

**From:** [Ryan Moehring](#)  
**To:** [Bernie Petersen](#); [Jeff King](#); [Will Meeks](#)  
**Cc:** [Anna Munoz](#); [Roya Mogadam](#); [Toni Griffin](#); [Bernardo Garza](#); [Brian Salem](#)  
**Subject:** Final NBR materials  
**Date:** Tuesday, May 16, 2017 2:14:05 PM  
**Attachments:** [NBR NOI NR 065641 FINAL.docx](#)  
[NBR Talking Points 065641 FINAL.docx](#)  
[NBR NOI Comms Plan 065641 FINAL.docx](#)

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All,

HQ notified us today that our pub date for the National Bison Range CCP package was approved for 5/18. This means we will conduct outreach tomorrow. Please see the attached outreach materials. Note: HQ has advised us to draft a separate news bulletin for the two public scoping meetings. I am working on that now and will share it once it is approved.

Please feel free to call, email, or stop by if you have any questions.

Thanks,  
Ryan

Ryan Moehring  
Public Affairs  
U.S. Fish and Wildlife Service  
Mountain-Prairie Region  
303-236-0345

## **National Bison Range Talking Points**

### **On the Record**

#### **National Bison Range:**

- The Department of the Interior has reviewed the U.S. Fish and Wildlife Service’s proposal for management of the National Bison Range and determined it will continue under ownership of the Service.
- Secretary of the Interior Ryan Zinke has stated: “I took a hard look at the current proposal suggesting a new direction for the National Bison Range and assessed what this would mean for Montana and the nation. As Secretary, my job is to look 100 years forward at all of Interior's resources. I recognize the Bison Range is a critical part of our past, present and future, which is why I have changed course.”
- As part of the planning process, the Department of the Interior is committed to evaluating a range of options that include opportunities for the Confederated Salish and Kootenai Tribes to participate in the future management of the Range. We hope the CKST will continue to play a pivotal role in our discussions about the best path forward. CSKT will be instrumental in helping make this significant place a true reflection of their and our cultural heritage.

### **On Background**

#### **Comprehensive Conservation Plan:**

- The National Bison Range (NBR) was established on May 23, 1908, by Congress (16 USC 671) for the care and management of a herd of bison when President Theodore Roosevelt signed legislation authorizing funds to purchase suitable land for the conservation of bison.
- The NBR is one of the last intact publicly-owned intermountain native grasslands in the United States. It is located completely within the boundary of the Flathead Reservation, home to the Confederated Salish and Kootenai Tribes (CSKT).
- The overall mission of the 18,800-acre NBR is to maintain a representative herd of bison to ensure the preservation of the species for continued public enjoyment.
- The National Wildlife Refuge System Improvement Act of 1997 requires that every refuge develop a Comprehensive Conservation Plan (CCP) and revise it every 15 years, as needed. CCPs ensure refuge units are managed to fulfill the purposes for which they were established.
- A notice of intent (NOI) was published in the *Federal Register* on January 18, 2017, announcing the Service’s development of a CCP for the long term management of the NBR. This began a scoping and engagement process with partners and the public.
- With this determination by the Secretary to maintain NBR as part of the National Wildlife Refuge System, the Service is publishing a revised notice of intent to prepare a CCP and environmental impact statement (EIS) for the NBR opening a 30-day public comment period.

- We intend to follow our normal processes in preparing the CCP. Once finalized, it will outline the resource management goals and visitor recreational activities for the NBR over the next 15 years.
- Ensuring access to public lands in a priority for the Administration and the National Bison Range's CCP will analyze wildlife-dependent recreational opportunities for visitors.
- In order to increase efficiency and save taxpayer dollars, the Service will simultaneously publish a separate NOI, which will gather information necessary to prepare a draft CCP for the rest of the units that make up the National Bison Range Complex. This notice includes Pablo, Lost Trail and Ninepipe National Wildlife Refuges, as well as the Northwest Montana Wetland Management Districts. Running the two processes side-by-side will allow the Service to combine public meetings and outreach; saving time, resources and money.



# BASIC COMMUNICATIONS STRATEGY

## FOR ROUTINE NON-CONTROVERSIAL ANNOUNCEMENTS



### SECTION I: GENERAL INFORMATION

1. **Plan title** National Bison Range Notice of Intent for Planning Process
2. **DTS number** 065641
3. **What is the action triggering this communications plan?** *(Please explain in no more than three sentences)*

The U.S. Fish and Wildlife Service (Service) is publishing a revised notice of intent (NOI) in the *Federal Register* for preparing a draft comprehensive conservation plan and environmental impact statement (CCP/EIS) for the National Bison Range. The Service will simultaneously publish a separate NOI, which will gather information necessary to prepare a draft CCP for the rest of the units that make up the National Bison Range Complex: Pablo, Lost Trail and Ninepipe National Wildlife Refuges, as well as the Northwest Montana Wetland Management Districts.

4. **What is the proposed date for this action? Why has it been selected? Is it flexible?**

The target date to announce the revised NOI is May 17, 2017, upon availability in the *Federal Register* reading room with publication on May 18, 2017.

5. **Which office is leading this communications effort and which other programs, regions or groups are involved?**

Mountain-Prairie Region External Affairs is leading the outreach effort, in consultation with EA in Headquarters and the Department of the Interior's Office of Communications.

### SECTION II: GOALS AND MESSAGES

6. **What story do we want to tell?**

We want our audiences to understand our commitment to managing public lands and the Secretary's stated pledge to keep public lands public for the benefit of all Americans.

We want to convey our desire for an open and transparent public process.

7. **What are our key messages?** *(These should be top concepts that readers should take away, including an understanding of why this action matters and why they should care, not a list of facts, which should be placed in the appendix. List no more than four!)*

#### **Primary Messages**

- The Department of the Interior has reviewed the U.S. Fish and Wildlife Service’s proposal for management of the National Bison Range and determined it will continue under Service ownership.
- As part of the planning process, for the Bison Range, the Department of the Interior is committed to evaluating a range of options to include opportunities for the Confederated Salish and Kootenai Tribes (CSKT) to participate in the future management of the Range.
- For more than 100 years the National Bison Range has played a critical role in protecting American bison, one of the most iconic species of the West.
- From an initial herd of 40, today 350-500 bison now call the National Bison Range home. Animals from this herd are also relocated to various herds around the country in an effort to maximize genetic diversity among all federally-managed bison.

#### **Secondary Messages**

- The publication of the revised notice of intent for the National Bison Range CCP/EIS opens a 30-day public comment period.
- Once finalized, the CCP will outline the resource management goals and visitor recreational activities for the National Bison Range over the next 15 years.
- By law, the Service is required to develop a CCP for each refuge it manages, outlining specific resource management goals to meet the purpose of that refuge and the mission of the National Wildlife Refuge System as a whole.
- By the late 1800s, the U.S. bison population had plummeted from an estimated 30-60 million animals to a low of just 100 individuals in the wild. In response to this radical decline, in 1908 Congress enacted legislation to establish the National Bison Range as a sanctuary for the imperiled species.
- As the National Bison Range lies entirely within the boundary of the Flathead Indian Reservation of the CSKT, the Service will invite the CSKT to participate as a cooperating agency in development of the CCP and EIS. Members of the CSKT have a cultural, historical, or geographic connection to the land and resources of the NBR.

### **SECTION III: IMPLEMENTATION**

**8. Implementation timeline** *(If not known, put TBD or the number of days/hours before/after the announcement)*

Target Date	Tactic	Responsible
All times are in the Mountain (ET -2) time zone		
May 15, 2017	NOI delivered to <i>Federal Register</i>	HQ Refuges
*May 17, 2017*	NOI available in the <i>Federal Register</i> reading room	PPM
May 17, 2017 10:00 a.m.	Tribal Outreach	R6-EA Munoz
May 17, 2017 10:00 a.m.	Congressional Outreach	R6-EA Mogadam HQ-CLA Helfrich
May 17, 2017 12:00 p.m.	Media outreach	R6-EA Moehring
May 17, 2017 12:00 p.m.	Partner Notifications	R6 and HQ DPIA
May 18, 2017	NOI publishes in the <i>Federal Register</i> reading room	PPM

\*Requested date subject to confirmation from the Office of the Federal Register

**9. Which communications tools are needed to support these strategies and tactics?** *(Be as specific as possible about the products identified and who will produce them)*

Tool	Responsible	Due Date
News Release	R6-EA Moehring HQ PUB	May 8, 2017
Communications Plan	R6-EA Moehring HQ PUB	May 8, 2017
Talking Points	R6-EA Moehring HQ PUB	May 8, 2017

**10. Social media plan** *(Provide a list of accounts to be used as well as sample hashtags, messages, multimedia and other links, etc. as appropriate )*

No social media planned.

**11. Stakeholder contact grids** *(For each, paste in a table that provides organization name, contact person, how the person will be contacted, phone or email address as appropriate and a name of the person who will be making contact)*

**Internal**

HQ PUB will share with R6 EA. R6 EA will share with National Bison Range and associated national wildlife refuges.

**External**

<b><u>Organization:</u></b>	<b><u>Name:</u></b>	<b><u>Email:</u></b>	<b><u>Contacted by:</u></b>
National Wildlife Refuge Association/CARE	Desiree Sorenson-Groves	dgroves@refugeassociation.org	HQ DPIA
National Wildlife Federation	Naomi Edelson Jim Lyon	edelson@nwf.org lyon@nwf.org	HQ DPIA
Association of Fish & Wildlife Agencies	Jen Mock-Schaeffer	jenmock@fishwildlife.org	HQ DPIA
Theodore Roosevelt Conservation Partnership	Geoff Mullins	gmullins@trcp.org	HQ DPIA

**12. Congressional member email list**

Montana Senator Jon Tester	State Director Dayna Swanson	Dayna_swanson@tester.senate.gov 406-728-3003
Montana Senator Steve Daines	State Director Charles Robison	Charles_robison@daines.senate.gov 406-443-3189

**13. Congressional committee email list**

CLA will send outreach to authorizing committee staff and Division of Budget will send to appropriations committee staff.

Senate Appropriations Interior S/C – Majority	Chris_Tomassi@appro.senate.gov	(202) 224-7233
Senate Appropriations Interior S/C – Minority	melissa_zimmerman@appro.senate.gov	(202) 228-0774
Senate EPW – Majority	Matt_Leggett@epw.senate.gov Andrew_Harding@epw.senate.gov James_Willson@epw.senate.gov	(202) 224-6176
Senate EPW – Minority	Gabrielle_Batkin@epw.senate.gov Christophe_Tulou@epw.senate.gov	(202) 224-8832
Senate EPW W&W S/C – Majority	Joe_Brown@boozman.senate.gov	(202) 224-4843
Senate EPW W&W S/C – Minority	Radha_Adhar@duckworth.senate.gov	(202) 224-2854
Senate ENR – Majority	chuck_kleeschulte@energy.senate.gov lucy_murfitt@energy.senate.gov Heidi_Hansen@energy.senate.gov Colin_hayes@energy.senate.gov	(202) 224-4971
Senate ENR – Minority	david_brooks@energy.senate.gov	(202) 224-4971
House Appropriations Interior S/C – Majority	darren.benjamin@mail.house.gov	(202) 225-3081
House Appropriations Interior S/C – Minority	rita.culp@mail.house.gov Jocelyn_hunn@mail.house.gov	(202) 225-3481
House Natural Resources – Majority	mike.freeman@mail.house.gov erica.rhoad@mail.house.gov william.ball@mail.house.gov todd.ungerecht@mail.house.gov parish.braden@mail.house.gov Christopher.Santini@mail.house.gov aniela.butler@mail.house.gov Brandon.Miller@mail.house.gov Megan.Olmstead@mail.house.gov	(202) 225-2761
House Natural Resources – Minority	Matt.Strickler@mail.house.gov brandon.bragato@mail.house.gov Sarah.Parker2@mail.house.gov daniel.torrez@mail.house.gov	(202) 225-6065

**SECTION IV: PRIMARY POINTS OF CONTACT**



- 14. Media coordinators** *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

Ryan Moehring, [Ryan\\_Moehring@fws.gov](mailto:Ryan_Moehring@fws.gov), 303-236-0345 (R6)  
Vanessa Kauffman, [vanessa\\_kauffman@fws.gov](mailto:vanessa_kauffman@fws.gov), 703-358-2138 (HQ)

- 15. Congressional coordinators** *(For national-level plans, list at least one person from HQ Public Affairs and others from region/program if appropriate. For regional-level plans, only regional coordinators are required. Enter name, email and phone)*

Roya Mogadam, [Roya\\_Mogadam@fws.gov](mailto:Roya_Mogadam@fws.gov), 303-236-4572 (R6)  
Devin Helfrich, [devin\\_helfrich@fws.gov](mailto:devin_helfrich@fws.gov), 703-358-2130 (HQ)

- 16. Subject matter experts available for interview** *(Must be approved by HQ Public Affairs for an HQ-led announcement or by Regional Public Affairs for region-led announcement. Enter name, email and phone)*

Will Meeks, [Will\\_Meeks@fws.gov](mailto:Will_Meeks@fws.gov), 303-236-4303

- 17. Additional technical experts for reference** *(Enter name, email and phone)*

Secretary Ryan Zinke or surrogate (arranged by DOI in coordination with HQ)  
Cynthia Martinez (arranged by HQ)  
Noreen Walsh (arranged by R6)

- 18. Are there any non-FWS points of contact for this action?** *(Enter name, organization, role, email and phone)*

Confederated Salish and Kootenai Tribes  
Contact: Robert McDonald, [robertmc@cskt.org](mailto:robertmc@cskt.org). Phone: 406-675-2700, ext. 1222

## **SECTION V: DOCUMENT INFO**

- 19. Date Created**                      **Created By**

05/03/2017	Ryan Moehring
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**20. Date last edited                      Edited By**

05/05/2017	Ryan Moehring
05/05/2017	Roya Mogadam
05/05/2017	Will Meeks
05/08/2017	Vanessa Kauffman
05/08/2017	Gavin Shire
05/08/2017	Angela Gustavson
05/08/2017	DL Hobbs
05/08/2017	Vanessa Kauffman
05/08/2017	Aaron Mize
05/08/2017	Gavin Shire
05/08/2017	Vanessa Kauffman

**APPENDIX: ADDITIONAL BACKGROUND INFORMATION AND MATERIALS**

***DO NOT PUT OTHER MATERIALS SUCH AS FAQs, NEWS RELEASE OR TALKING POINTS IN THIS SECTION. KEEP THOSE AS SEPARATE DOCUMENTS.***

*(Consider the following: What is the historical context? Does this relate to other issues that may not immediately be apparent (consider other programs and regions)? Is there a scientific basis to this issue? If so what is it?)*

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# News Release



**U.S. Fish and Wildlife Service  
Mountain-Prairie Region  
134 Union Boulevard  
Lakewood, Colorado 80228**

FOR IMMEDIATE RELEASE

May 17, 2017

Contact: Ryan Moehring, (303) 236-0345; [Ryan\\_Moehring@fws.gov](mailto:Ryan_Moehring@fws.gov)

## **National Bison Range Will Continue Under U.S. Fish and Wildlife Service Ownership**

### *Service Opens 30-day Comment Period to Seek Public Input for Future Planning Efforts*

**DENVER** – The Department of the Interior has reviewed the U.S. Fish and Wildlife Service’s proposal for management of the National Bison Range and determined it will continue under Service ownership.

“I took a hard look at the current proposal suggesting a new direction for the National Bison Range and assessed what this would mean for Montana and the nation,” said U.S. Secretary of the Interior Ryan Zinke. “As Secretary, my job is to look 100 years forward at all of Interior’s resources. I recognize the Bison Range is a critical part of our past, present and future, which is why I have changed course.”

The Service will resume its review of future management actions at the range by publishing a revised notice of intent to prepare a comprehensive conservation plan (CCP) and accompanying environmental impact statement (EIS). The draft CCP/EIS will include detailed information about the planning process and will outline a range of management alternatives based on public input received over the years. Once finalized, the CCP will determine the resource management goals and visitor recreational activities for the National Bison Range over the next 15 years.

By law, the Service is required to develop a CCP for each refuge it manages, outlining specific resource management goals to meet the purpose of that refuge and the mission of the National Wildlife Refuge System as a whole. The CCP process is a collaborative process and includes partners and the public in its development.

The National Bison Range lies entirely within the boundary of the Flathead Indian Reservation of the Confederate Salish and Kootenai Tribes (CSKT). As part of the planning process, the Department of the Interior is committed to evaluating a range of options that include opportunities for the CSKT to participate in the future management of the Range. Accordingly, the CSKT will be invited to be a cooperating agency in the development of the CCP and EIS. In

addition to their wildlife conservation experience and expertise, members of the CSKT have a cultural, historical, and geographic connection to these lands.

For more than 100 years the National Bison Range has played a critical role in protecting American bison, one of the most iconic species in the American West. By the late 1800s, the bison population in the United States had plummeted from an estimated 30-60 million animals to a low of just 100 bison in the wild. In response to this radical decline, in 1908 President Theodore Roosevelt, signed legislation establishing the National Bison Range as a sanctuary for the imperiled species.

From an initial herd of 40, today, 350-500 bison now call the National Bison Range home. Animals from this herd are also relocated to various herds around the country in an effort to maximize genetic diversity among all federally-managed bison.

The Service is opening a 30-day public comment period for the public to comment on the scope of the CCP/EIS. Written comments must be received on or before June 19, 2017. The public may submit comments in two ways:

- Email: [Scoping@NBR@fws.gov](mailto:Scoping@NBR@fws.gov)
- Mail or hand delivery: Toni Griffin, Refuge Planner, NBR CCP, 134 Union Boulevard, Lakewood, CO 80228

In order to increase efficiency and save taxpayer dollars, the Service is simultaneously publishing a separate notice of intent today, which will gather information necessary to prepare a draft CCP for the rest of the units that make up the National Bison Range Complex. This notice includes Pablo, Lost Trail and Ninepipe National Wildlife Refuges, as well as the Northwest Montana Wetland Management Districts. Running the two processes side-by-side will allow the Service to combine public meetings and outreach; saving time, resources and money. Comments on that notice of intent can be delivered in the same two ways as listed above.

To learn more about the NBR visit: [https://www.fws.gov/refuge/national\\_bison\\_range/](https://www.fws.gov/refuge/national_bison_range/).

*The mission of the U.S. Fish and Wildlife Service is working with others to conserve, protect and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, known for our scientific excellence, stewardship of lands and natural resources, dedicated professionals and commitment to public service.*

*For more information on our work and the people who make it happen, visit <http://www.fws.gov/mountain-prairie/>. Connect with our Facebook page at <http://www.facebook.com/USFWSMountainPrairie>, follow our tweets at <http://twitter.com/USFWSMtnPrairie>, watch our YouTube Channel at <http://www.youtube.com/usfws> and download photos from our Flickr page at <http://www.flickr.com/photos/usfwsmtmprairie/>.*

**From:** [Robert Mansheim](#)  
**To:** [Garza, Bernardo](#)  
**Subject:** Re: NBR CCP webpage  
**Date:** Wednesday, May 17, 2017 11:15:26 AM

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Thanks.

***Rob Mansheim | Digital Communications Specialist***

USFWS Mountain-Prairie Region External Affairs

[134 Union Blvd, Lakewood, CO 80228](#)

[robert\\_mansheim@fws.gov](mailto:robert_mansheim@fws.gov)

303.236.4267 | c.720.390.0160

<http://www.fws.gov/mountain-prairie>

On May 17, 2017, at 10:56 AM, Garza, Bernardo <[bernardo\\_garza@fws.gov](mailto:bernardo_garza@fws.gov)> wrote:

I'm preparing all that Robert and will have it for you by noon

Bernardo

On Wed, May 17, 2017 at 10:54 AM, Mansheim, Robert

<[robert\\_mansheim@fws.gov](mailto:robert_mansheim@fws.gov)> wrote:

Ok thank you. I still need information for an introduction much like RMA has here. [http://www.fws.gov/mountain-prairie/refuges/co\\_rkm.php](http://www.fws.gov/mountain-prairie/refuges/co_rkm.php)

***Rob Mansheim | Digital Communications Specialist***

USFWS Mountain-Prairie Region External Affairs

134 Union Blvd, Lakewood, CO 80228

[robert\\_mansheim@fws.gov](mailto:robert_mansheim@fws.gov)

303.236.4267 | c.720.390.0160

<http://www.fws.gov/mountain-prairie>

On Wed, May 17, 2017 at 10:35 AM, Griffin, Toni <[toni\\_griffin@fws.gov](mailto:toni_griffin@fws.gov)> wrote:

Good Morning Robert,

We received word from EA that the NOIs for the National Bison Range Complex CCPs will publish in the federal register tomorrow (5/18). Our goal is to make the NBR Planning webpage "live" by COB today, which will allow people to obtain project information when the notices are published tomorrow am. Bernardo is working on the informational text for the webpage and will provide text to you by noon today.

A couple additional items that need to be included on the webpage

are...

Under **Documents** tab: post two pdf files of the NOIs (attached).

Under **Contact Information** tab:

- NBR email address (for submitting comments):  
[scoping\\_NBR@fws.gov](mailto:scoping_NBR@fws.gov)
- Wetland Management Districts and Associated Refuges email address (for submitting comments):  
[scoping\\_pablo\\_ninepipe@fws.gov](mailto:scoping_pablo_ninepipe@fws.gov)
- NBR website: The NOIs refer the reader to the field station website: [https://www.fws.gov/refuge/national\\_bison\\_range/](https://www.fws.gov/refuge/national_bison_range/).
  - Someone will need to post a message about the CCP process and scoping period with a link to the RO Refuges Planning website on the field station webpage. I'm not sure who has the ability to make these edits to the field station webpage.

I'm teleworking today, email or cell phone is the best way to reach me if you have any questions. My cell phone # is: (b) (6) .

Thank you,

Toni

**Toni Griffin**  
Refuge Planning  
Mountain-Prairie Region  
U.S. Fish & Wildlife Service  
134 Union Blvd  
Lakewood, CO 80228  
Office Phone: 303/236-4378  
Telework: Tuesday, Friday

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**Bernardo Garza**  
**Planning Team Leader**  
Branch of Policy and Planning  
**U.S. Fish & Wildlife Service, Mountain-Prairie Region**  
**Office (303) 236-4377**  
**Fax (303) 236-4792**

**From:** [Griffin, Toni](#)  
**To:** [Robert Mansheim](#)  
**Cc:** [Bernardo Garza](#); [Ryan Moehring](#)  
**Subject:** Fwd: National Bison Range Will Continue Under U.S. Fish and Wildlife Service Ownership  
**Date:** Wednesday, May 17, 2017 12:12:25 PM

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Robert,

Can you post a copy of this news release on the RO NBR Planning website under the Documents tab please? Thank you.

**Toni Griffin**  
Refuge Planning  
Mountain-Prairie Region  
U.S. Fish & Wildlife Service  
134 Union Blvd  
Lakewood, CO 80228  
Office Phone: 303/236-4378  
Telework: Tuesday, Friday

----- Forwarded message -----

From: **FWS Region 6** <[news@meltwaterpress.com](mailto:news@meltwaterpress.com)>  
Date: Wed, May 17, 2017 at 11:56 AM  
Subject: National Bison Range Will Continue Under U.S. Fish and Wildlife Service Ownership  
To: [toni\\_griffin@fws.gov](mailto:toni_griffin@fws.gov)

## U.S. Fish and Wildlife Service

# News Release

**U.S. Fish and Wildlife Service**  
Mountain-Prairie Region  
134 Union Blvd., Lakewood, Colorado 80228

<http://www.fws.gov/mountain-prairie>



FOR IMMEDIATE RELEASE

May 17, 2017

Contact: Ryan Moehring, 303-236-0345; [Ryan\\_Moehring@fws.gov](mailto:Ryan_Moehring@fws.gov)

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*The mission of the U.S. Fish and Wildlife Service is working with others to conserve, protect and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, known for our scientific excellence, stewardship of lands and natural resources, dedicated professionals and commitment to public service.*

*For more information on our work and the people who make it happen, visit <http://www.fws.gov/mountain-prairie/>. Connect with our Facebook page at <http://www.facebook.com/USEFWSMountainPrairie>, follow our tweets at <http://twitter.com/USEFWSMtnPrairie>, watch our YouTube Channel at <http://www.youtube.com/usfws> and download photos from our Flickr page at <http://www.flickr.com/photos/usfwsmtnp/rairie/>.*

– FWS –