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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:
Hanady Kader, EPA Region 10 Public Affairs
206-553-0454, kader.hanady@epa.gov

Contents

- **Spokespersons**
- **Key Audiences for Rollout**
- **Communications Resources**
- **External Communications Hourly Plan**
- **Media Outlets**
- **EPA Communications and Management Contacts**

Attachments

- **Key Messages**
- **Internal FAQs**
- **External FAQs for web**
- **Media Advisory**
- **Press Release**
- **Web content:** http://www2.epa.gov/bristolbay

Spokespersons

Dennis McLerran, EPA Region 10 Administrator: National media interviews and press conference
Jeff Frithsen, ORD Lead Scientist: Press conference and assistance with emailed responses
Marianne Holsman, Hanady Kader, EPA Region 10 Public Affairs: Emailed and basic responses to reporters

Key Audiences for Rollout

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress and Congressional Committees
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media
- National media
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

Communication Resources

- Press release
- Media conference call
- Dennis' remarks
- Social Media
- Internal and external web FAQs
- Website: www.epa.gov/region10/bristolbay
- Listserv
- E-Mail: R10BristolBay@epa.gov

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 10:00am	**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	

	NGO, OTHER ORGANIZATIONS CALLS • Trout Unlimited • Bristol Bay United • Alaska Miners Association • Alaska Environmental Alliance • Fishing NGOs	Bill, Rick, Sheila	
	CONGRESSIONAL CALLS Congressional notification calls to following offices: • **Sen. Murkowski (DC and state staff)** • **Sen. Begich (DC and state staff)** • **Sen. Cantwell (DC and state staff)** • **Rep. Don Young (DC and state staff)** • **Oregon/Washington senators and members of Congress who wrote to us**	Arvin, Marianne, Cindy, Dianne	
	Notification to Pebble Partnership • **CEO John Shively**	Dennis	
January 15, 10:00 am	**RELEASE OF FINAL REPORT AND SUPPORTING MATERIALS**		
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	

Media Outlets

National Outlets	Local Outlets
Associated Press Becky Bohrer (Juneau) bbohrer@ap.org 907-586-1515, 907-229-0371 apanchorage@ap.org apjuneau@ap.org	**Anchorage Daily News** Lisa Demer, reporter ldemer@adn.com 907-257-4300 Frank Gerjevic, Editorial writer fgerjevic@adn.com
Bloomberg/Reuters Yereth Rosen (b) (6) [redacted] 907-349-4588	**Alaska Public Radio Network** Daysha Eaton deaton@alaskapublic.org Steve Heimel sheimel@aprn.org 907-550-8400
Greenwire Manuel Quinones 202-491-5606, 202-446-0412 mquinones@eenews.net	**KDLG Radio, Dillingham** Dave Bendinger dave@kdlg.org 907-842-5281
Frontline Blaine Harden (b) (6) [redacted] 206-432-0961	**The Fishermen's News** Margie Bauman (b) (6) [redacted] 1-907-376-4996-home office 1-907240-5149-mobile
Outside Magazine Tim Sohn (b) (6) [redacted] 646-403-992, 617-905-9927	**Pebble Watch** Mariah Oxford 907-563-0013 moxford@bristol-companies.com
Medill News Service Marina Cracchiola 586-453-1325 Marina.cracchiolo@u.northwestern.edu	**McClatchy** Sean Cockerham scockerham@mcclatchydc.com (202) 383-6016
Wall Street Journal Tracy Tennille 202.862.6619, 604.8347 Tennille.tracy@wsj.com	**KUOW Radio, Seattle** **Ashley Ahearn** desk: 206 616 5708 mobile: 978 578 5944 aaheran@kuow.org **OPB, David Steves** dsteves@opb.org

EPA Communications and Management Contacts

Communications Contacts	
Marianne Holsman, Region 10 Public Affairs Director Desk: 206-553-1237 Work cell: 206-450-5895 Holsman.marianne@epa.gov	**Tami Fordham, Region 10 Alaska Tribal Coordinator** Desk: 907-271-1484 Fordham.tami@epa.gov **Bill Dunbar, Region 10 Senior Policy Advisor** Desk: 206-553-1019 Work Cell: 206-245-7452

Hanady Kader, Region 10 Media Relations & Communications Coordinator Desk: 206-553-0454 Work cell: 206-225-8127 Kader.hanady@epa.gov **Judy Smith, Region 10 Community Involvement** Desk: 503-326-6994 Personal cell: (b) (6) [redacted] Smith.judy@epa.gov **Charles Bert, Region 10 Webmaster** Desk: 360-753-8073 Bert.charles@epa.gov **Kacee Deener, ORD Press Office Director** Desk: 703-347-8514 Deener.kathleen@epa.gov **Liz Blackburn, ORD Communications Director** blackburn.elizabeth@epa.gov 202-564-2192	Dunbar.bill@epa.gov **Tom Reynolds, EPA Associate Administrator, External Affairs** 202-564-0717 Reynolds.Thomas@epa.gov **Travis Loop, EPA Headquarters Office of Water Communications Director** Desk: 202-564-0183 Loop.travis@epa.gov
Management Contacts **Rick Parkin, Senior Management Lead** Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov **Sheila Eckman, Project Manager** Desk: 206-553-0455 Eckman.sheila@epa.gov **Palmer Hough, EPA headquarters Office of Water** Desk: 202.566.1374 Hough.palmer@epa.gov	**Jeff Frithsen, ORD Senior Scientist** Desk: 703-347-8623 Work Cell: 410-336-8535 Frithsen.jeff@epa.gov