

Communications 101

Three simple tricks to tell your story, get some press, and raise gobs of money.

And



And

But



And

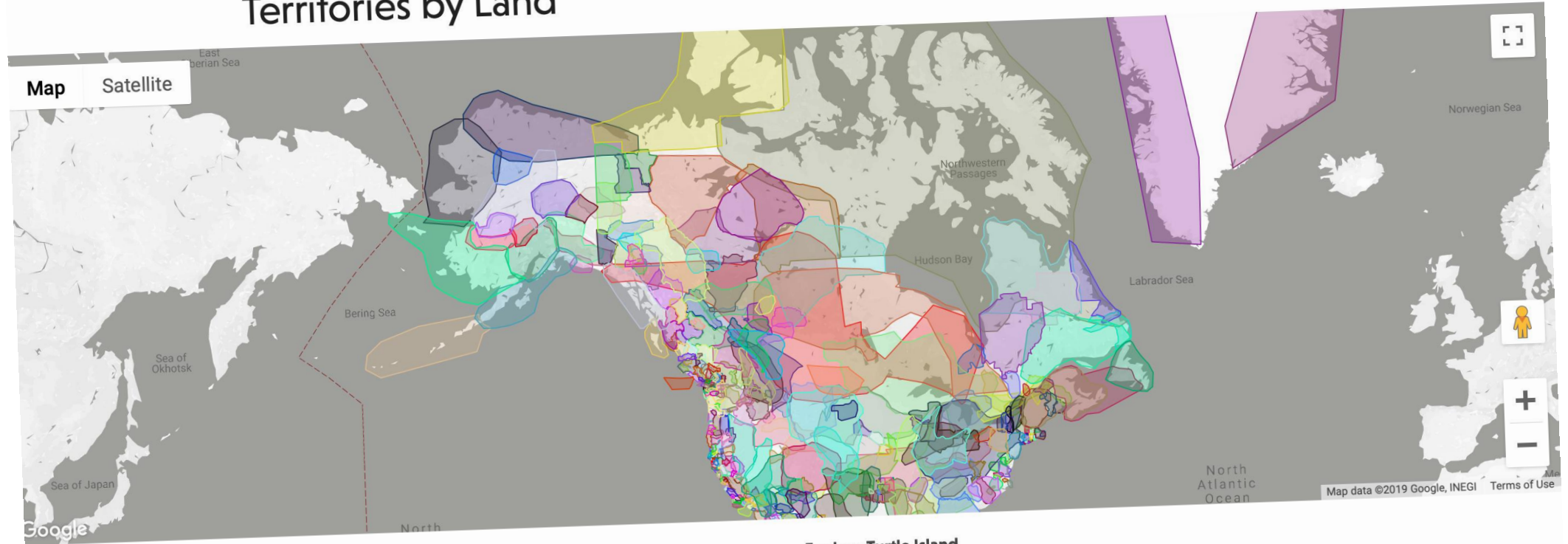
But

Therefore



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Territories by Land



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What we'll cover



One tool you can use to create stories about your work



One checklist you can use to get press coverage of your work



To chew on: key questions you can use to start doing strategic communications planning



- Dog lover
- Montanan
- Someone who learned a ton from working in the Friends network!

Who I am

The ABT

And

But

Therefore



Komar



TOM CRUISE



He left behind everything he knew
for the only thing he ever wanted.

NICOLE KIDMAN



A RON HOWARD FILM

FAR AND AWAY

IMAGINE FILMS ENTERTAINMENT PRESENTS A BRIAN GRAZER PRODUCTION "FAR AND AWAY"
MUSIC BY JOHN WILLIAMS COSTUME DESIGNER JOANNA JOHNSTON PRODUCED BY LARRY DEWAAY BOB DOLMAN EDITOR MICHAEL HILL
DIRECTOR OF PHOTOGRAPHY DANIEL HANLEY EXECUTIVE PRODUCERS JACK T. COLLIS ALLAN CAMERON EXECUTIVE PRODUCER MIKAEL SALOMON, A.S.C.
PRODUCED BY TODD HALLOWELL STORY BY BOB DOLMAN & RON HOWARD SCREENPLAY BY BOB DOLMAN PRODUCED BY BRIAN GRAZER AND RON HOWARD
DIRECTED BY RON HOWARD A UNIVERSAL RELEASE

FILMED FOR THE FIRST TIME IN PANAVISION SUPER 70MM

The ABT

And

But

Therefore

The President Stole Your Land

In an illegal move, the president just reduced the size of Bears Ears and Grand Staircase-Escalante National Monuments. This is the largest elimination of protected land in American history.

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Friends of Cedar Mesa

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Why we're going to court to defend Bears Ears

We always look to collaborate first, second and third. We believe we don't always have to agree on every issue to be Friends, to work together, and put aside our differences. We're geared toward practical solutions and compromise.

In fact, we worked toward a legislative solution for years before it became clear a legitimate bill protecting the greater Cedar Mesa area just wasn't going to happen in Congress. We've always said we'd be there anywhere, any time there was an honest and earnest discussion about how to protect the Bears Ears region in a reasonable and practical way. We never said a Monument was the only way or even the best way to protect this area.

But what do you do when no one will even sit down with you in a legitimate effort to find common ground? It wasn't like anyone really consulted us on the monumentally bad decision to leave 1.1 million acres of one of the world's most important cultural landscapes unprotected and open to oil/gas drilling and uranium mining. Promises that Congress might one day actually do something to protect the area just aren't enough.

So, **we're going to court to defend Bears Ears, Cedar Mesa, Grand Gulch, Bluff's watershed, and so many other remarkable places** that should be preserved forever. It's just not in the realm of reasonable that one president should be able to cut 1.1 million acres of protected lands, representing 85% of the monument that another president thoughtfully protected.

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an actual draft
plan



The ABT

And

The ABT

And

But

The ABT

And

But

Therefore







What you
think is
important

What a
reporter finds
newsworthy



Patagonia v. Trump

The outdoor retailer has supported grass-roots environmental activists for decades. Now it is suing the president in a bid to protect Bears Ears National Monument.



Congressional Committee Hears 'Forgotten Voices' From Both Sides Of National Monument Debate

By JUDY FAHYS • MAR 14, 2019

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Rep. Raul Grijalva (D-Arizona) who leads the U.S. House Natural Resources Committee. He said Wednesday he's convinced the Trump administration planned to shrink two monuments in Utah before starting a sweeping review of 27 national monuments in 2017.

SCREENSHOT U.S. HOUSE OF REPRESENTATIVES

Dana Waggoner, owner of Escalante Outfitters, and Nicole Croft, director of the local friends organization, Grand Staircase Escalante Partners, told the committee that — contrary to reports from those who support the shrunk monuments — monument designation has helped surrounding communities thrive. But they said Utah’s elected leaders and Trump administration reviewers reject that perspective.



Kathleen Clarke, director of the Utah Public Lands Policy Coordinating Office and former director of the U.S. Bureau of Land Management, told the House Natural Resources Committee that the Antiquities Act should be reformed and that Congress should be more involved in lands management.

CREDIT SCREENSHOT U.S. HOUSE OF REPRESENTATIVES.

Minority-party witnesses included a Garfield County Commissioner, a representative from the local group Stewards of San Juan County and Gov. Gary Herbert’s public lands policy advisor. All three described being left out of decisions by the Obama and Clinton administrations which created Bears Ears and Grand Staircase, respectively.

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The crowd-sourced, social media swarm that is betting Tesla will crash and burn



Avenatti charges perjury,

TRAVEL

Superbloom starting? In Lake Elsinore's poppy fields, definitely

By MARY FORGIONE MAR 06, 2019 | 6:00 AM



California poppy blooms are drawing about 1,000 people per day to Walker Canyon in Lake Elsinore. (Courtesy Lake Elsinore Chamber of Commerce)

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By the way, superbloom isn't a scientific term, it just indicates a wildflower season that "exceeds typical spring blooms," according to National Geographic. In California's deserts and canyons, the right combination of rain and favorable temperatures (without raking winds or bloom-busting heat) at the right time determines how spectacular the season will be.

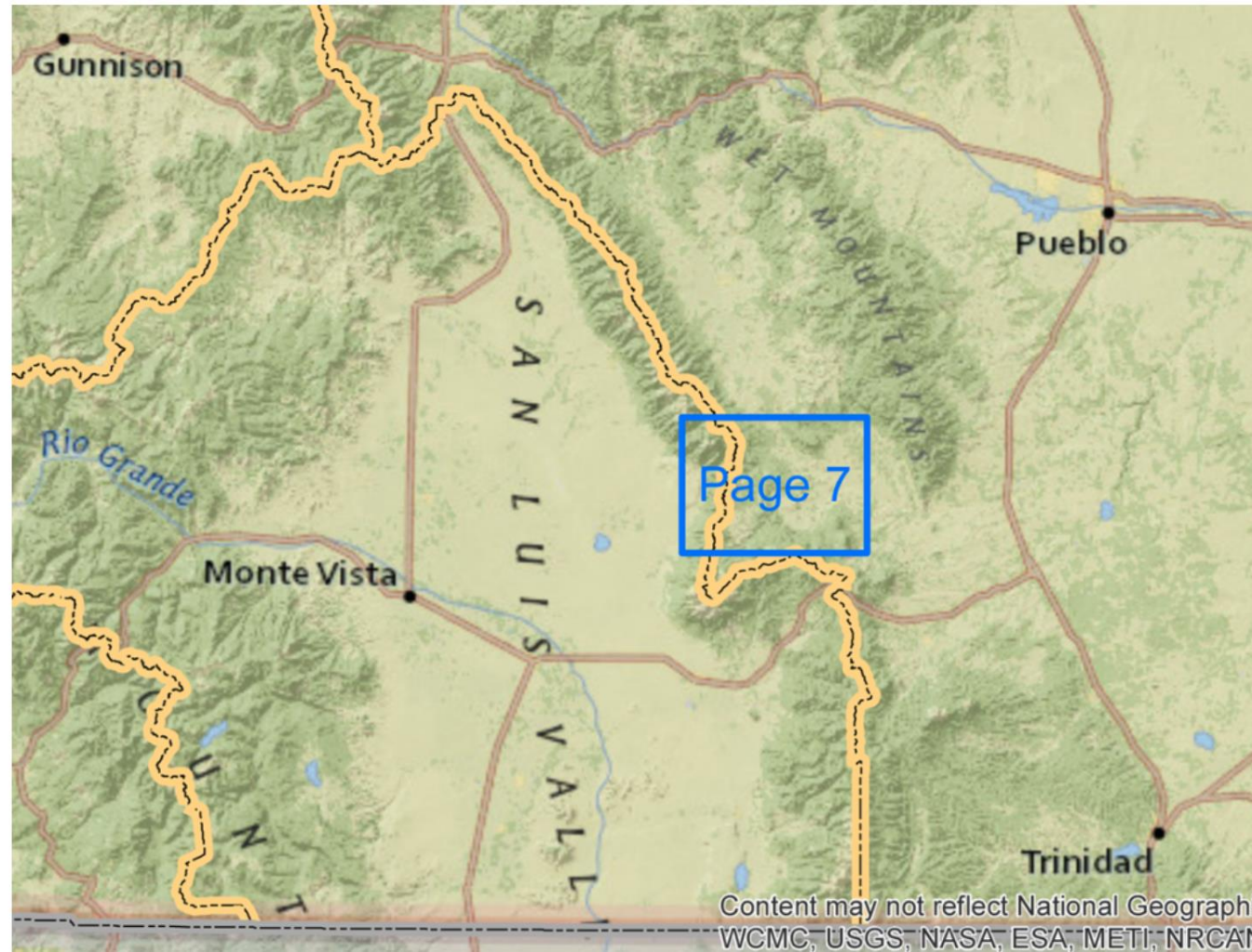
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But predicting when and where is difficult.

"One area can get a complete deluge and a half mile away can be really dry," said Madena Asbell, director of plant conservation programs at the Mojave Desert Land Trust in the town of Joshua Tree. "That plays the biggest role in whether you're going to see a big bloom and where the flowers are."

BLM oil/gas leases draw concerns



Out of 11 parcels, 10 are within eight miles of the dunes and one within one mile, “as the crow flies,” added Anna Lee Vargas, director, Project Management and Community Outreach for Conejos Clean Water. “I realize they are on the other side of the Sangre de Cristos in Huerfano County,” she said, but when viewed through an aerial observation, the parcels are close to the dunes.

“We are so conscious as community members of our land and our water, air quality, water quality. We just don’t want anything to impact that,” she said.

On Tuesday Vargas said Conejos Clean Water respects that the BLM is doing its job and respects Huerfano County, where the parcels are located, but hopes the concerns from over the mountain will also be heard in this process.

“We appreciate that BLM will accept public comment,” Vargas said. “These are public lands, and we appreciate they want public comment. BLM is a multi use agency ... They are doing their job. We are not speaking against the BLM. We just want these concerns to be out there, and we don’t want these parcels leased for oil and gas.”

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She added, “We want to be respectful of Huerfano County, but those are our dunes. We are talking about the San Luis Valley being impacted also. We are hoping Huerfano County will engage in public process as well.”

Some of the concerns Conejos Clean Water is expressing with respect to the potential oil and gas leases revolve around air quality and light and noise pollution. Vargas pointed out that the Valley has a higher rate of childhood

Strategic

Communications

Planning

Questions



What's your goal?



Who are you targeting?



What are you trying to get them to do?





What's your goal?

To pass a bill that will protect Yellowstone's gateway from mining, forever.



Who is your target?

MT Sen. Steve Daines (R), who sits on the Energy & Natural Resources subcommittee



What are you trying to get your target to do?

Get a hearing in the Senate subcommittee he's on.

GUEST OPINION

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ANDREW FIELD Aug 6, 2016

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Locals seek action from Steve Daines on fed mining ban

Published on Tue, 06/20/2017 - 2:28pm

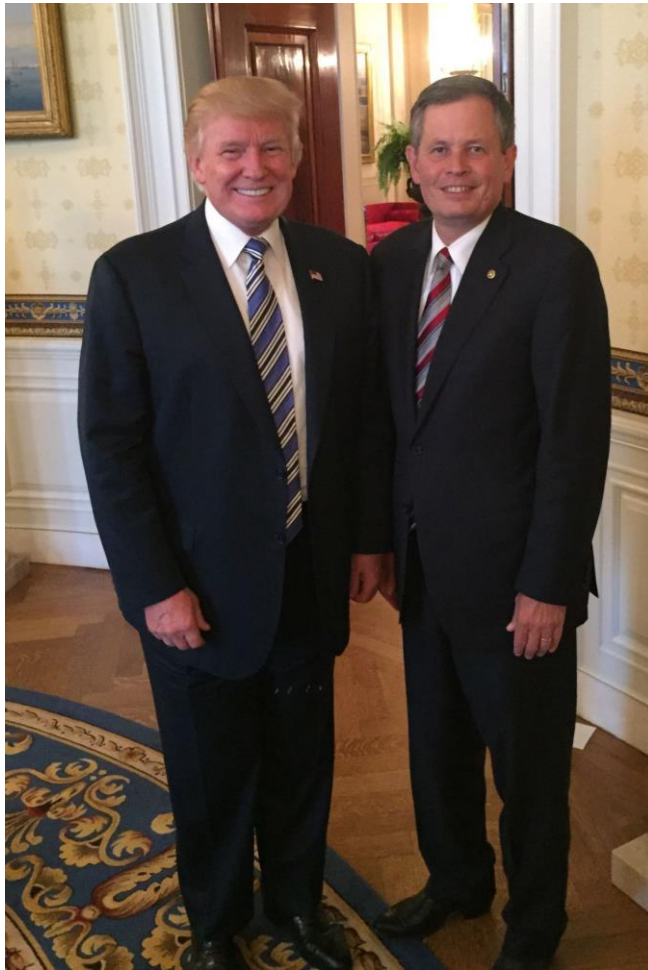
YELLOWSTONE IS MORE IMPORTANT THAN GOLD.

Senator Steve Daines, help support local businesses and Montana's fly fishing community.

Join Senator Jon Tester and champion the Yellowstone Gateway Protection Act. When our Senators stand together, Montana wins.



MONTANA WILDLIFE FEDERATION • MONTANAWILDLIFE.ORG







What's your goal?



Who are you targeting?



What are you trying to get them to do?

- ABT
- Press checklist
- Key questions – to stay strategic

