**Participants:**

Pete, Russ, Melissa, Brad, Dan, Amy, Sally, Kathleen, Gerry

**Agenda**

1. Update on Media Tour

* Participating media
* Participating speakers/roles
* Logistics:

- Gerry (and, by extension, FWS) is the lead for the tour

                                - Who will stay on boat? (if anyone)

                                - Where will media go? What will they see?

                                - Divide media into two groups? (six in each)

                                - Props re mouse story (bags of bird wings; others?)

                                - Who talks to media?

* Confirm interns and other on island staff have been briefed and prepped
* Interns should not be spokespersons on the mouse project; they can refer media back to the experts on tour
* Other updates or things for the group

1. Review of Main Messages to Deliver

* Confirm all participants have the latest messages & FAQs and will review them
* Highlight main points to make
* Note: Jason Dearen (AP ) is interested in DDT, PCB research on Farallones; Is he thinking of a tie-in to potential use of rodenticide (i.e., issue of accumulation in food chain?; possible cumulative effects?); Be prepared to talk to him re this

1. Practice Q&A

* Tips for Talking to Media:
* Repeat your basic messages in several ways
* Nothing is “off the record” (including casual, boat-ride chit-chat)
* Don’t criticize other groups
* If you don’t know the answer to something, don’t try to fudge it; offer to get back to them w/ the info
* Don’t let a reporter put words in your mouth
* Bring the reporter back to *your* point
* Give a direct answer to a direct question
* Don’t argue or lose your cool
* Speak in the public’s (or ecosystem’s) interest, not your agency’s/group’s interest

1. If weather forces cancellation:

(Gerry has contact info for all media particpants, if they need to be notified)

1. Next steps for Media Tour
2. Time allowing – Set next communications team call, quick update on Farallones communications work plan, quick update on letters of support, MOU

Notes

Participating Media:

Jason Dearan + photographer

Joe Risotto - NBC Bay Area reporter + videographer

Peter Femrite + photographer

John Upton – Bay Citizen + photographer

Rob Rodger – Marin Independent Journal + photographer

ABC – Wayne Freeman + videographer

Logistics:

* Meet at Marina at 7:00AM; Depart at 7:30AM
* Arrive at island at 9:30AM; Start tours at 10:30AM
* Everyone on island – Melissa and Russ from PRBO (and Pete), Brad and Dan from IC, Gerry from FWS
* Pete will run the boat
* Divide into 2 groups
* Props, things to see – wings, ASSP chick, owl pellets (include storm-petrel); salamanders
* Media will see mice on the ground
* Two groups: **A** - Brad, Gerry, Pete; **B** - Russ, Dan, Melissa
* Gerry intro/welcome at the beginning at the houses; Q&A at the end
* One group start at North Landing; one Lighthouse start
* **DOUG: tell participants to bring snacks to eat on island and lunch on boat at 2:00PM; and remind that swells will be big.**
* 1:00PM – Be back for Q&A
* 2:00 PM - Start shuttling back to boat.

Messages:

* **Stress the Why?** – value of Farallones ecosystem;
* Also - point out seasonality (now: October – no seabirds now), but mice
* DDT – (Jason Dearan) – separate story on DDT; Melissa to talk with him

**SEE FAQS and TALKING POINTS**

**Kathleen will do a practice Q&A one-on-one as requested [kgoldstein@greenfishcommunications.com]**