

BDWG Communications Committee ACTION PLAN

Committee members: Nick Gevock, conservation representative, Nick Jose, timber representative, Chris Marchion, conservation representative; and Mark Thompson, mining representative

Mission: Communicate BDNF's out-year planning efforts, the role of fire on the landscape, and the successes of collaboration to stakeholders.

Goals: Stakeholders outside of the BDWG are informed of the activities and successes of the BDWG. Through the sharing of information, stakeholders become more aware of the management activities on the BDNF including the role of fire. Stakeholders are informed about projects and issues relevant to the BDWG and the BDWG receives constructive stakeholder feedback on those projects and issues.

Vision: Stakeholders are aware of the BDWG and the role of collaboration in successfully managing lands at the landscape-level. Stakeholders in the BDNF share a vision for the role of fire on the landscape and how it will be managed. Stakeholders understand the restoration strategy and have buy-in.

Issues:

- There is a lack of understanding within the general public for the value of fire as a forest management tool.
- Accomplishing our goals will require consistent and clear communication.
- Continuous stakeholder engagement is needed to achieve our goals.
- Consistent counter-narratives must be overcome.

Actions:

- Build relationships with newspapers and TV and radio stations.
- Identify appropriate BDWG members to speak to the media on a case-by-case basis.
- Set up meeting with new BDNF public affairs officer Catherine McRae
- Discuss role of social media in a communications strategy.
- Ben discusses the role of social media with NFF Comms Team
- Build relationships with and inform local chambers of commerce, Headwaters RC&D, county development corporations, and port authorities.
- Ask County Commissioners and other BDWG members, "What are other groups you have locally that we should be communicating with?"

- Be an advocate for BDNF projects by attending meetings
- Prepare news releases that support BDNF actions
- Prepare news release regarding programmatic lynx consultation