

# Lake Mendocino FIRO Communications & Outreach

June 28, 2016

NOAA SWFSC, La Jolla

# Communications & Outreach Task Group

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- Julie Kalansky, Scripps CW3E
- Arleen O'Donnell, ERG

# Goals

- Develop common messages
- Coordinate media inquiries
- Assist in education of policy makers
- Share information, including news clippings

# Tasks

- Update one-pagers  
Status: Final edits due by COB 7/1/16
- Update Communications Plan  
Status: Underway, 7/15/16
- Create basic Power Point presentation  
Status: Underway, 8/1/16
- Develop website for working group to share information, articles  
Status: In test phase; launch 7/15/16

# Tasks

- Create a calendar for sharing FIRO-related activities  
Status: In test phase, launch 7/15/16
- Develop talking points for media inquiries, briefings  
Status: V1 done
- Plan launch of Preliminary Viability Assessment  
Status: Planning begins in breakout
- Develop & disseminate quarterly newsletter  
Status: TBD

# FIRO Website/Blog

<http://usacesanfrancisco.armylive.dodlive.mil/>

# Questions for Workgroup

- Ideas/thoughts Preliminary Viability Assessment launch
  - Core audience?
  - Who else?
  - Products that will be helpful?