Where Have All The Salmon Gone?



The Salmon Crisis 2007-9



The Challenge – Define the Issue



Communicate With The Media



Get DFG Message Out



This is Not A Routine Situation



No Salmon Season

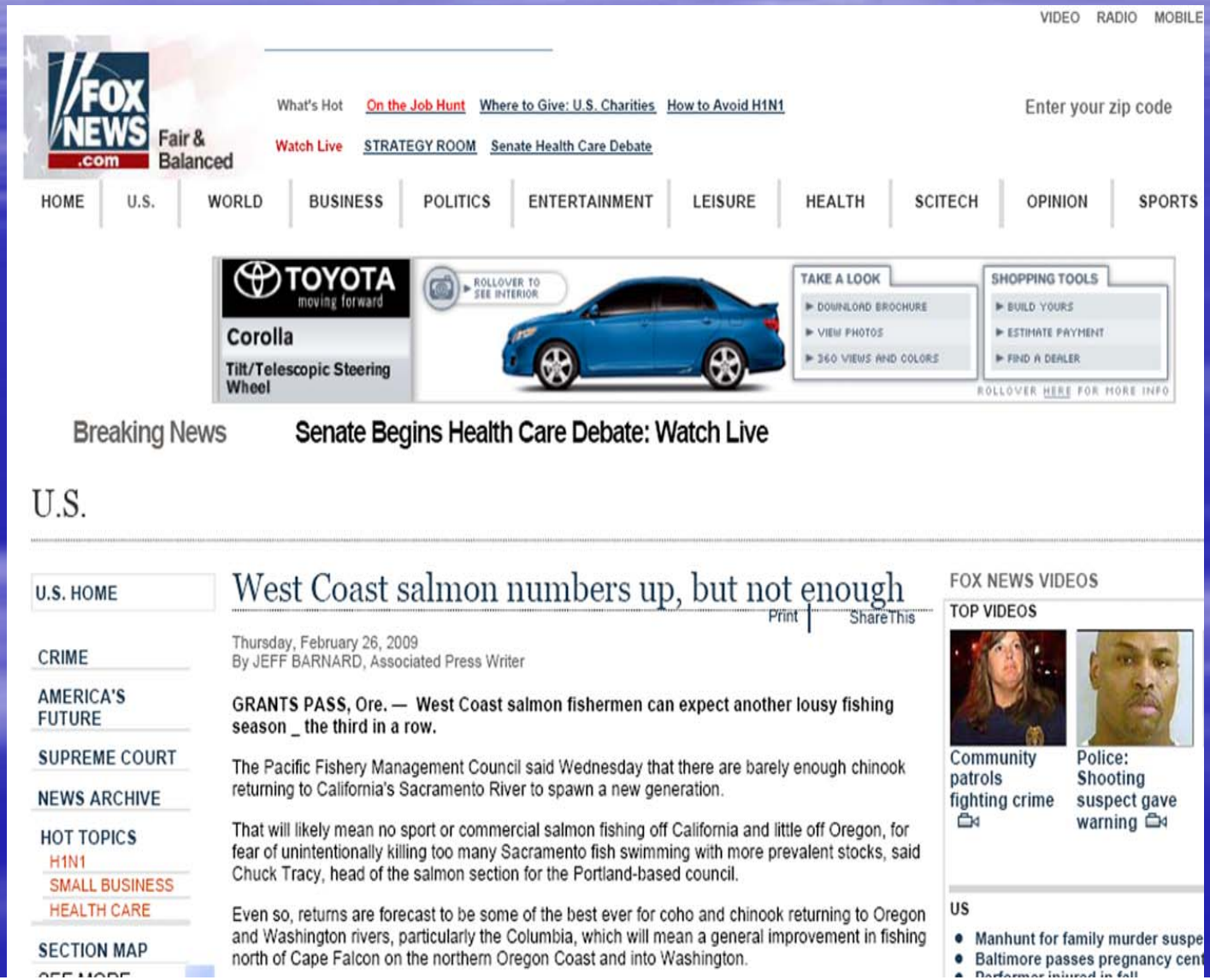


Politics of Salmon



- $170 million From Farm Bill Go To Fishermen
- $267 million lost to economy
- 2,670 Jobs Lost To Ca.
- Anglers, Scientists and Politician Want to Know How This Happened

Salmon Disaster News



VIDEO RADIO MOBILE

FOX NEWS .com Fair & Balanced

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SECTION MAP

West Coast salmon numbers up, but not enough

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Thursday, February 26, 2009
By JEFF BARNARD, Associated Press Writer

GRANTS PASS, Ore. — West Coast salmon fishermen can expect another lousy fishing season _ the third in a row.

The Pacific Fishery Management Council said Wednesday that there are barely enough chinook returning to California's Sacramento River to spawn a new generation.

That will likely mean no sport or commercial salmon fishing off California and little off Oregon, for fear of unintentionally killing too many Sacramento fish swimming with more prevalent stocks, said Chuck Tracy, head of the salmon section for the Portland-based council.

Even so, returns are forecast to be some of the best ever for coho and chinook returning to Oregon and Washington rivers, particularly the Columbia, which will mean a general improvement in fishing north of Cape Falcon on the northern Oregon Coast and into Washington.

FOX NEWS VIDEOS

TOP VIDEOS

Community patrols fighting crime

Police: Shooting suspect gave warning

US

- Manhunt for family murder suspe
- Baltimore passes pregnancy cent

How To Tell Your Side Of The Story

- Get the facts
- Who is accountable? Is it your problem?
- Are you or your agency responsible?
- Contact your public affairs or communications shop
- Develop a Communications Plan

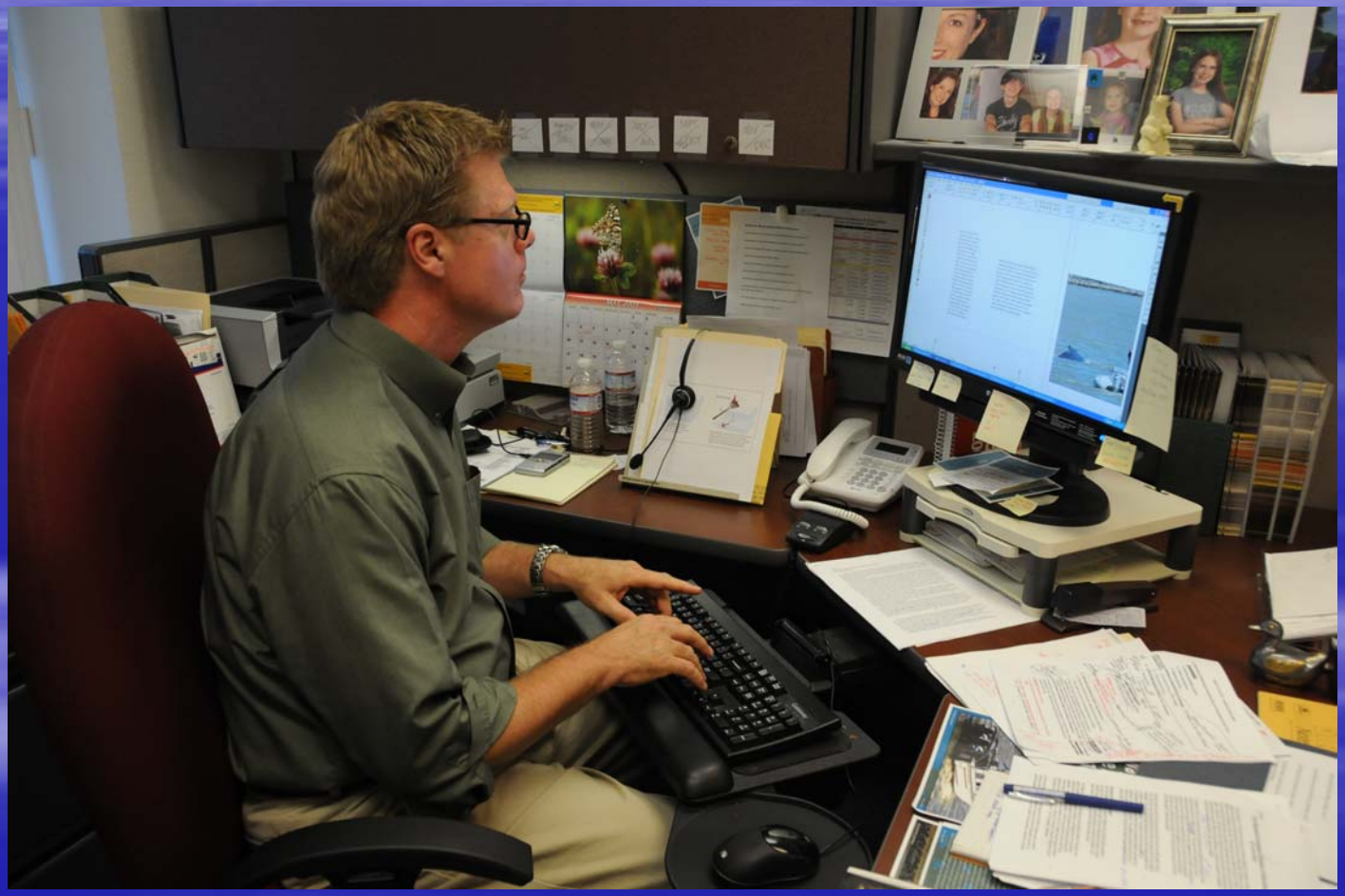
What is a Communications Plan?

- It is the guide to explain your agency's or hatchery's efforts to communicate your position

- It is a systematic way to address an issue over its duration



Work with the communications staff to develop a communications plan



You Help Define The Issues

- Engage Your Information Office
- Research Your Agency's Position
- Help Develop A Communications Plan
- Recommend 3-5 Key Talking Points

A Communications Plan is a nuts and bolts way to address your part of the over all media issue



Frame The Issue
A Communication Plan Frames The Issue With Your Help



- You are the expert
- You know the science
- Your agency is responsible and has the authority
- You can frame the issue or be framed by it
- Have approved talking points

The Communication Tool Box

- News Releases
- Agency/Hatchery Website Pages
- Newspaper Articles
- TV and Radio Interviews – At Hatchery!
- Special Editions of Magazines
- Press Conferences – Hatcheries/Release
- Profiling Working Employees
- Community Events

Press Conference Get Mileage

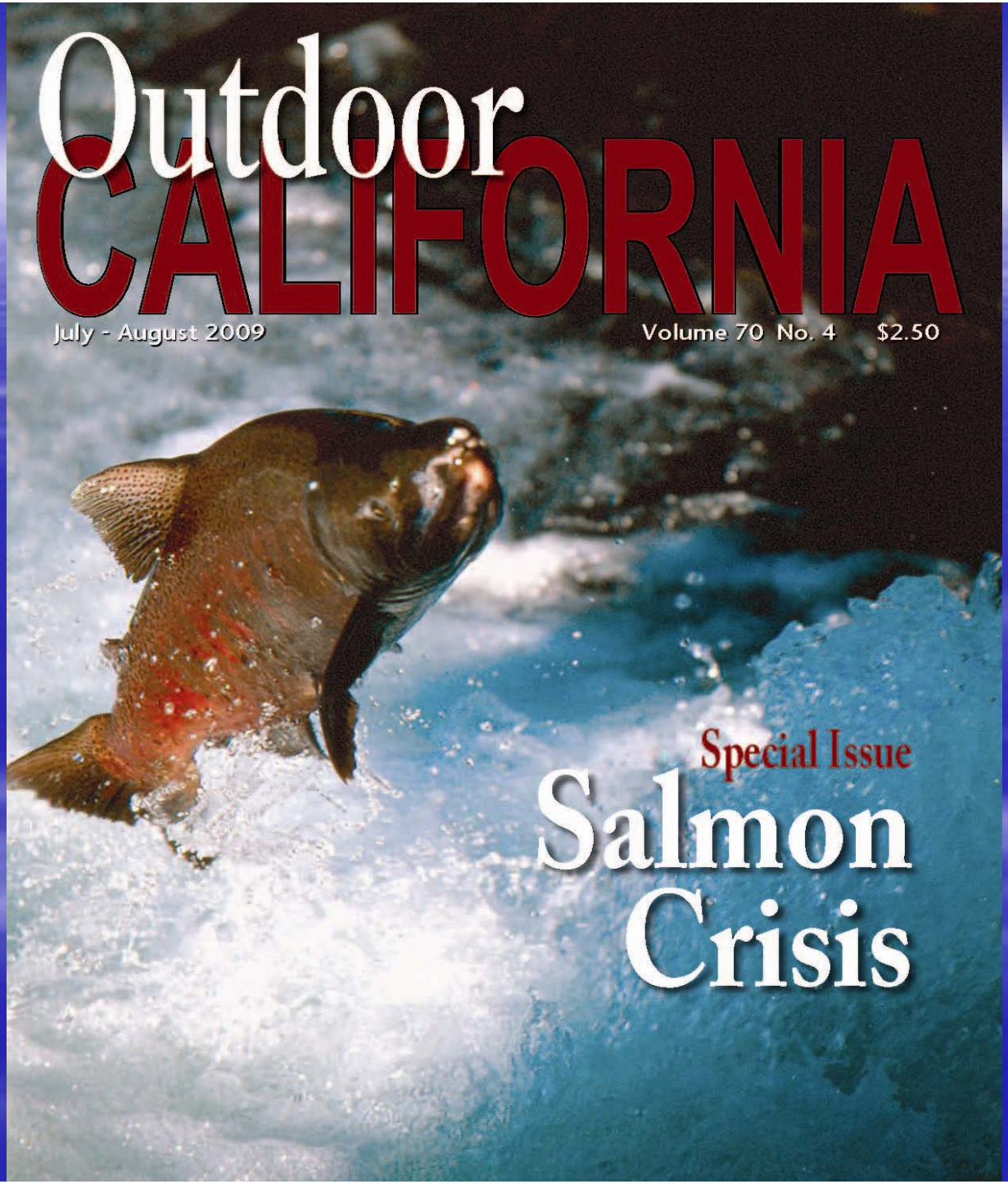


Newspaper Stories Have Staying Power



TV Newscasts Get Big Audiences




Outdoor
CALIFORNIA
July - August 2009
Volume 70 No. 4 $2.50
Special Issue
Salmon
Crisis

Worker Profiles Are Powerful



Community Education Gets Coverage



When Media Call…

Most Calls Are Routine

Be Sincere

Ask “What can I do for you?

I am Hooked up right now can I call you back in 30 Minutes?





Remember Your Rights

ASK:

- What type of story is being written?
- What's the angle?
- Are others being interviewed?
- What is the reporter's deadline?
- Who is the audience, i.e. daily newspaper vs. TV news or radio

Collect your thoughts.

- Prepare 3-5 Talking Points
- Keep them simple and concise
- Bullet Point Them
- Make Copies for Media



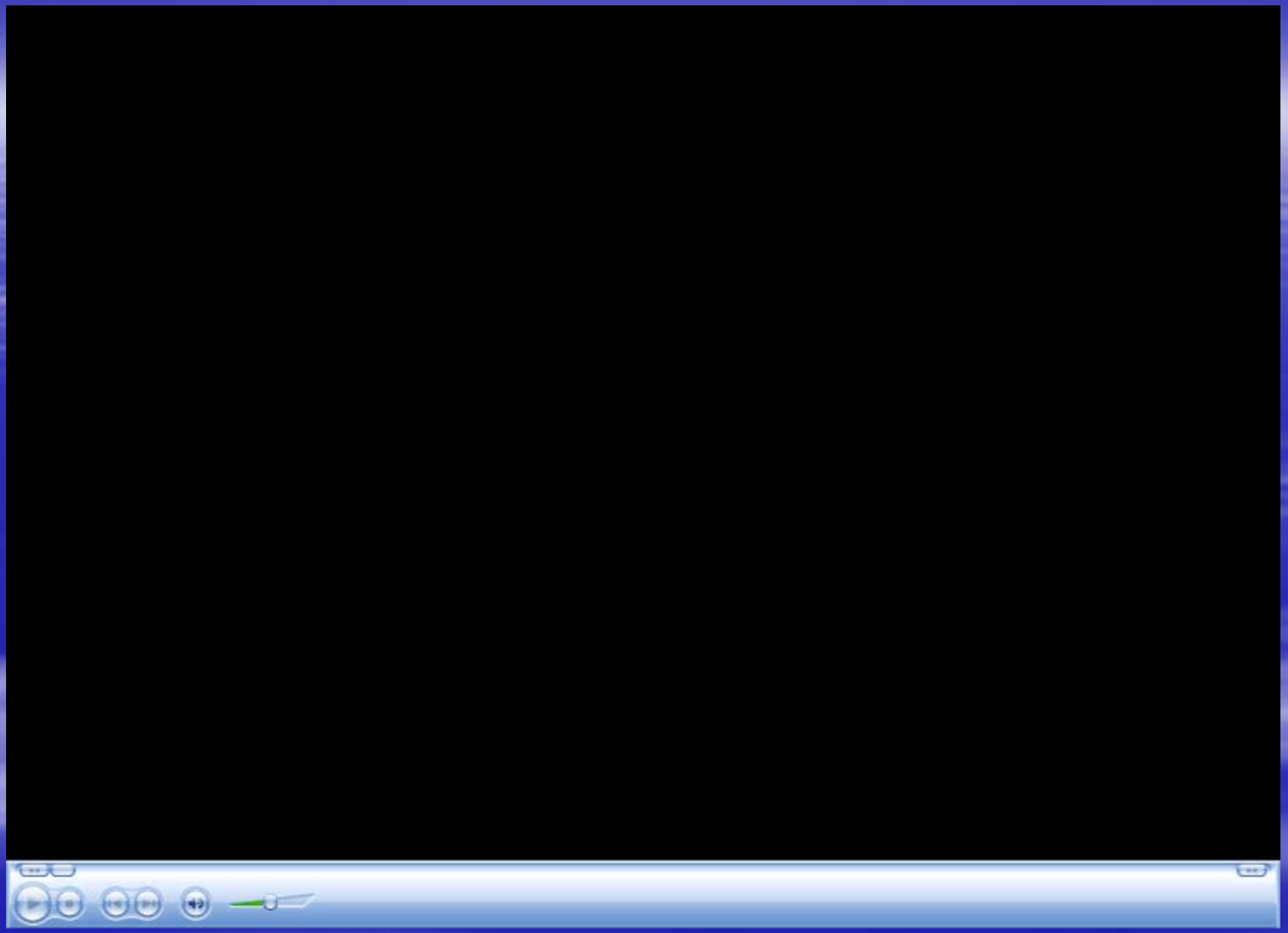
Why Do an Interview?

- An interview is an opportunity to tell your story to many audiences, not the media.
- For the salmon issue DFG used interviews to emphasis key talking points to CNN, NPR, New York and LA Times and other major media outlets

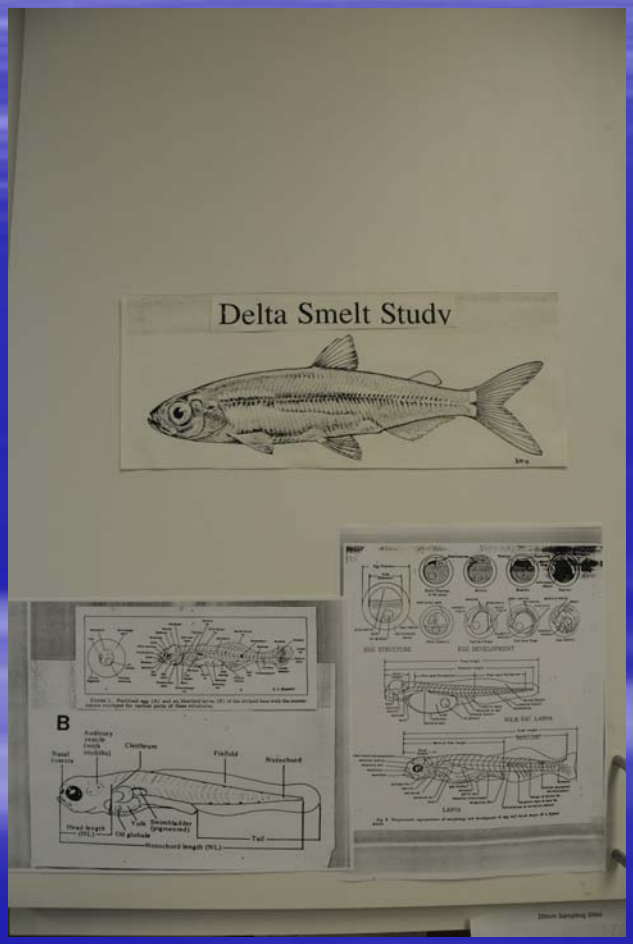
Not All Interviews Are Exciting



- Some are about what you do
- Some are annual stories
- Some are not going to get aired



Delta Smelt In Small Bites





Be brief, professional and calm.

- News is presented in small “bites” on information both for radio and television.
- Television normally only uses 10-15 seconds of whatever you say.
- Never go “Off the record” before or after an interview unless you want to see it in print.

Anticipate and rehearse possible interview questions and answers.

- Are sensitive issues involved here?
- Can you speak to the reporters request?
- Do you need to Consult Your Communications or Public Affairs Office?

Did You Expect This?



- Often the media will know the players
- Issues may cross several lines
- Credibility is everything!
- Other Agencies and Officials need to be informed

Don’t Speculate

- Is water for fish or people?
- What is more important people or fish?
- People are starving and you spend million on glorified suckers!



Is a smolt a smelt?

- Most TV reporters are not fish or wildlife oriented
- Few reporters have time to research stories
- Reporters often arrive with only the basic and expect you to fill them in or give them a lead.



Print Reporter Dig Deeper



Admit when you don’t know an answer and offer to find it.

- Many print reporters will research the story and ask questions you may not have the immediate answer for.
- Research it and get back to the interviewer with the answer in a timely manner to meet the interviewer’s deadline.
- Didn’t get the information? Call them back and tell them you are still working on it.

Never Speak off the record

- Don’t say “no comment” to a reasonable question.
- If you can’t comment say you can’t and explain why, i.e. “I’m sorry, but our attorneys have asked us not to discuss that aspect.”

Never Punch Reporters



Reporters Need To See What You Do



Help the reporter do their job.

- Few journalists knew what the Pacific Fishery Management Council did. Who managed salmon needed to be clarified.
- We provided DFG salmon facts, recommend reporters contact other agencies and interest groups for their stance, facts and comments.
- We worked at being accessible, cooperative and non-confrontational.

Use Data Sparingly

.Stick With Solid Factual Number if Possible

- Numbers change, some are confusing. Like 12% Jacks, 18% Jills, 41% two salt fish, 19% three year olds, 4.3 mill green eggs

- Other Examples To Be Careful With:

  How many salmon return to this river?

Field Personnel Address Their Job



- When interviewed address what you do
- Explain what it is, how it is done, why it is done and why it is important
- If you enjoy it, Say So!

How Does a Story Get Legs?



- A local story goes national when it has all the elements: Timely, news worthy, well researched and has good video or photos.
- LA Times ran DFG news release on salmon rescue

How Many People Does It Reach?

- Los Anglers Times – Estimated 10 Million
- Sacramento Bee – Estimated 1 Million
- Associated Press – Estimated 8,500 Newspapers

- Circulation numbers are different than reach
- Many TV and Radio Station Co-op Print News Stories. This is why you see the same error repeated.

AP Story Coming out This Week



- AP Video and Print Story
- Nimbus Hatchery Goes National 12/7/2009



Who Are These People ?







Can You ID This Person?



Who Does This Person Represent



Follow Through With Media Results

- Let your chain of command know who you interviewed with, the subject and when it will be in print or air.
- Find it on the internet with Google, copy it on DVD or clip it from the paper. Send it up the chain of command.

Contact Sent To Governors Office

- **DFG: 20 Million Smolts Released**
- David Kelly, Los Angeles Times called regarding the release of fall chinook smolts. He wanted to known why they were released in San Pablo Bay and not the river. He also asked about the return rates and when this year's release of smolts will come back. (Story on internet copy today in print tomorrow.)

In Conclusion

Build a Communication Plan

Use the Tools to Your Advantage

Always Relate Talking Points

Follow Communications Channels

Present a business like image and dress with a uniform items identifying your agency

The Media Can Help Your Program
The Rest of the herd wants to know what you do

