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# Bristol Bay Watershed Assessment
# Spring 2013 Communication Plan

DRAFT—FOR INTERNAL USE ONLY

**April 24, 2013**

**Contact:**
Marianne Holsman, EPA Region 10 Public Affairs Director, 206-553-1237, holsman.marianne@epa.gov
Hanady Kader, EPA Region 10 Public Affairs, 206-553-0454, kader.hanady@epa.gov
Judy Smith, EPA Community Involvement, 503-326-6994, smith.judy@epa.gov

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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 | |



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| **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, 10:00am** | **Dennis calls AP reporter Becky Bohrer.** | Dennis, Marianne | |
| **April 26 , 10:00am** | **Congressional Notifications:** (b) (5) **Materials to share include press release, executive summary, fact sheet, and website.**<br>• **Notify congressional staffers via phone and e-mail (Bill):**<br>o Sen. Begich<br>o Sen. Murkowski<br>o Sen. Cantwell<br>o Rep. McDermott<br>• **Notify committees (Arvin and staff):**<br>o House Oversight and Government Reform<br>o House Science Committee<br>o Senate Committee on Environment and Public Works | Bill, Cindy, Matt K., Tom D., Denis B., Arvin | |
| **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** | Notify tribal corporations via e-mail | Rick | |
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| **April 26 , 10:00am** | Notify Pebble Limited Partnership<br>• John Shively<br>• John Iani | Bill, Dennis | |
| **April 26, 10:00am** | Notify federal agencies on staff level<br>• **James Balsiger**, Regional Administrator, NOAA<br>• **Geoffrey Haskett,** AK Regional Director, U.S. Fish and Wildlife<br>• **Sue Masica,** AK Regional Director, National Park Service | Sheila, Rick | |

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| | (b) (5)<br>• **Mark Shasby,** Director, Alaska Science Center, USGS<br>• **Bud Cribley**, State Director, Bureau of Land Management<br>• (b) (5) | | |
| **April 26 , 10:00am** | Notify state agencies<br>• **Larry Hartig,** ADEC (Dennis)<br>• **Dan Sullivan,** ADNR | Dennis, Rick | |
| **April 26, 10:30 am** | Publish updated Bristol Bay websites (Region 10 and ORD) | Charles, Maureen | |
| (b) (5) | | | |
| **April 26 , 10:30 am** | Dennis makes call to Frank Gerjevic at Anchorage Daily News | Dennis | |
| **April 26 , 11:00am** | **Send message to listserv** | Judy | |
| **April 26 , 12:00 pm** | **Press availability with Dennis McLerran**<br>• Dennis kicks off with key points and changes<br>• Jeff available to answer technical questions | Dennis, Marianne, Hanady | |
| **April 26** | Send letter to 31 Bristol Bay tribes with copies of ES and a CD | Rick, | |
| **April 26** | Guest editorial or greenversations blog | Marianne, Hanady, Bill | |
| **May 14 1:30pm** | Webinar for tribes | Rick, Tami | |

## Media Outlets

*asterisk indicates reporters with strong interest and long history in covering this issue

| National Outlets | Local Outlets |
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| ***Associated Press**<br>Becky Bohrer (Juneau)<br>bbohrer@ap.org<br>907-586-1515<br>907-229-0371 (cell)<br>apanchorage@ap.org<br>apjuneau@ap.org | **Anchorage Daily News**<br>Lisa Demer, reporter<br>ldemer@adn.com<br>907-257-4390<br><br>David Hulen, State and Local News Editor<br>907-351-9015<br>dhulen@adn.com<br><br>*Frank Gerjevic, Editorial writer<br>fgerjevic@adn.com |
| **Bloomberg/Reuters**<br>Yereth Rosen<br>(b) (6)<br>907-349-4588 | ***Alaska Public Radio Network**<br>Daysha Eaton<br>deaton@alaskapublic.org<br><br>Steve Heimel<br>sheimel@aprn.org<br><br>907-550-8400 |
| ***Greenwire**<br>Manuel Quinones<br>202-491-5606<br>202-446-0412<br>mquinones@eenews.net | ***KDLG Radio, Dillingham**<br>Dave Bendinger<br>kdlgreporter@dlgsd.org<br><br>Mike Mason<br>mmason@dlgsd.org<br>907-842-5281 |
| **Frontline**<br>Blaine Harden<br>(b) (6)<br>206-432-0961 | ***The Fishermen's News**<br>Margie Bauman<br>(b) (6)<br>1-907-376-4996-home office<br>1-907240-5149-mobile |
| **60 Minutes**<br>Andrew Metz<br>MetzA@cbsnews.com | ***Pebble Watch**<br>Mariah Oxford<br>907-563-0013<br>moxford@bristol-companies.com |
| ***Outside Magazine**<br>Tim Sohn<br>(b) (6)<br>646-403-9927<br>617-905-9927 | **Seattle Magazine**<br>Langdon Cook<br>(b) (6) |
| **McClatchy**<br>Sean Cockerham<br>scockerham@mcclatchydc.com<br>Energy, resources and Interior Department Correspondent<br>McClatchy Newspapers<br>Washington Bureau<br>(202) 383-6016 | |

**EPA Communications and Management Contacts**

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| **Communications Contacts**<br><br>**Marianne Holsman, Region 10 Public Affairs Director**<br>Desk: 206-553-1237<br>Work cell: 206.450.5895<br>Holsman.marianne@epa.gov<br><br>**Hanady Kader, Region 10 Press Officer**<br>Desk: 206-553-0454<br>Work cell: 206-225-8127<br>Kader.hanady@epa.gov<br><br>**Judy Smith, Community Involvement**<br>Desk: 503-326-6994<br>Personal cell: (b) (6) [redacted]<br>Smith.judy@epa.gov<br><br>**Charles Bert, Region 10 Webmaster**<br>Desk: 360-753-8073<br>Bert.charles@epa.gov<br><br>**Kacee Deener, ORD Press Office Director**<br>Desk: 703-347-8514<br>Deener.kathleen@epa.gov | **Tami Fordham, Region 10 Alaska Tribal Coordinator**<br>Desk: 907-271-1484<br>Fordham.tami@epa.gov<br><br>**Bill Dunbar, Region 10 Senior Policy Advisor**<br>Desk: 206-553-1019<br>Work Cell: 206-245-7452<br>Dunbar.bill@epa.gov<br><br>**Alisha Johnson, EPA Headquarters Press Office**<br>Desk: 202-564-6794<br>Johnson.alisha@epa.gov |
| **Management Contacts**<br><br>**Rick Parkin, Senior Management Lead**<br>Desk: 206-553-8574<br>Work Cell: 206-331-2547<br>Parkin.richard@epa.gov<br><br>**Sheila Eckman, Project Manager**<br>Desk: 206-553-0455<br>Eckman.sheila@epa.gov<br><br>**Palmer Hough, EPA headquarters Office of Water**<br>Desk: 202.566.1374<br>Hough.palmer@epa.gov | **Jeff Frithsen, ORD Senior Scientist**<br>Desk: 703-347-8623<br>Work Cell: 410-336-8535<br>Frithsen.jeff@epa.gov |

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