

still needed. The “309 Resources” is Lee and Tom Moore’s work. The committee discussed having committee chairs review their pages after the new site is “complete” in about a month; Cyra will have various Communications Committee members check different committee/forum pages (for spelling, links, etc.).

2:30 **Planning Team Update (Dan Clark)**

Dan highlighted issues from Santa Fe strategic planning sessions dealing with communications. The plan states up front that the WRAP needs transparency and stakeholder involvement. Lisa pointed out the difficulty tribes have in keeping up with this (rather technical) process along with their other responsibilities. The strategic plan notes that public participation is essential to develop and implant strategies (Lisa pointed out some of the issues involved with communicating with the public: techno-speak, acronyms, understanding issues, etc.). WRAP is and should continue to facilitate consensus building through development of accurate, quality materials. STIP development should include communication to inform people of the issues and support for the process, and the STIP. A discussion followed regarding the WRAP relationship to states and tribes, and public perception of WRAP as imposing programs from outside rather than as a resource to states and tribes. We need to be aware of these perceptions in our outreach. Discussion of what material would be helpful to states and tribes (simple introductions, issue sheets, etc.). Communications Committee funding is “maintaining.”

3:00 **Break**

3:15 **Outreach Expectations I (Pat Murdo)** Update on outreach; potential needs for general outreach presentations:

Extensive needs range from very basic introductions to visibility to what the STIP folks needs. Pat C. would like to see a set of documents to support the §308/§309 processes, but didn’t have specific ideas. Standard format has been suggested and investigated (options for plain text or graphics, .pdf or other formats, etc. are desirable). We need to continue to redo slide show so speakers can (if they wish) edit it for specific groups (as discussed at our last meeting). Perhaps we could have download photo files on the website for folks to modify their programs. The committee also discussed the need for material better-suited to tribes, which are not deadline driven like the states are. Discussion continued from the previous agenda item on our outreach material, and how prominent we want the WRAP’s involvement in the material to be (inclusion of logos, etc.). Various methods of referring to WRAP in these materials were discussed, trying to be sensitive to those groups suspicious of “outsiders” like WRAP, but while still maintaining WRAP’s presence and acknowledging its work. Al Z. pointed out that as we keep working on this issue, our Communications Manual should include clear instructions on using the WRAP logo and acknowledgements to retain an appropriate level of accountability for outreach material. We also need to work with the forums and committees to remind them of their (and our) responsibilities to communicate with the public.

4:00 **Joint Meeting: Tribal Caucus (Angel McCormack, Bob Gruenig)**

We were joined for this item by Julie Simpson (Nez Perce Tribe), Governor Fred Vallo & Stanley Paytiamo (Pueblo of Acoma), Farshid Farsi & Adrian Seaman (Shoshone Bannock), Francis Chin (Maniilaq Association [designee of the Native Village of Shungnak]), Calvert Curley (Navajo Nation), Bob Gruenig & Bill Grantham (NTEC), and Tom Moore (WRAP).

Bill G. and Bob G. led a discussion of issues and events coming up with tribal implications:

- Due to sensitivity, the full Gila River TIP will not be posted on the website, but we are willing to continue posting whatever is appropriate.
- NTEC plans a 2-day workshop (Albuquerque, week of Sept 15th) on WRAP to get the essence of what’s going on in the WRAP especially important to tribes (see handout), and to recruit tribes not already involved (what are they interested in? first day overview policy/tribal leader oriented, second more in depth including tribal emission inventory software training kick-off). NTEC would like the assistance of Communications Committee

for brochures and short 1-2 page issue summaries (health is an attention getter - especially children and elders), outreach (lots already planned at other NTEC, ITEP functions)? NTEC will be in touch with us once questionnaire is back so content is more certain - rollout probably in June). Communications can really use photos of tribal air issues to assist in tailoring outreach and making all materials “tribal-inclusive.”

- Other tribes and other RPO’s are out there but NTEC is concentrating on WRAP, if they were to get involved in others they would need additional staff in those locations.
- NTEC’s air website is under development by a contractor, covering both WRAP and the National Tribal Air Association so NTEC can do their own postings and address issues from a tribal perspective (the WRAP page will be clearly distinguished from, but linked to, the WRAP’s “official” page, NTEC can use source photos for their page and Cyra warned them of how pictures will slow page loading).
- The AP² document has not been spiral bound for distribution to tribes - it was discussed with DOE, but put off until AP² can get their policy statements together.
- NTEC would like someone on the Communications Committee to help at their conference at Gila River Indian Community (near Phoenix) in late April early May. They have a table for WRAP to do outreach. Tom Moore may be able to help, we may be able to fund Angel, and Carl B. might be able to but is overspent. There is also an emissions meeting in San Diego that WRAP may be interested in staffing.
- NTEC is trying to coordinate their outreach strategy for air quality, but still waiting on direction internally. Bill G. & Bob G. would appreciate position descriptions for communication specialists to help them develop their position and define the needed skills.

5:00 p.m. Adjourn

6:00 p.m. Committee Dinner: After a brisk walking tour of downtown Portland, we enjoyed refueling at “Jake’s Famous Crawfish Seafood Restaurant”

April 2

9 a.m. **Liaison with Forums/Committees; Interaction with WRAP support staff:**

Status; how to enhance committee productivity

Committee was joined by Lee Alter and Tom Moore

- Recapped web page transition issues from yesterday with Lee, he feels most of the hard work is done. Brad, Lee and Cyra discussed the logistics of Brad resuming webmaster duties and how to cover those times when he is not available. Lee discussed options for maintaining a picture on the home page (conversion to Flash animation, have just one picture and change it weekly or monthly) and decided to experiment with page size and speed issues to improve our ability to retain a photo. There was agreement that a dirty-to-clean sequence should be on the “about” page. Now that we don’t have frames, it is possible to hyperlink directly to particular documents within the website.
- In discussing communications, we reviewed our dual purpose of internal and external communications. The addition of WRAP staff has facilitated meeting our internal needs, freeing the committee to work more on external issues.
- Pat M. distributed a protocol for developing handouts and press releases. Integrating the WRAP staff into the process, and especially getting committee/forum review of the document is an issue. Lee suggested copying himself, Tom M., Patrick C., Bill G., Pat M., Bob G. in the process, it shouldn’t overload them and would help them to keep track of what’s happening. After discussion, a draft protocol was modified and appears as an attachment.
- Other issues Lee brought up include ongoing projects that may be deserving of handout

materials (i.e., the In and Near Forum's characterization of emissions, the Economic Analysis forum's cost/benefit analysis of the strategy), and/or the WRAP Strategic Plan (do we need to print these up for others beside the board, like congressional environmental staffers?).

9:30 **Recruitment Needs for Communications Committee (All)**

We still need representation from business and industry, and public interest/environmental groups. We could try recruiting at meetings (i.e., the emission inventory meeting in San Diego). Our biggest challenge will be to "bridge the gap" between technical air quality people and public relations people to find members. Most large corporations are going to be affected by regional haze regulations and they have public relation staffs, perhaps we could canvas them via the web, and define our search by issues that are coming up that are of interest to that group (rather than the whole spectrum of issues we face). We do have old lists (developed by Trenton West) to use; we could also ask the forums. The states may also be able to provide leads (Don A. will work with Barry A. to follow up by collecting private industry leads from states). We need to be clear that our primary concern is visibility (rather than other air issues), and that membership is via an application process. Lee will develop a list of potential environmental organizations (with support from the committee), and committee members will contact a couple organizations each.

10:30 **"WRAP Sheet" (Carl Bowman and Subcommittee):**

The next issue should include tickler on scheduling a meeting and uploading documents directly on the WRAP website, notice of NTEC workshop in September, recruitment message for the WRAP (especially the Communications Committee and In & Near forum) linked to the "Getting Involved" button, and directions to the strategic plan. We need to double-check with Bob G. to ensure faxes are going to tribes without e-mail. Articles will be due April 11 for the next issue. We need to get the "instant" Spanish translation link onto the new website.

10:45 Break

11:00 **Review of Recent Handouts, Fire Emissions Joint Forum Handout, Outreach Expectations (Pat Murdo):** Speakers' Bureau; revisions to slide presentation

- Upcoming handouts include pollution prevention/energy efficiency/alternative energy (perhaps split into multiple handouts), the market trading program, and fire, needed soon by §309 states for outreach. Mobile source issues may also need one, but potential changes in the Regional Haze rule makes it difficult for us to address mobile sources right now.
- Slide Show projects include decoupling slides and texts, identifying each slide and provide simple gallery of slides, obtaining more tribally related slides, providing text suggestions, updated in relation to handouts, and maintaining the existing slideshow as backup.
- For supporting speeches for presentations without slides, we will continue to update existing handouts, and provide a handout that shows color pictures of good, hazy and really hazy national park.
- We also need to determine availability of regional haze videos from CIRA
- The committee discussed standard style for outreach material (covers, letterheads), perhaps running off huge numbers of "color blank letterheads" that various material could be printed on. For handouts, the logo, WRAP mission and website could appear as a footer, and we can define the fonts and sizes to use for the handout to give it a professional look. Of course we can't determine what the states and tribes will develop on their own, but material developed in conjunction with the WRAP we can encourage acknowledgement of WRAP's contribution.
- The committee also discussed any need to develop "special issues" of materials for tribal audiences, or should they be written "universally?" Angel felt tribal focus issues would be valuable to cut through some of the state issues that don't concern the tribes and be sensitive to those issues that do.

- In maintaining a “slide file” and handout material, how can we credit WRAP? Discussed “watermarking” slides, but many were provided by other organizations. The committee decided to create a “final slide” that acknowledges WRAP contributions in a “thanks” format.
- For the Fire handout, Karen will move forward on contracting through WGA (tri-folds are nice), but will work with Angel on future contracting work. The draft handed out in our meeting is still rough - it still needs to focus more on the regional haze aspect, a little less technical detail, and a clear statement of the state’s and tribe’s ability to tailor the WRAP recommendations to suit their needs. Pete Lahm joined to give an overview of the handout being developed on smoke management and discussion of the messages, layout and logo ensued. A final should be ready for Arizona’s use by the first of next week

noon Adjourn

1 p.m. WRAP Board Meeting convenes...

Attachment 1

Draft Protocol for developing handouts, press releases (as of April 2, 2003)

- 1) Request comes in from state, tribe to Communications Committee member, who forwards it to Karen Deike, Communications Director at WGA.
- 2) Karen Deike forwards request to relevant WRAP staff members. Staff members will designate appropriate committee/forum contacts.
- 3) Karen forwards information about request to Communications Committee chairs. Will include time line information and other relevant requests per audience.
- 4) WRAP staff contact relevant forum/committee chair to set up working subcommittee consisting of one or two forum/committee members and a communications committee member.
 - a) The forum/committee members will develop the first draft with WRAP staff support.
 - b) The communications committee member will review draft with appropriate staff for suggestions, shorten for public consumption and return to forum/committee members for review.
 - c) Process will continue until short, understandable and accurate to everyone's satisfaction.
- 5) Revised product goes to relevant committee for review. Process in No. 3 either repeated if the product is not yet satisfactory. If satisfactory, proceed to No. 5.
- 6) Professional formatting, which will include the words at the end:

The work of the XXX Forum/Committee has been developed under the auspices of the Western Regional Air Partnership, an organization of western states, tribes, the U.S. Departments of Agriculture and Interior, and the Environmental Protection Agency. The WRAP works through voluntary stakeholder participants from industry and environmental organizations to develop consensus on ways to deal with regional haze issues in the West.