



# United States Department of the Interior

FISH AND WILDLIFE SERVICE  
Bishop Henry Whipple Federal Building  
1 Federal Drive  
Fort Snelling, MN 55111-4056

IN REPLY REFER TO:

FWS/AES-TE

March 28, 1994

To: Kenneth Rex Ennis, Kirtland's Warbler Recovery Team Leader

From: Bob Adair, Chief, Endangered Species, Region 3  
Joan Guilfoyle, Endangered Species Outreach Coordinator, Region 3

Subject: Media during Mack Lake census and Kirtland's Warbler Festival in June 1994

The Director of the U. S. Fish and Wildlife Service (Service) has made the conservation of threatened and endangered species one of her highest priorities. National and Regional Outreach Teams have been formed to coordinate public and media communications on the role played by the Endangered Species Act (Act) of 1973, as amended, in species protection and recovery.

The progress made by the Kirtland's Warbler Recovery Team in conserving the Kirtland's warbler is a success story of national significance. Having this story told through the national media can go a long way toward demonstrating the value of the Act, and the success that can be achieved when State and Federal agencies work together on sensitive, complicated issues. Other positive story elements are local community support, development of eco-tourism activities and the involvement of private conservation groups and commercial industry.

The Service, working cooperatively with the Michigan Department of Natural Resources and U. S. Forest Service, would like to invite three national media (one each print, television and radio) to observe the 1994 warbler census at Mack Lake and attend the Kirtland's warbler festival during the second week of June. Two Service public affairs specialists would be on hand to organize and coordinate interviews with agency and community representatives, as well as photography and videography opportunities. A Service videographer would also be present to obtain stock video tape for future use; this tape could be made available to participating agencies for their own use.

Due to the sensitivity of the warbler to human disturbance during the nesting season, it is proposed that the logistics be handled in the following manner.

- Videotape and still photographs would be taken from roadsides adjacent to warbler habitat wherever possible. Access to warbler habitat would be strictly limited to media accompanying the biologist teams (one reporter per team of two biologists) during transect walks; media activities during those walks would be limited to sound recording, video taping and

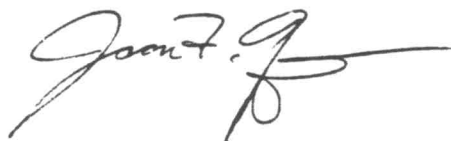
observation. No interviews would be conducted while on transect walks.

- Media interviews with agency personnel would be scheduled in advance as much as possible at times convenient to both. Interviewees could include the Michigan Department of Natural Resources, Michigan Audubon Society, U. S. Forest Service, festival organizers and other local citizens, and the U. S. Fish and Wildlife Service.

- It is suggested that one local reporter be invited to this special media opportunity.

Please contact Joan Guilfoyle at 612/725-3519 with any suggestions or concerns.

cc: Bob Hess, MIDNR  
Connie Chaney, USFS  
Kate Winsor, FWS  
Ron Refsnider, FWS



Zella E. Shalvey  
(for Bob Adams)

Kirtland's Warbler Media Project - Preliminary Meeting  
May 5, 1994 - 10:00 a.m.,  
U.S. Forest Service Office, Mio, Michigan

List of Attendees

*U.S. Forest Service*

Connie Chaney, District Ranger, Mio  
Erica Haspiel-Szlosek, Public Affairs, Cadillac  
Rex Ennis, Forest Biologist and KW Recovery Team Leader  
Phil Huber, District Biologist, Mio

*Michigan Department of Natural Resources*

Gary Boushelle, Regional Wildlife Supervisor  
Bob Hess, District Biologist, Mio  
Guy Gordon, Public Affairs, Lansing

*U.S. Fish and Wildlife Service*

Mike DeCapita, Wildlife Biologist, East Lansing  
Joan Guilfoyle, Public Affairs, Minneapolis  
×Mike Tansy, Refuge Manager, Seney  
×Georgia Parham, Public Affairs, Washington DC

*Michigan Audubon Society*

Tom Hendrickson, President DAVE YOUNG

*Independent Contractor*

Dave Case

## Agenda Items

1. Determine "best dates" for media to be present: June 8-10?
2. Flesh out story lines
3. Create list of individuals to be interviewed for each story line.  
How many will be present during "best dates" period?  
Get telephone numbers, titles, etc. for others?
4. Discuss logistics for handling media:

Pre-meeting: orientation to area, media kits, possible interviews with biologists, logistical details during stay, etc.

Census mornings: accompany biologists on transect lines to record and observe activities (reference letter from FWS to Rex Ennis, dtd. 3/28/94)

Census afternoons: formal interviews, visit other sites?

Agency representative (public affairs staff?) to accompany each media representative during stay: arrange interviews; coordinate photo, video and audion recording opportunities; ensure safety; handle other requests, etc.

Permits needed

Festival coverage (agency VIPs present?)

5. Media kits
  - fact sheets: history of project, explanation of agency roles
  - story lines?
  - QA sheet?
  - folders
6. Media Prospects
  - National print: New York Times, Bill Dicky  
USA Today  
National Geographic, Scott Goldsmith
  - National broadcast: CBS Sunday Morning
  - National radio
  - freelance writer - airline industry? NW Airlines?
  - local
  - copies of video and photo stock?

