o Sen. Merkley o Sen. Wyden o Sen. Boxer o Rep. McDermott	Bill, Cindy, Matt K., Tom D., Denis B., Arvin Bill Dunbar makes phone calls Denis Borum, OCIR sends email with news release and exec. Summary. Only calls Nicki in Murray's office	
April 26 , 10:00am	Notify 31 tribal governments via e-mail/phone. Includes invitation to a May 14 webinar for tribes	Rick	
April 26, 10:00am	**Dennis calls AP reporter Becky Bohrer.**	Dennis, Marianne	

April 26, 10:00am	**Issue Media Advisory for press conference**	Marianne, Judy, Mark	
April 26 , 10:00am	Notify tribal corporations via e-mail	Rick	
DATE/TIME	**CALL OR ACTION**	**WHO**	**DONE?**
April 26 , 10:00am	Notify NGOs • Trout Unlimited • BBNC • BBNA • Nuna Resources • Nunamta Aulukestai • Commercial Fishermen for Bristol Bay, Bob Waldrop	Bill Dunbar and Rick Parkin	
April 26 , 10:00am	Notify Pebble Limited Partnership • John Shively • John Iani	Bill, Dennis	
April 26, 10:00am	Notify federal agencies on staff level • **James Balsiger,** Regional Administrator, NOAA • **Geoffrey Haskett,** AK Regional Director, U.S. Fish and Wildlife • **Sue Masica,** AK Regional Director, National Park Service • Ex. 5 - Deliberative • **Mark Shasby,** Director, Alaska Science Center, USGS • **Bud Cribley**, State Director, Bureau of Land Management • Ex. 5 - Deliberative	Sheila, Rick	
April 26 , 10:00am	Notify state agencies • **Larry Hartig,** ADEC (Dennis) • **Dan Sullivan,** ADNR	Dennis, Rick	
April 26, 10:30 am	Publish updated Bristol Bay websites (Region 10 and ORD)	Charles, Maureen	
April 26 , 10:30 am	**Issue press release announcing revised assessment**	Marianne, Judy, Mark	
April 26 , 10:30 am	Dennis calls Frank Gerjevic at Anchorage Daily News 907-257-4308	Dennis	
April 26 , 11:00am	**Send message to listserv**	Judy	
April 26 , 12:00 pm	**Press availability with Dennis McLerran** • Dennis kicks off with key points and changes	Dennis, Marianne, Hanady	

	Jeff and Rick available to answer technical questions		
April 26	Send letter to 31 Bristol Bay tribes with copies of ES and a CD	Tami, Rick	
April 26	Guest editorial or greenversations blog	Marianne, Hanady, Bill	
April 30 COB	FRN published	Jeff	
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May 31 COB	Public Comment Period Closes		

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