

Climate Action for Alaska Leadership Team (CALT)

Communication Strategy & Recommendations

August 28, 2018 – Meeting Summary

CALT Participants: Luke Hopkins, Lisa Busch, Mike Levine, Mark Masteller, Reggie Joule, Denise Michels, Linda Behnken

State Participants: Mark Wiggin (DOT), Alice Edwards (DEC) Katie Conway (AEA), Nikoosh Carlo (GOV), Alida Bus (DEC), Berett Wilber (GOV), Fred Parady (DCCED), Claire Richardson (GOV), Amanda Moser (GOV), Larry Hinzman (UA)

Public: Stephen Zilkowski

1:00pm Welcome

Agenda Items

1. Discussion of revised CALT Communications Strategy
2. Update on September roll-out
3. CALT Transmittal letter

Jim: Are there any initial questions before we launch into a section-by-section run-through of the comms strategy?

Luke: As to the overall strategy, is there a timeline we're looking at in terms of submitting it to governor?

Nikoosh: I can speak to overall process. Berett is online, and Amanda Moser will be. At Aug 2 meeting, we mentioned Sept. 10th. Now looking at Sept. 13th at 1:30p to present policy and action plan to GOA. That'd take place in Anchorage. If you're in Anchorage, you're welcome to attend this press availability. The Governor will respond in some way. Working with cabinet level team on early actions. Comms team has a schedule and plan for engaging the media.

Berett: I've been working with the comms team in the past weeks, focused on our own messaging, working closely with Nikoosh. I reached out to CALT members today for op-eds, radio interviews, to boost roll-out. Working closely with agencies, harnessing ways agencies are already responding to climate change. We'll be the "quarterbacks" in terms of the rollout, making sure materials are ready, like the glossy policy and action plan, and inviting media to the press conference, etc.

Nikoosh: If any of you on the CALT has ideas about media, want to write an op-ed, etc., it's helpful to let us know. Also if you need help, we can assist. Hopefully that provides a framework.

Mark: Question. Will there be a statement that if media want to contact a CALT member, a list of how to reach us?

Berett: We haven't put that together. We don't want to put out your contact info without your permission. If local media knows about the climate plan, they can see on the website that you're on it. If you want to do an interview, it'll be more effective for you to reach out to your local radio, e.g. That way they'll know you're involved.

Mike: Media availability in Anchorage, is that for the Gov, Lt. Gov, who are we making available?

Nikoosh: Lt. Gov and Gov, as well as cabinet members whose departments will be involved in those early actions.

Reggie: Question about audiences in the CALT comms strategy. Three are identified: climate engaged Alaskans, disengaged Alaskans, climate skeptics. Question is as I read this, I wondered whether those in climate skeptics shouldn't be in climate engaged Alaskans group, as they are engaged, but have a different opinion. Don't they both fall into climate engaged Alaskans?

Nikoosh: To clarify, we're looking at climate strategy document, bottom of page 1.

Lisa: Intent is that we're addressing different people, pairing with a different approach.

Mark: Important to identify different audiences. Good to keep skeptics separate from engaged Alaskans. This document isn't something we're going to talk about publicly.

Jim: We could compromise, keep the three distinguished, but re-word skeptics to say they're engaged also.

Lisa: If we think it'll cause tension, we could wordsmith it.

Reggie: In some areas of rural Alaska where economic development is to occur, some of our entities might have opposing views, but they're definitely both engaged.

Mark: 'Climate change aware but not engaged' – is an audience that's missing. They might not know how to engage.

Jim: Problem is how to approach various audiences. Lisa, it sounds like you'll take a shot at re-writing the audience section? We can make changes and send around.

Lisa: Question about rollout. Social media too?

Berett: Yes, social media. We have already done some. Videos, CALT members, sharing articles. When earned media comes out with interviews, we'll share those on social media. We'll create a series of infographics in advance of the rollout, we have some talking points to share. After rollout, condense plan into 6 main policy sections, we'll create infographics for each of those six and share on social media.

Lisa: What about coalition building section of things? Getting other entities to sign on? Before election or after?

Nikoosh: We've not worked specifically on coalition building, but we need to. We're focused on lining up CALT team products, and Cabinet team products.

Berett: We don't know what recommendations the Governor will choose to run with or not, so it's hard to get the coalition rolling. If CALT wanted to start coalition building, they could.

Mike: Clearly the Gov can see the recommendations. We expect Gov to say, "Here are the things I'm going to do now." Sounds like there's still a convo about what the Gov is going to do.

Nikoosh: Cabinet team working to develop early actions between now and Sept. 13th. Need to sit down with Gov and Lt. Gov. It's happening, but not ready to talk about it yet.

Mike: Transmittal letter will highlight short term things, like committing to cabinet-level person. Synergy between early actions and transmittal letter.

Lisa: When I attended the youth dialogue, agencies presented what they're doing, that was interesting. People are interested in that. I'd hit that hard. People will be surprised and happy.

Nikoosh: Working with agencies now on messaging what they're already doing, how they're considering climate change into everyday functions.

Lisa: I reached out to Energy Desk to see if they'd be interested in a series on what agencies are doing to combat climate change.

Lisa: When Gov does the rollout, it's important who's in the photo op. Mentioned to Janet Weiss it'd be nice to have her as part of that. She said she'd think about it, BP could talk about what they're already doing, such as investing in renewables.

Jim: This has been a good discussion so far. Let's go through the sections of the comms strategy now.

Mark: last sentence of first paragraph of Messaging, add "show leadership." The central theme of 'we are doing it.' Would rather 'we can do it.'

Lisa: I agree.

Jim: Other language ideas?

Jim: Moving on to Comms Recommendations. Let's start with Traditional Media.

Luke: Something about responding to media outside of the state should be included.

Jim: Social media. Would it be helpful for CALT members to re-tweet or re-post?

Berett: Absolutely. We'll be sharing things on Lt. and Gov social media accounts. The more sharing CALT members can do, that's a benefit.

Amanda: Use #AKClimate. This allows us to track everything and it becomes a connected thing.

Jim: Perfect. Have seen campaigns with basic messaging, but then with specific messages, add a few words on that.

Mark: I think that's useful.

Luke: Is there a contractor for printed products and online products?

Nikoosh: We're doing a lot in-house. Berett is doing graph design, for example. We've prepared some infographics when we had an intern. Using resources from Institute of the North also.

Jim: Coalition building. Nikoosh spoke to that a little, might need to wait for Gov's lead. Under this section, a number of recommendations for who to partner with. Broad spectrum of interests. This outreach will be important.

Luke: There'll be a climate march in Fairbanks on Sept. 8th, a couple entities have asked me to come speak to them. I can't get ahead of governor. Could be happening in other areas. Let us know.

Nikoosh: It's good to know about Fairbanks event. We did hear about other events happening Sept. 8th in Anchorage and Juneau. Certainly you can talk about the work of the CALT, what's in the policy, what's in the action plan. You can address those things.

Berett: We want you getting out and talking about the recommendations you're sending. When I said you can't get out in front of the Gov, we just can't say yet what specific actions he's going to take.

Luke: What's latest version?

Nikoosh: Version discussed at Aug. 2nd meeting that was publicly noticed is dated July 27th and that is what you should directly people to. CALT members were sent a revised version to comment on after the Aug 2 meeting. We're doing a copy edit. Hoping to send a final version soon, but that text will be embargoed until the rollout.

Reggie: Under Coalitions, asking for formal adoptions of resolutions at annual meetings, there's no bullet for RDC after SWAMC, might need its own bullet. (Jim: will fix this typo)

Jim: That takes us through to "Government Support" section of document. Is there anything we haven't covered in terms of what the governor's office or agencies will be doing?

Mark: Lisa brought up the young Alaskans, if there is a PowerPoint of what the state's doing, that'd be helpful to be able to communicate that out.

Nikoosh: We had reps from 7 or 8 agencies go up and speak about what they're doing. People just spoke from their notes, no PPT or collated information.

Mark: Might be helpful going down the road.

Jim: That brings us to end of the comms strategy. Some edits to make. We'll do that and get it re-circulated. Clearly we're close. Hopefully the version we produce next we can run with. If it's okay, let's move on to the next element of the call, and that's the update on the rollout, which Nikoosh has already provided. We've already talked about the final final of the policy and action plan. Any more to say, Nikoosh?

Nikoosh: Soon those documents will be final and circulated to members.

Luke: Will there be a printable version?

Nikoosh: Two formats. Digital PDF on the website. Printed hardcopies for CALT members and Climate Team. We won't do a large printed run; instead, we'll direct people to the website to download.

Jim: Any other questions? Rollout date is 13th. Venue still TBD?

Nikoosh: If you have ideas on venue, let us know.

Jim: Let's transition to talk about the transmittal letter. The letter includes some on process, then goes into what the team thinks is important. One version had bullet points, but maybe they're redundant and we don't need them. Letter ends with concluding paragraph on teamwork of CALT and Lt. Gov. Room to

play with that verbiage. Another idea to include more comments the Team heard from around the state and explain how Team took them into consideration. Not having a draft in front of you makes this hard, but wondering if you have any comments.

Mike: A couple thoughts from convo in Anch: we should give Gov ideas of how to continue engagement of CALT. We need to maintain a high level person in Gov's office on implementation and direction for Team. I would volunteer to help draft.

Mark: We should note the amount of public input. 350+ pages of comments shows a lot of concern.

Larry: A lot of effort was put into generating public input along the way.

Jim: Clearly that's something to include. Highlighting listening sessions is a good idea too, to give a feel for the process. Nikoosh, in terms of the letter, and comms strategy, when do we need the final final?

Nikoosh: if not part of glossy design of policy doc, next Wednesday. If we want it in the glossy designed doc, we need it by COB this Friday.

Jim: Feelings? Letter imparts some good info about the process, this letter from the Team.

Mike: If we can do it, I think it'd be good.

Jim: Is that good for you? Do you think if we get it to you, it'll work?

Nikoosh: Yes. No more than two pages.

Jim: Will get going on that and circulate a draft. That's all on the agenda. Thanks.

Adjourned at 2:30pm.