1. **MISSION:** Make sure our side of the story is told early and often whenever ALC or TPL is in the main media
   b) Review the article and reinforce the good points or counter the bad points with brief, positive, informative reader comments. Provide key links as appropriate.
   c) Draft and submit letters to editor to counter the opposition statements with our arrowhead message, supported by truthful stories and facts. Keep LTE’s brief (300-400 words) and be courteous.
   d) Assist and encourage others to do the same.

2. **GUIDANCE:**
   a) Create thoughtful, concise message: If countering misinformation, begin with something like “The real story is…” or “Actually,”
   b) Stay within the limits of our Arrowhead message, the specific intent expressed in our Public Policy Statement, and supporting facts and stories related to Better Management.
   c) Concentrate on making the case for better recreation access, wildlife habitat, and a healthy environment. Stay away from emphasis on extractive industries, economics, historical or constitutional debates.
   d) Make supportive statements in favor of those who are working to achieve better management especially ALC supporters.
   e) Do NOT rant or bicker or name call. Be kind and factual. Speak as if you are addressing the average readers who are watching from the sidelines (there are a lot of them), not the organized opposition leaders who are repeating adversarial talking points. “Out-polite them”.
   f) Do NOT chase “shiny objects” (i.e. don’t be baited by personal attacks, sidebar issues).
   g) Do NOT repeat or dwell on the opposition message. Pivot to our message and key points.
   h) Do NOT co-mingle our issue with others or veer off into edgy topics such as Agenda 21, Guns, Socialism, War, U.N., Article 5, Militias, Bundy, etc.

3. **MAIN MESSAGE – The Arrowhead:**

   We all want a healthy environment, abundant outdoor recreation, and safe, vibrant communities. But federal mismanagement of our public lands is giving us just the opposite.

   Washington DC’s mismanagement of public lands in the west is resulting in huge wildfires, toxic air, diminished water, decimated wildlife, blocked off and destroyed recreation access, and unsafe, economically depressed communities.

   We need to restore balance and #FreeTheLands from distant, dysfunctional, uncaring federal bureaucracies so we can tend our public lands locally to ensure healthy air, water and wildlife, abundant outdoor recreation, & safe, vibrant communities.
Ideas for supplemental points:

Western States already manage millions of acres of public lands, while better preventing wildfires, protecting the environment, and producing revenue. In fact, states outperform the feds by as much as 15-1.

Think about it. Who cares about the proper care of our environment more than the people who live in the states where these lands are located? Who knows western land issues better than westerners do? Certainly not politicians and bureaucrats calling the shots from Washington DC.

4. SUPPORTING LINKS:

- Learn the truth about the lawful, peaceful movement to #UnlockOurLands at [www.AmericanLandsCouncil.org](http://www.AmericanLandsCouncil.org)
- The American Lands Council’s real goals for better public land management through local stewardship are found in this [Public Policy Statement](#).
- A real nice overview of the transfer of public lands can be found in this informative [Transfer Public Lands Info Booklet](#).
- Who is funding the opposition? Visit [www.GreenDecoys.org](http://www.GreenDecoys.org) to see which phony sportsmen’s groups are deceiving real sportsmen into opposing transfer of public lands to the states.
- Why are certain supposed ‘green groups’ telling everyone that the lands will be sold if transferred to state control, but when we introduced legislation to prohibit public lands from being sold, these same groups testified AGAINST keeping public lands public! See for yourself who is working to keep public lands public and who isn’t:
  - [SB215 - video clip of who is really trying to keep public lands public and who is not](#).
  - [SB274 – short clip of who is really trying to keep public lands public and who is not](#).