

California Coastal National Monument

Interim Integrated Communication Plan

[Public Affairs, Outreach, Environmental Education, & Interpretation]

USDI Bureau of Land Management
California Department of Fish and Game
California State Parks

(February 11, 2008)

Introduction

With its dramatic scenic vistas from the California coast, the California Coastal National Monument (CCNM) is one of the most visible, yet least known of the Nation's national monuments. A coordinated communication strategy is essential to inform the public about the importance of these offshore resources and their importance to Californians and the nation, as well as the various implementation related items, actions, and activities. Since public communication and outreach, coupled with environmental education and interpretation, are the means by which this is to be accomplished, this CCNM Integrated Communication Plan is the framework under which all of these endeavors can be carried out.

General Background

The California Coastal National Monument is one of the Nation's most unique national monuments. It consists of more than 20,000 rocks and small islands that are spread offshore of the 1,100 miles of the California coastline. The CCNM is under the responsibility of the U.S. Department of the Interior's Bureau of Land Management (commonly referred to as the "BLM") and is part of the recently established National Landscape Conservation System. The BLM works in partnership with its two "core-managing partners"--the California Department of Fish and Game and the California State Parks--and other Federal, State, and local governmental agencies, tribes, private and non-profit organizations, and other stakeholders for the preservation and stewardship of the CCNM and associated coastal resources.

The CCNM was established on January 11, 2000, by Presidential Proclamation under the authority of section 2 of the Antiquities Act of 1906. The purpose of the CCNM, as stated in the proclamation, is to elevate the protection of "all unappropriated or unreserved lands and interest in lands owned or controlled by the United States in the form of islands, rocks, exposed reefs, and pinnacles above mean high tide within 12 nautical miles of the shoreline of the State of California." The proclamation recognizes the need to protect the CCNM's overwhelming scenic quality and natural beauty, and it specifically directs the protection of the geologic formations and the habitat that these rocks and small islands (i.e., the portion above mean high tide) provide for seabirds, sea mammals, and other plant and animal life (both terrestrial and marine) on the CCNM. In addition, the proclamation recognizes the CCNM as containing "irreplaceable scientific values vital to protecting the fragile ecosystems of the California coastline."

Simply speaking, the CCNM is the exposed portion of a network of more than 20,000 of California's offshore rocks and small islands. The surface area of these rocks and small islands (i.e., islets), and therefore the CCNM, covers about 1,000 acres, but as delineated by the Presidential Proclamation, are located within a 14,600 square nautical mile area (i.e., the "CCNM corridor"), and contain a wide variety of biological, physical, and cultural values.

After four years of planning and public input, the CCNM Resource Management Plan (RMP) was completed in September 2005 and the Approved RMP was printed and released to the public by the end of October 2005. The Approved RMP provides the “blueprint” for the management of the CCNM over the next 15 to 20 years and includes the CCNM mission and vision statements, overall goals, six implementation priorities (i.e., protection, partnerships, site characterization, gateways, seabird conservation, and tidepool connects), and 70 specific management actions and land use decisions. The CCNM Integrated Communication Plan is part of the implementation of the CCNM RMP.

Purpose

This integrated communication plan is intended to serve as a framework to guide the overall public affairs, outreach, environmental education, and interpretive needs associated with the implementation of the CCNM RMP. As a result, this plan will cover the RMP decision to develop an “Education and Interpretation Plan, or a series of regional or site-specific plans” as discussed in MA-EDU-2. In addition, the integrated communication plan is intended to be useful for providing guidance to anyone interested in the communication goals and objectives for the monument. This integrated communication plan contains strategic communication goals, key messages, and management actions designed for the next three to five years. It will be updated after that time period.

Definitions

For purposes of this plan, the following definitions apply:

- **Public Affairs:** Communication efforts to present the official position and policies of the BLM and the CCNM, to share information and to engage stakeholders and publics in natural and cultural resource management.
- **Outreach:** Communication efforts to promote partnerships and participation in protection and management of the CCNM.
- **Environmental Education:** An educational approach that presents environmental concepts to specific audiences in ways that encourage knowledge, critical thinking and information retention.
- **Interpretation:** A communication approach that evokes intellectual and emotional connections to a tangible resource and/or natural and cultural resource values.

Communication Goals (and associated RMP implementation priorities)

- Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (found on page one, CCNM RMP).
 - *RMP implementation priorities: resource protection, partnerships, site characterization, gateways, seabird conservation, tide pool connection.*

- Communication Goal 2: Build public understanding of CCNM partnerships and encourage community participation in partnerships and management.
 - *Priorities: partnerships, gateways.*
- Communication Goal 3: Foster voluntary environmental stewardship of the coastal resources.
 - *Priorities: protection, seabird conservation, tide pool connection.*
- Communication Goal 4: Share consistent messages with the scientific community about the monument and opportunities for research.
 - *Priorities: site characterization, protection, partnerships, seabird conservation, tide pool connection.*

Key Audiences

External:

- **Coastal Communities:** These communities range in population from the size of Los Angeles to small towns such as Elk and Trinidad on the North Coast. Interest in these communities will depend on many factors, including their size, proximity to monument features, and current uses (i.e., recreation, research, commodity use, etc.) of these features.
- **Gateway Communities:** These will be key points for disseminating CCNM information. Their roles are defined in the RMP (page 2-45). Through various facilities, they will provide visitor information about the monument in general, and about local features in particular. They will be focal points for local community involvement in the CCNM. Visitors will be directed to specific venues that will serve as a local visitor contact stations in these communities. Various CCNM partners will operate the contact stations, with the support of the BLM and the CCNM's core-managing partners, including training for staffs and docents.
- **Elected Officials:** State legislators, city councils, special district boards, and county boards of supervisors (especially members whose districts include coastal areas) will expect that federal management of the CCNM enhances community values and does not infringe on local interests. Members of Congress will need assurance that their constituents are informed and have opportunities for involvement in management and development of gateways.
- **Interested Parties:** These include tourists, recreation visitors (i.e., kayakers, photographers, birders, etc.) commercial and recreational anglers, and commodity users (e.g., seaweed harvesters). These groups can be segmented into direct users (e.g., kayakers) and indirect users (e.g., the hospitality industry).
- **Educators:** These include primary, secondary, and higher education instructors, and those associated with museums and aquaria.

- **Tribal governments:** Many tribal governments claim ancestral ties to features of the CCNM.
- **Scientists and researchers:** These include staff from coastal research organizations (including university marine laboratories and non-profits) and individuals.

Internal:

- **Core-Managing Partners:** The California Department of Fish and Game and California State Parks work jointly with the BLM to provide leadership, oversight, and day-to-day management of the entire CCNM.
- **Collaborative Partners and Stewards:** A growing number of governmental (including local municipalities), tribal, and private agencies and entities involved in coastal management issues have signed memoranda of understanding to be CCNM “Collaborative Partners” or CCNM “Stewards”.
- There are opportunities for these organizations to assist the core-managing partners in communication tasks (including feedback to the managers) to ensure that management direction and goals for the monument are consistent with the management direction for coastal areas, adjacent landowners, and communities. Partners and potential partners are identified in the CCNM RMP (Table 2-3).
- **BLM:** The five field offices associated with the monument (i.e., Arcata, Ukiah, Hollister, Bakersfield, and Palm Springs/South Coast) will be the local contacts in monument communication. Staffs in these offices must be involved in implementation of the CCNM RMP and work with communities within their respective field office’s jurisdiction. The CCNM Manager must inform and involve key officials including the California state director, associate state director, deputy state directors for resources and external affairs, and appropriate staff members for the National Landscape Conservation System.

Key Communication Messages (associated with overall communication goals)

- *Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (CCNM RMP, p.1-1).*
 - The California Coastal National Monument includes the unreserved and un-appropriated rocks, islands, exposed reefs, and pinnacles, above mean high tide, out 12 nautical miles along the entire 1,100 miles of the California coast. The CCNM does not include major appropriated or reserved islands, such as Santa

Catalina, the Channel Islands, Farallones, and islands in San Francisco Bay, and other rocks or islets either in private or state ownership or reserved under the administration of another federal agency (e.g., U.S. Coast Guard or National Park Service).

- The CCNM mission is to protect and foster appreciation for and stewardship of unique coastal resources associated with the monument. The RMP focuses on protection of the monument's unique geologic formations and the unique habitat they provide for animals and plants.
 - Protection of the monument is a key to preservation of the scenic beauty of the California coast.
 - The CCNM is an important refuge and migration corridor for marine invertebrates, seabirds and marine mammals. The features are home, haven and habitat for thousands of seabirds, seals and sea lions and species of the rocky inter-tidal zone.
 - The CCNM rocks have been used by people historically, and will continue to be used.
- *Communication Goal 2: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships, gateways, and management.*
- BLM recognizes the importance that coastal communities, tribal governments, agencies, and organizations place on the monument's features. The CCNM is the scenic backdrop for many communities, a tourism draw, and the part of the ancestral lands for many tribes.
 - BLM works with these communities, agencies, tribal governments, and various organizations and others to protect these resources and resource values.
 - BLM and interested communities will cooperate to establish a series of "CCNM Gateways" to create visitor contact points, a sense of community ownership, and a sense of place.
 - Partnerships are critical components for management and protection of the CCNM.
- *Communication Goal 3: Foster voluntary environmental stewardship of the coastal resources.*
- It is everyone's responsibility to protect these unique and fragile coastal resources.
 - The CCNM is a catalyst for fostering cooperative stewardship of these resources – the features of the CCNM, the surrounding waters, and the mainland features that collectively make up the unique ecosystems of the California Coast.
 - The BLM encourages educators at all levels to use the monument for study and to

instill an environmental ethic in students.

- *Communication Goal 4: Share consistent messages with the scientific community about the monument and opportunities for research.*
 - The CCNM offers opportunities for scientists to study a wide variety of habitats including “islet bio-geography” that may exist nowhere else.
 - The CCNM encourages research to broaden understanding of the resources needing protection and the appropriate ways to protect them.
 - The CCNM offers opportunities for study of socio-cultural aspects of the monument (including cultural and historical resources, tourism, and scenic values).

Actions to Achieve Overall Communication Goals

This section identifies communication actions, displayed by staff function. In many cases multiple functional areas are associated with individual communication tasks.

Public Affairs Actions for Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (CCNM RMP, p. 1-1).

CG1.1. Update Website: Apply current template, freshen appearance, and update content

Lead: Larry Ames with Aaron King, SIMoN, Diane Nelson
Approvals: External Affairs, Jeff Graham
Timeline: Start, 1/30/07. Deploy, 6/30/07.

CG1.2. Announce new website: Newsbytes, press release, email to partners

Lead: Jeff Fontana with field PAOs
Due Date: June 1, 2007

CG1.3. Develop and distribute CCNM e-book (CD) to all partners, gateways

Lead: Diane Nelson, CCNM manager, field managers, external affairs
Due Date: Complete development:?? Distribute??

O, PA

CG1.4. Develop Media Information Kit: fact sheet, brochure, map, detailed info, photo CD, contact information, feature story suggestion list. Use existing folder. Distribute as needed.

Lead: John Dearing with Jeff, David, Steve
Due Date: March 1, 2007

CG1.5. Update contact list of key internal partners. Add names to Rick's list.

Lead: Rick Hanks (Jeff Fontana assist)
Due Date: Feb 15, 2007

CG1.6. Develop Internal Talking Points (for BLM and all partners). Distribute immediately and freshen as needed. Explore internal web posting.

Lead: Jeff, with Rick, John, David, Steve
Due Date: March 1, 2007

CG1.7. Develop Template for tri-fold Gateway Brochure

Lead: Tracy Albrecht, (assistance: Larry Ames, Rick, AJ, Bob Wick)
Due Date: March 30, 2007

CG1.8. Update news media contact list, including key contacts in each field office

Lead: John, Jeff, David, Steve

Due Date: Mid-March 2007

CG1.9. Update existing Congressional contact list

Lead: Charna, Jeff, Rick, AJ

Due Date: Mid-March 2007

CG1.10. Update elected officials contact list (CCNM counties and CCNM coastal communities)

Lead: Field PAOs, AJ

Due Date: Mid-March 2007

CG1.11. Update key stakeholders contact list

Lead: Rick, PAOs, field managers

Due Date: Ongoing. First update March 1, 2007

CG1.12. Develop and distribute template for CCNM Information bulletin and fact sheets for use across monument. Post templates on intranet site for CCNM.

Lead: Rick, John, Larry (establish intranet site)

Due Date: April 2, 2007

CG 1.12 Establish CCNM intranet site. Communicate site location and pertinent instructions with EE&I group.

Lead: Larry

Due: May 15, 2007

CG1.14 Move a library of CCNM photos on to the BLM-California Image Portal. Develop news media information about Image Portal access, (include in press kit).

Lead: Bob Wick, Jim Pickering, John Dearing

Due: Launch six months after ImagePortal redeployment

CG1.15 Develop FAQ and post on web – general questions about CCNM.

Lead: Rick, Jeff, Larry

Due: May 30.

CG 1.16 Prepare for 10th anniversary celebration of CCNM establishment

Lead: Rick, gateway field office managers, PAOs.

Due: Begin planning, establish committee end of FY 07. Draft: Jan.08

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel

Due: June 2008

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel

Due: June 2008

Outreach Actions for Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (CCNM RMP, p. 1-1).

CG1.1. Update Website: Apply current template, freshen appearance, and update content

Lead: Larry Ames with Aaron King, SIMoN, Diane Nelson

Approvals: External Affairs, Jeff Graham

Timeline: Start, 1/30/07. Deploy, 6/30/07.

CG1.3. Develop and distribute CCNM e-book (CD) to all partners, gateways

Lead: Diane Nelson, CCNM manager, field managers, external affairs

Due Date: Complete development:?? Distribute??

CG1.11. Update key stakeholders contact list

Lead: Rick, PAOs, field managers

Due Date: Ongoing. First update March 1, 2007

CG1.12. Develop and distribute template for CCNM Information bulletin and fact sheets for use across monument. Post templates on intranet site for CCNM.

Lead: Rick, John, Larry (establish intranet site)

Due Date: April 2, 2007

CG1.13. Develop schedule and identify fund source to print and distribute monument poster series.

Lead: Rick,

Due Date: April 15, 2007 (First poster run at printer in mid April)

CG1.15 Develop FAQ and post on web – general questions about CCNM.

Lead: Rick, Jeff, Larry

Due: May 30.

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel

Due: June 2008

CG 1.18 Develop “virtual monument” products such as web-based VR pages, CD/DVD-“tours”, and live web cams.

Lead: Larry

Due: Sept. 2010

Environmental Education Actions for Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (CCNM RMP, p. 1-1).

CG1.1. Update Website: Apply current template, freshen appearance, and update content

Lead: Larry Ames with Aaron King, SIMoN, Diane Nelson
Approvals: External Affairs, Jeff Graham
Timeline: Start, 1/30/07. Deploy, 6/30/07.

CG1.15 Develop FAQ and post on web – general questions about CCNM.

Lead: Rick, Jeff, Larry
Due: May 30.

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel
Due: June 2008

CG 1.18 Develop “virtual monument” products such as web-based VR pages, CD/DVD-“tours” and live web cams.

Lead: Larry
Due: Sept. 2010

Interpretation Actions for Communication Goal 1: Build awareness with internal and external audiences about the CCNM to achieve the goals and objectives articulated in the mission and vision statements for the monument (CCNM RMP, p. 1-1).

CG1.1. Update Website: Apply current template, freshen appearance, and update content

Lead: Larry Ames with Aaron King, SIMoN, Diane Nelson
Approvals: External Affairs, Jeff Graham
Timeline: Start, 1/30/07. Deploy, 6/30/07.

CG1.7. Develop Template for tri-fold Gateway Brochure

Lead: Tracy Albrecht, (assistance: Larry Ames, Rick, AJ, Bob Wick)
Due Date: March 30, 2007

CG1.12. Develop and distribute template for CCNM Information bulletin and fact sheets for use across monument. Post templates on intranet site for CCNM.

Lead: Rick, John, Larry (establish intranet site)
Due Date: April 2, 2007

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel

Due: June 2008

CG 1.18 Develop “virtual monument” products such as web-based VR pages, CD/DVD-“tours”, and live web cams.

Lead: Larry

Due: Sept. 2010

Public Affairs Actions for Communication Goal 2: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships, gateways, and management.

CG2.2. Develop key interpretive and environmental stakeholder contact list (start with CCNM master mail list)

Lead: Rick (Jeff assist with current contact lists)

Due Date: April 15, 2007

CG2.3. Develop internal communication protocols to ensure consistent message and product design.

Lead: Larry, Jeff

Due Date: June 17, 2007

CG2.6. Develop environmental ethic sign design template and standards.

Lead: Rachel S.

Due Date: Sept. 30, 2007

CG2.9. Develop review and dissemination processes (internal review and external distribution) and contacts for lesson plans (web, gateways).

Lead: Tracy, Larry

Due Date: Nov. 30, 2007

CG2.13 Assist Gateway communities and partnerships in developing strategies for communications, including environmental education and interpretation opportunities.

Lead: Field Managers

Due: Start at Gateway formation, continues

Outreach actions for communication goal 2: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships, gateways, and management.

Develop messages (theme) common to all CCNM communication products.

Lead: Interpretive/environmental education team

Due Date: June 17, 2007

CG2.2. Develop key interpretive and environmental stakeholder contact list (start with CCNM master mail list)

Lead: Rick (Jeff assist with current contact lists)
Due Date: April 15, 2007

CG2.4. Develop fact sheets for topics such as geology, human history, birds, sea mammals and invertebrates, and species lists, as identified by need.

Lead: CCNM field managers, Rick
Due Date: To be assigned as needed

CG2.5. Develop regional/site specific/audience specific environmental ethic messages

Lead: Field Office EEI staff
Due Date: As needed

CG2.6. Develop environmental ethic sign design template and standards.

Lead: Rachel S.
Due Date: Sept. 30, 2007

CG2.7. Develop lesson plan template to address CCNM topics in a manner consistent with state curriculum standards.

Lead: Tracy Albrecht
Due Date: June 15, 2007

CG2.8. Develop review and dissemination processes (internal review and external distribution) and contacts for lesson plans (web, gateways).

Lead: Tracy, Larry
Due Date: Nov. 30, 2007

CG2.10. Develop strategy for interpretive panel placement priorities

Lead: Rick
Due Date: June 2008

CG2.11. Establish contacts and coordination with Cal EPA/Nat. Geo/State Dept. of Education on Ocean Initiative

Lead: Rick, Tracy
Due Date: December 2007

CG2.12. Develop “tidepool connections” program network.

Lead: Rachel
Due: Sept. 2009

CG2.13 Assist Gateway communities and partnerships in developing strategies for communications, including environmental education and interpretation opportunities.

Lead: Field Managers

Due: Start at Gateway formation, continues

CG2.14 Identify and evaluate “unhosted” visitor sites and CCNM waysides where CCNM information will be presented.

Lead: Field Managers

Date: September 2009

Environmental education actions for communication goal 2: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships, gateways, and management.

CG2.4. Develop fact sheets for topics such as geology, human history, birds, sea mammals and invertebrates, and species lists, as identified by need.

Lead: CCNM field managers, Rick

Due Date: To be assigned as needed

CG2.5. Develop regional/site specific/audience specific environmental ethic messages

Lead: Field Office EEI staff

Due Date: As needed

CG2.7. Develop lesson plan template to address CCNM topics in a manner consistent with state curriculum standards.

Lead: Tracy Albrecht

Due Date: June 15, 2007

CG2.8. Develop review and dissemination processes (internal review and external distribution) and contacts for lesson plans (web, gateways).

Lead: Tracy, Larry

Due Date: Nov. 30, 2007

CG2.10. Establish contacts and coordination with Cal EPA/Nat. Geo/State Dept. of Education on Ocean Initiative

Lead: Rick, Tracy

Due Date: December 2007

CG2.11 Develop “tidepool connections” program network.

Lead: Rachel

Due: Sept. 2009

CG2.12 Assist Gateway communities and partnerships in developing strategies for communications, including environmental education and interpretation opportunities.

Lead: Field Managers
Due: Start at Gateway formation, continues

CG2.13 Identify and evaluate “unhosted” visitor sites and CCNM waysides where CCNM information will be presented.

Lead: Field Managers
Date: September 2009

CG 2.15 Review RMP interpretation and environmental education themes and develop a theme statement to serve as the foundation for a CCNM interpretive master plan, or regional interpretive plans.

Lead: Larry
Due: September 2007

Interpretation actions for communication goal 2: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships, gateways, and management.

CG2.1. Develop messages (theme) common to all CCNM communication products.

Lead: Interpretive/environmental education team
Due Date: June 17, 2007

CG2.2. Develop key interpretive and environmental stakeholder contact list (start with CCNM master mail list)

Lead: Rick (Jeff assist with current contact lists)
Due Date: April 15, 2007

CG2.4. Develop fact sheets for topics such as geology, human history, birds, sea mammals and invertebrates, and species lists, as identified by need.

Lead: CCNM field managers, Rick
Due Date: To be assigned as needed

CG2.5. Develop regional/site specific/audience specific environmental ethic messages

Lead: Field Office EEI staff
Due Date: As needed

CG2.6. Develop environmental ethic sign design template and standards.

Lead: Rachel S.
Due Date: Sept. 30, 2007

CG2.7. Develop lesson plan template to address CCNM topics in a manner consistent with state curriculum standards.

Lead: Tracy Albrecht
Due Date: June 15, 2007

CG2.8. Develop review and dissemination processes (internal review and external distribution) and contacts for lesson plans (web, gateways).

Lead: Tracy, Larry
Due Date: Nov. 30, 2007

CG2.9. Develop strategy for interpretive panel placement priorities

Lead: Rick
Due Date: June 2008

CG2.10. Establish contacts and coordination with Cal EPA/Nat. Geo/State Dept. of Education on Ocean Initiative

Lead: Rick, Tracy
Due Date: December 2007

CG2.11 Develop “tidepool connections” program network.

Lead: Rachel
Due: Sept. 2009

CG2.12 Assist Gateway communities and partnerships in developing strategies for communications, including environmental education and interpretation opportunities.

Lead: Field Managers
Due: Start at Gateway formation, continues

CG2.13 Identify and evaluate “unhosted” visitor sites and CCNM waysides where CCNM information will be presented.

Lead: Field Managers
Date: September 2009

Public affairs actions for communication goal 3: Foster voluntary environmental stewardship of the coastal resources.

CG3.1. Develop key contacts/stakeholder list for scientists/researchers

Lead: Rick, Jeff (from existing CCNM master mail list)
Due Date: June 30, 2007

CG3.3. Develop strategy, including use of web, to publicize opportunities for research (site characterization)

Lead: Kat Darst, Jim Weigand
Due Date: January 2008

Outreach actions for communication goal 3: Foster voluntary environmental stewardship of the coastal resources.

CG3.1. Develop key contacts/stakeholder list for scientists/researchers

Lead: Rick, Jeff (from existing CCNM master mail list)
Due Date: June 30, 2007

CG3.2. Develop CCNM poster session display focusing on research opportunities (site characterization) for scientific poster sessions

Lead: Jim Weigand
Due Date: Sept. 30, 2007

CG3.3. Develop strategy, including use of web, to publicize opportunities for research (site characterization)

Lead: Kat Darst, Jim Weigand
Due Date: January 2008

Environmental education actions for communication goal 3: Foster voluntary environmental stewardship of the coastal resources.

CG3.1. Develop key contacts/stakeholder list for scientists/researchers

Lead: Rick, Jeff (from existing CCNM master mail list)
Due Date: June 30, 2007

CG3.2. Develop CCNM poster session display focusing on research opportunities (site characterization) for scientific poster sessions

Lead: Jim Weigand
Due Date: Sept. 30, 2007

CG3.3. Develop strategy, including use of web, to publicize opportunities for research (site characterization)

Lead: Kat Darst, Jim Weigand
Due Date: January 2008

Interpretation actions for communication goal 3: Foster voluntary environmental stewardship of the coastal resources.

None

Public affairs actions for communication goal 4: Share consistent messages with the scientific community about the monument and opportunities for research.

CG4.1. Design and develop a partnership “tool kit” for managers.

Lead: Rick
Due Date: Draft done

CG4.2. Develop partnership fact sheet: how and why to become a CCNM collaborative partner or steward

Lead: Rick (assistance by Bob Wick, PAOs)
Due Date: November 2007

CG4.3. Develop “recruiting” brochure for partners, highlighting successful CCNM

partnerships.

Lead: Public Affairs
Due Date: March 2008

CG4.4. Publicize successful CCNM partnerships through efforts including feature stories, news media interviews and Newsbytes features (beginning with “Trinidad, the first CCNM Gateway”

Lead: PAOs
Due Date: Ongoing. First feature – Trinidad. November 2007

CG4.5. Develop and maintain a news feature suggestion list, including five feature suggestions for print, broadcast, and web media, with BLM and partner contact information

Lead: Rick (assistance by Bob Wick, PAOs)_
Due Date: January 2008

Outreach actions for communication goal 4: *Share consistent messages with the scientific community about the monument and opportunities for research.*

CG4.1. Design and develop a partnership “tool kit” for managers.

Lead: Rick
Due Date: Draft done

CG4.2. Develop partnership fact sheet: how and why to become a CCNM collaborative partner or steward

Lead: Rick (assistance by Bob Wick, PAOs)
Due Date: November 2007

CG4.3. Develop “recruiting” brochure for partners, highlighting successful CCNM partnerships.

Lead: Public Affairs
Due Date: March 2008

CG4.4. Publicize successful CCNM partnerships through efforts including feature stories, news media interviews and Newsbytes features (beginning with “Trinidad, the first CCNM Gateway”

Lead: PAOs
Due Date: Ongoing. First feature – Trinidad. November 2007

Environmental education actions for communication goal 4: *Share consistent messages with the scientific community about the monument and opportunities for research.*

None

Interpretation actions for communication goal 4: *Share consistent messages with the scientific community about the monument and opportunities for research.*

None

Reference Appendix 1

Education & Interpretation Decisions from California Coastal National Monument Resource Management Plan

Education and Interpretation

The Education and Interpretation management actions in this RMP apply only to uses on BLM-managed lands within the boundary of the CCNM.

Objectives

- OJ-EDU-1** Provide opportunities for year-round, outstanding environmental interpretation and education at the CCNM.
- OJ-EDU-2** Leverage partnerships and integrate with existing educational and interpretive programs to foster an understanding, appreciation, and stewardship of CCNM and California coastal ecosystems resources.
- OJ-EDU-3** Use existing mainland facilities to support education and interpretation programs to the maximum extent feasible, to minimize the need for additional mainland facilities.
- OJ-EDU-4** Enable frequent contact between visitors and managing agency personnel to promote environmental education and protection of CCNM resources and resource values.
- OJ-EDU-5** Offer a continuing program of outreach to foster environmental education and stewardship for CCNM protection and enhancement.
- OJ-EDU-6** Increase the opportunities for socio-cultural and educational experiences by visitors.

Management Actions

- MA-EDU-1** **Educational and Interpretive Facilities.** BLM will place educational and interpretive facilities on the monument only when consistent with the resource protection goals of the plan. New mainland facilities will be constructed in a manner consistent with the existing visual character of the coastal environment so as not to detract from existing scenic resources. These facilities will be located to the maximum extent practicable to protect the quality of the scenic values of the CCNM and adjacent lands for persons traveling along coastal routes.
- MA-EDU-2** **Educational and Interpretive Plan(s).** Management of education and interpretation at the CCNM will be achieved through the development of an Education and Interpretation Plan, or a series of regional or site-specific plans, that will identify goals, themes, general

guidelines, and an action plan for CCNM education and interpretation. As part of this plan, the following actions will be taken in coordination with the core-managing partners and other partnering entities, as appropriate:

- Expand on preliminary data to complete an inventory of existing coastal facilities that could serve as visitor gateways. The inventory will address the criteria given below for selection of gateways.
- Identify mainland gateways where visitors will be able to receive educational and interpretive materials regarding the CCNM.
- Develop educational and interpretive programs at these visitor gateways, using existing or new BLM or partner facilities and infrastructure, as funding permits.
- Generate and distribute printed and web-based resources regarding the CCNM, using the guidance in the discussions below of “Virtual Monument” and “Interpretive Themes.” Educational and interpretive materials will be offered in multiple languages, as appropriate, to allow greater accessibility by non English-speaking populations.

BLM or its partners will organize or sponsor educational and interpretive activities on a regular basis, either on their own initiative or in response to requests from interested organizations. Activities will include opportunities for docent-led exploration. The purpose of these activities will be to impart environmental knowledge, foster respect for ecological systems, and nurture support for protection and enhancement of the CCNM’s unique ecological resources.

One of the initial implementation priorities for the Education and Interpretation program will be Tidepool Connections as described in Section 2.5.3 under “Key Management Initiatives—Tidepool Connections.”

MA-EDU-3 CCNM Gateways. A series of CCNM Gateways will be developed to provide a sense of place for the monument, serve as visitor contact points, and link the CCNM with local communities and local initiatives. These mainland visitor gateways have been identified (See list in CCNM Gateways section, p.2-35) and additional visitor gateways will be identified using the following criteria:

- Presence of appropriate pre-existing visitor facilities and infrastructure to accommodate CCNM educational exhibits and interpretation (e.g., visitor centers and parking and day use areas);
- Sensitivity of CCNM resources in the vicinity (e.g., proximity and sensitivity to disturbance from shoreline);
- Size and number of rocks and islands in the vicinity;
- Proximity to well traveled roads and frequently visited coastal public properties;
- Visual accessibility from nearby vistas, roads, and other coastal access points;
- Local community interests and concerns;
- Costs associated with establishing visitor contact and availability of funds; and
- Participation by partnering entities.

The CCNM Gateways will include a hosted site. Hosting will be performed by BLM and/or its partners, depending on the site. Examples include areas with visitor centers, nature centers, entrance kiosks, park or facility offices, or other appropriate types of visitor use facilities. Each CCNM Gateway will provide information regarding the specific gateway, including the various CCNM features associated with that specific portion of the CCNM. Information regarding the other established CCNM Gateways

should also be available to the visitor. In addition, each gateway can develop educational initiatives specific to its unique resources and thematic focus. Each gateway is expected to develop its own local partnership and community outreach initiatives. Details regarding implementation of the CCNM Gateways program are discussed in Section 2.5.3, “Plan Implementation Priorities—Key Management Initiatives—CCNM Gateways.”

- MA-EDU-4 Un-Hosted Visitor Sites.** A number of un-hosted visitor sites or “CCNM waysides” may be developed. These could include informational or interpretive kiosks or panels, as well as nature or viewing trails, if appropriate. Some of these sites may be directly associated with a CCNM Gateway, while others may not be. In all cases, they are intended to provide individuals and organizations opportunities for nature study and photography, interpretive sessions and walks, school and community outreach programs, and special thematic events related to the unique resources of the CCNM.
- MA-EDU-5 Provisions for Facility Construction.** Any facilities to be constructed will be built to applicable standards; BMPs and other measures will be implemented to avoid adverse effects on natural resources and the human environment. Any new facilities with potential for adverse effects will be subject to additional environmental review under NEPA.

Operating Framework

- FR-EDU-1 Mainland Focus.** BLM intends to use mainland facilities to the maximum extent and only conduct educational and interpretive programs on the monument lands where their use is integral to program effectiveness. BLM will work with DPR, Caltrans, and local counties and cities along the coast, as appropriate to ensure that educational and interpretive facilities along scenic routes (e.g., SR 1) preserve coastal vistas.
- FR-EDU-2 Virtual Monument.** An important component of the Education and Interpretation Plan for the CCNM is the Virtual Monument. This will be comprised of educational materials developed using a variety of media (e. g., internet and CD-ROM) that provides information about the monument’s natural and cultural resources, its recreational amenities and access points, and travel information. The Virtual Monument programs will be targeted to specific user groups, including individuals planning a trip to the monument, those interested in learning about the monument and its related resources and resource values, and curriculum-based programs for school groups. Interactive maps and web-based geographic information systems (GIS) will allow users to browse the CCNM. Live cameras stationed along the coast may be installed or links with existing live cameras established to allow people to observe various sites of the CCNM in real time, and archives of photos and research reports will allow students to study the CCNM from their home or classroom. Travel planning calendars will highlight the seasonal viewing opportunities, scheduled programs, and special events along the coast. The Virtual Monument also will inform the public of habitat destruction that could occur if CCNM resources are accessed anywhere other than the designated interpretive points.
- FR-EDU-3 Interpretive Themes.** Interpretive themes are written statements that guide the design and written message of various products that may include wayside exhibits, visitor center exhibits, brochures, audiovisual presentations, and web sites. For the purposes of this

plan, these themes are proposed for the development of a series of wayside interpretive panels that could be duplicated and installed at the CCNM visitor gateways (discussed in more detail under MA-EDU-3). Not every gateway will need all interpretive panels. It is anticipated that some of these themes will be presented in a statewide brochure and in a series of web pages to promote visitation to the monument.

Interpretive themes will be divided into three categories: general information about the CCNM, specific information about resources found within the monument, and information about recreational uses and limitations. Interpretive themes also will be further developed on a site-specific basis, with local messages that fit with the overall themes given below. A preliminary list of themes includes the following (a more detailed list is included in Appendix G):

- The CCNM is a refuge from mainland activities.
- The CCNM is a major migration corridor that is composed of all of the rocks and islands.
- The CCNM is the last land-based frontier for research on coastal resources.
- The CCNM represents the connection between land and sea on California's coast.
- All elements of CCNM management are achieved through partnerships.
- The CCNM is a unique recreational opportunity.
- Views of the CCNM represent the vastness of the ocean.
- The CCNM's rocks and islands have historically been and will continue to be used by people.

- MA-GEO-2** **Education and Interpretation.** Develop educational and interpretive materials that identify the nature and value of physical resources of the monument (discussed in more detail under the resource use "Education and Interpretation").
- MA-CUL-5** **Education and Interpretation.** An education and interpretation program will be developed around the CCNM's significant cultural properties (discussed in more detail under the resource use "Education and Interpretation"). The program may include printed and web-based material and also may involve public events organized around historic and/or prehistoric themes at or near significant coastal sites.
- FR-CUL-4** **Education and Interpretation.** Collaboration with various entities will be undertaken to provide interpretive opportunities.
- MA-VEG-5** **Education and Interpretation.** Develop educational and interpretive materials that identify the nature and value of vegetation resources of the monument (discussed in more detail under the resource use "Education and Interpretation").
- MA-WLD-6** **Education and Interpretation.** Educational and interpretive materials will be developed that identify the nature and value of wildlife resources of the monument (discussed in more detail under the resource use "Education and Interpretation"). Signs and educational materials will be made available to the public near important marine mammal haul-outs, major tidepool areas, and marine bird nesting sites and at access points. A particular focus will be tidepools, as described in more detail in Section 2.5.3 under "Key Management Initiatives—Tidepool Connections."

MA-REC-5 Educational Materials. Educational and interpretive materials will be developed that identify the nature and value of recreational opportunities of the monument (see the “Education and Interpretation” program below). Printed and web-based resources will be generated that publicize the encouraged and prohibited recreational uses of the CCNM. The location of key recreation access points to the monument also will be described. Training materials, brochures, and educational information regarding protection of CCNM resources will be provided to other entities offering recreation along the coast (e.g., county parks employees and kayak rental companies).

Reference Appendix 2

Interpretive Themes from California Coastal National Monument Resource Management Plan

General Information about the CCNM

Theme 1: The CCNM protects the cultural, natural and geologic resources found on more than 20,000 rocks and islands along the entire coastline of California.

Sub-theme 1A: The Bureau of Land management has the primary responsibility to manage this national monument, but works in partnership with its core managing partners, the California Department of parks and Recreation and the California Department of Fish and Game, and other state and federal agencies on a statewide basis, and local governments and communities on a regional basis, to protect and manage these areas.

Sub-theme 1B: The CCNM was created in 2000 under a presidential proclamation. The proclamation in part directs the protection of the "geologic formations that provide unique habitat for biota that these rocks and islands provide (e. g., for seabirds, sea mammals, and other plant and animal life within this portion of the coastal intertidal zone, as well as the irreplaceable scientific values vital to protecting the fragile ecosystem of the California coastline."

Sub-theme 1C: The CCNM boundaries begin at the mean high tide line and encompass all of the offshore rocks and islands not within any other public or private ownership.

Theme 2: The public is encouraged to use and enjoy the CCNM in ways that do not affect or harm the resources for which the monument was created.

Sub-theme 2A: The physical isolation from the mainland has protected the unique plants and animals living on the rocks and islands from most human disturbance, making it the last land-based frontier for research on coastal resources.

Sub-theme 2B: The CCNM is safely viewed from the mainland or on the water by boat. Rough seas and slippery rocks make most of the rocks and islands dangerous to explore.

Specific Information about the resources within the monument

Theme 3: Nesting and roosting seabirds use the craggy cliffs and flat-topped islands to avoid predators found on the mainland.

Sub-theme 3A: Because each bird species requires different nesting and roosting conditions, an island's shape, soil, or lack of soil, and isolation from disturbance determine the types of nesting birds found there.

Sub-theme 3B: The entire monument is a major migration corridor that supports birds flying north and south along the Pacific Flyway.

Theme 4: Seals and sea lions use the rocks and small islands to bask in the sun, rest, socialize and even give birth. The rocks and islands offer safe refuge from the often overcrowded and dangerous mainland beaches.

Sub-theme 4A: Harbor seals are the most commonly seen, and easily disturbed, marine mammal along the California coast. Groups of the mottled seals spend hour basking on the rocks near the water's edge, saving precious body heat between hunts. Females give birth in summer and may leave their pups unattended on the beach while they hunt for food.

Sub-theme 4B: The northern elephant seal, the largest seal found in California, gathers in large groups on the sandy beaches to bred, give birth, nurse and molt. Once reduced to less than 100 animals found on Guadalupe Island in Baja California, the seals have made a remarkable recovery and now have major breeding colonies on mainland beaches and larger islands.

Sub-theme 4C: The California sea lion and Steller's sea lion can generally be found in groups on larger rocks and islands off the California coast from fall through spring. In summer, the California sea lions migrate to Baja California to breed. The threatened Steller's sea lion breeds in California, but in relatively few numbers. Their distinctive barks, larger, size and brown color easily distinguish them from harbor seals.

Theme 5: Crashing waves, gale force winds, and thin soils limit all but the hardiest plants from growing on these rugged islands. Adaptations to salt spray, a lack of fresh water and drying winds have created a unique community of plants found nowhere else.

Theme 6: The coastal rocks and islands have been used by people for thousands of years.

Sub-theme 6A: The seals, birds, and marine life that thrived on the rocks also sustained local families living in villages along the entire coastline.

Sub-theme 6B: Individual rocks and islands served as spiritual places and still do today for costal Native Americans.

Sub-theme 6C: during the last 1700s, European settlers first harvested plans and animals from the rocks and islands; but later, coastal shipping left its marks in the form of piers, anchor rings, lighthouses, buoys, and aids to navigation.

Sub-theme 6D: The martial evidence of times past reflects a heritage that is very much alive for the people still living in these coastal communities. Please respect this heritage and leave any items where you find them.

Theme 7: The geology of the California coast is complicated and dynamic.

Sub-theme 7A: Ancient faults continue to move southern California slowly to the north, creating bays and islands along the fault lines. The erosion-resistant granite found in

places like Monterey and Bodega Head can be traced to similar rock found in Baja California.

Sub-theme 7B: Waves driven by annual storms off the Pacific carve away the soft coastal sandstones and mudstones, creating ephemeral tunnels, arches, and islands that erode to sand grains once again.

Sub-theme 7C: Rising and falling sea levels over tens of thousands of years have carved a series of benches along the coast. Many of the larger, near-shore islands were once part of the mainland as you can see from their flat tops that mirror the benches carved into the mainland. These areas are comprised of relatively soft rock that is easily eroded by ocean waves.

Information about recreational uses and restrictions

Theme 8: Sea kayaks and small motorized boats provide some of the best views of the monument's rocks and islands.

Sub-theme 8A: Rough seas and unpredictable waves can turn an adventure into a tragedy. Check sea conditions before entering the water, stay clear of the rocks and hire a guide if you are unfamiliar with the area.

Sub-theme 8B: Yield to the wildlife. Sea kayaks and small boats easily frighten seals and sea lions from the rocks. Stay at least 100 yards away from the animals and watch them for signs of disturbance. If they give a "heads up" response, stop and back away.

Theme 9: The rocks and islands support a diverse community of underwater life that in turn supports recreational fishing, scuba diving and snorkeling. While the boundaries of the CCNM do not extend below the mean high tide line, underwater recreation brings recreationists close to the rocks and islands.

Sub-theme 9A: Follow the fishing regulations and dispose of line and trash back at the docks to maintain healthy fish and wildlife populations.

Sub-theme 9B: Rough seas and unpredictable waves can turn an adventure into a tragedy. Check sea conditions before entering the water, stay clear of the rocks and hire a guide if you are unfamiliar with the area.

Theme 10: The monument's rocks and islands attract a wide variety of wildlife that can be observed from the mainland.

Sub-theme 10A: Adjoining mainland bluffs offer perfect locations to watch nesting and roosting birds, and resting seals and sea lions without disturbing them. Move slowly, speak softly, and use a spotting scope or binoculars to get a good view.

Sub-theme 10B: While some rocks and islands can be accessed at low tide, avoid the temptation and use your binoculars from a distance to watch wildlife.

Reference Appendix 3

Listing of all communication actions for California Coastal National Monument
(With comments, as developed by communications team, March-April 2007)

CG1.1. Update Website: Apply current template, freshen appearance, and update content

Lead: Larry Ames with Aaron King, SIMoN, Diane Nelson
Approvals: External Affairs, Jeff Graham
Timeline: Start, 1/30/07. Deploy, 6/30/07.

O, PA, I, EE

CG1.2. Announce new website: Newsbytes, press release, email to partners

Lead: Jeff Fontana with field PAOs
Due Date: June 1, 2007

PA,

CG1.3. Develop and distribute CCNM e-book (CD) to all partners, gateways

Lead: Diane Nelson, CCNM manager, field managers, external affairs
Due Date: Complete development:?? Distribute??

O, PA

CG1.4. Develop Media Information Kit: fact sheet, brochure, map, detailed info, photo CD, contact information, feature story suggestion list. Use existing folder. Distribute as needed.

Lead: John Dearing with Jeff, David, Steve
Due Date: March 1, 2007

PA

CG1.5. Update contact list of key internal partners. Add names to Rick's list.

Lead: Rick Hanks (Jeff Fontana assist)
Due Date: Feb 15, 2007

PA,

CG1.6. Develop Internal Talking Points (for BLM and all partners). Distribute immediately and freshen as needed. Explore internal web posting.

Lead: Jeff, with Rick, John, David, Steve
Due Date: March 1, 2007

PA

CG1.7. Develop Template for tri-fold Gateway Brochure

Lead: Tracy Albrecht, (assistance: Larry Ames, Rick, AJ, Bob Wick)

Due Date: March 30, 2007
I,PA

CG1.8. Update news media contact list, including key contacts in each field office

Lead: John, Jeff, David, Steve
Due Date: Mid-March 2007

PA

CG1.9. Update existing Congressional contact list

Lead: Charna, Jeff, Rick, AJ
Due Date: Mid-March 2007

PA

CG1.10. Update elected officials contact list (CCNM counties and CCNM coastal communities)

Lead: Field PAOs, AJ
Due Date: Mid-March 2007

PA

CG1.11. Update key stakeholders contact list

Lead: Rick, PAOs, field managers
Due Date: Ongoing. First update March 1, 2007

O, PA

CG1.12. Develop and distribute template for CCNM Information bulletin and fact sheets for use across monument. Post templates on intranet site for CCNM.

Lead: Rick, John, Larry (establish intranet site)
Due Date: April 2, 2007

PA,O,I

CG 1.12 Establish CCNM intranet site. Communicate site location and pertinent instructions with EE&I group.

Lead: Larry
Due: May 15, 2007

PA

CG1.13. Develop schedule and identify fund source to print and distribute monument poster series.

Lead: Rick,
Due Date: April 15, 2007 (First poster run at printer in mid April)

O

CG1.14 Move a library of CCNM photos on to the BLM-California Image Portal. Develop news media information about Image Portal access, (include in press kit).

Lead: Bob Wick, Jim Pickering, John Dearing
Due: Launch six months after ImagePortal redeployment
PA

CG1.15 Develop FAQ and post on web – general questions about CCNM.

Lead: Rick, Jeff, Larry
Due: May 30.
PA,O,EE

CG 1.16 Prepare for 10th anniversary celebration of CCNM establishment

Lead: Rick, gateway field office managers, PAOs.
Due: Begin planning, establish committee end of FY 07. Draft: Jan.08
PA

CG 1.17 Develop traveling exhibit concept (photos, posters etc.)

Lead: Rick, Bob Wick, Rachel
Due: June 2008
I,O,EE,PA

CG 1.18 Develop “virtual monument” products such as web-based VR pages, CD/DVD-“tours”, and live web cams.

Lead: Larry
Due: Sept. 2010
EE,O,I

Actions for Communication Goal 2: Foster voluntary environmental stewardship of the coastal resources. (See appendix for RMP education and interpretation decisions)

CG2.1. Develop messages (theme) common to all CCNM communication products.

Lead: Interpretive/environmental education team
Due Date: June 17, 2007
I,O

CG2.2. Develop key interpretive and environmental stakeholder contact list (start with CCNM master mail list)

Lead: Rick (Jeff assist with current contact lists)
Due Date: April 15, 2007
PA,O

CG2.3. Develop internal communication protocols to ensure consistent message and product design.

Lead: Larry, Jeff
Due Date: June 17, 2007

PA

CG2.4. Develop fact sheets for topics such as geology, human history, birds, sea mammals and invertebrates, and species lists, as identified by need.

Lead: CCNM field managers, Rick
Due Date: To be assigned as needed

EE,I,O

CG2.5. Develop regional/site specific/audience specific environmental ethic messages

Lead: Field Office EEI staff
Due Date: As needed

EE,I,O

CG2.6. Develop environmental ethic sign design template and standards.

Lead: Rachel S.
Due Date: Sept. 30,2007

O,PA,I

CG2.7. Develop lesson plan template to address CCNM topics in a manner consistent with state curriculum standards.

Lead: Tracy Albrecht
Due Date: June 15, 2007

EE,O

CG2.8. Develop review and dissemination processes (internal review and external distribution) and contacts for lesson plans (web, gateways).

Lead: Tracy, Larry
Due Date: Nov. 30, 2007

EE,O,PA

CG2.9. Develop strategy for interpretive panel placement priorities

Lead: Rick
Due Date: June 2008

I,O

CG2.10. Establish contacts and coordination with Cal EPA/Nat. Geo/State Dept. of Education on Ocean Initiative

Lead: Rick, Tracy
Due Date: December 2007

EE,O

CG2.11 Develop “tidepool connections” program network.

Lead: Rachel

Due: Sept. 2009
EE,O,I

CG2.12 Assist Gateway communities and partnerships in developing strategies for communications, including environmental education and interpretation opportunities.

Lead: Field Managers
Due: Start at Gateway formation, continues
I, EE, O, PA

CG2.13 Identify and evaluate “unhosted” visitor sites and CCNM waysides where CCNM information will be presented.

Lead: Field Managers
Date: September 2009
O,EE,I

CG 2.15 Review RMP interpretation and environmental education themes and develop a theme statement to serve as the foundation for a CCNM interpretive master plan, or regional interpretive plans.

Lead: Larry
Due: September 2007
I,EE

Actions for Communication Goal 3: Share consistent messages with the scientific community about the monument and opportunities for research.

CG3.1. Develop key contacts/stakeholder list for scientists/researchers

Lead: Rick, Jeff (from existing CCNM master mail list)
Due Date: June 30, 2007
EE,PA,O

CG3.2. Develop CCNM poster session display focusing on research opportunities (site characterization) for scientific poster sessions

Lead: Jim Weigand
Due Date: Sept. 30, 2007
EE,O

CG3.3. Develop strategy, including use of web, to publicize opportunities for research (site characterization)

Lead: Kat Darst, Jim Weigand
Due Date: January 2008
O,EE,PA

Actions for Communication Goal 4: Build public appreciation of CCNM partnerships and stimulate community participation in partnerships and management.

CG4.1. Design and develop a partnership “tool kit” for managers.

Lead: Rick
Due Date: Draft done

O,PA

CG4.2. Develop partnership fact sheet: how and why to become a CCNM collaborative partner or steward

Lead: Rick (assistance by Bob Wick, PAOs)
Due Date: November 2007

O,PA

CG4.3. Develop “recruiting” brochure for partners, highlighting successful CCNM partnerships.

Lead: Public Affairs
Due Date: March 2008

O,PA

CG4.4. Publicize successful CCNM partnerships through efforts including feature stories, news media interviews and Newsbytes features (beginning with “Trinidad, the first CCNM Gateway”

Lead: PAOs
Due Date: Ongoing. First feature – Trinidad. November 2007

PA,O

CG4.5. Develop and maintain a news feature suggestion list, including five feature suggestions for print, broadcast, and web media, with BLM and partner contact information

Lead: Rick (assistance by Bob Wick, PAOs)_
Due Date: January 2008

PA

Where appropriate, CCNM communication products will be developed in accordance with section 508 of the Americans with Disabilities Act. The BLM will develop products to meet multi-lingual, multi-cultural needs, where appropriate.