

Rocky Mountain Restoration Initiative (RMRI)
June 15, 2023, from 1:00 PM to 3:00 PM
RMRI Social License/Communications Subcommittee
Meeting Summary – FINAL

RMRI SOCIAL LICENSE/COMMUNICATIONS SUBCOMMITTEE	
ATTENDANCE: Rob Addington, Kristy Burnett, Patt Dorsey, Liz Dowling, Hannah McKinney, Audrey Miles-Cherney, Dave Nikonow, Molly Pitts, Todd Ruffner, Sonja Merryman, Nathan Van Schaik, and Kirk Will	
ACTION ITEMS	
Rob Addington	Reach out to The Nature Conservancy (TNC) social media staff to determine interest and ability to attend the social media workshop.
Liz Dowling	<ul style="list-style-type: none"> • Establish a dedicated folder for video submissions and related information to ensure improved content organization. Share the folder with the group. • Reach out to Kirk to develop a plan for filming a short video that emphasizes the importance of maintaining vigilance despite the slow fire season. • Connect with Patt to obtain relevant Department of Natural Resources (DNR) contact information for a potential video featuring a representative discussing the positive achievements of the legislation and ongoing work.
Patt Dorsey and Liz Dowling	Share details regarding the August social media workshop with the group.
Sonja Merryman and Nathan Van Schaik	Communicate about the specifics of Region 2 stewardship opportunities.
Audrey Miles-Cherney	<ul style="list-style-type: none"> • Reach out to Kirk to gather additional details about the Colorado Division of Fire Prevention & Control (DFPC) Mount Evans project, specifically related to controlled burns and elk habitat. • Share information about upcoming Upper South Platte Partnership (USPP) events with the Subcommittee.
Nathan Van Schaik	Contact Kirk via email to gather more information about the DFPC Mount Evans project for inclusion on RMRI's social media platforms.
Peak Facilitation Group and Patt Dorsey	Collaborate on creating a Doodle to schedule a meeting for mid-July/early- August.
Patt Dorsey, Liz Dowling, Sonja Merryman, Molly Pitts, and Nathan Van Schaik	Work together to compile a list of agenda items for the next meeting.
Subcommittee Members	Reach out to Liz if interested in joining the planning team for the social media workshop.
Peak Facilitation Group	Distribute the document containing best practices tips for creating social media posts and videos from the Colorado State Forest Service.

MEETING SUMMARY

DISCUSSION TOPIC: Work Plan Review

- The Subcommittee previously established a work plan with defined roles and responsibilities and discussed strategies for external, internal, and landscape-focused initiatives.
- The Subcommittee previously identified Wildfire Awareness Month, the timber industry, the recreation community, and decision makers as external audience priorities for the Subcommittee.
- Since the beginning of the drafting of the work plan in January, the Subcommittee has been actively working to increase its presence on social media, engaging in discussions about Wildfire Awareness Month and the needs of the timber industry, and focusing on circulating RMRI information and stories and articles relevant to Western forestry.
- San Juan Citizens Alliance and the Center of Biological Diversity recently filed a lawsuit against the San Juan National Forest (SJNF) regarding the Salt Earth Project. It will be important for the Subcommittee to discuss how to handle contentious scenarios like this in the future.
- The USPP will be holding a meeting in August and may require support from the Subcommittee in publishing outreach materials.
- The Soft Wood Lumber Board is running a nationwide marketing campaign through Bully Pulpit. Bully Pulpit's strategies for outreach and education could be useful to incorporate in RMRI-related projects.
- The second Brown Bag Lunch is scheduled for late July to early August, featuring Chris Swanton as a potential speaker. The focus will be on the interactions between climate change, forest health, and wildfire.
- The next Subcommittee meeting is scheduled for September, and the third Brown Bag Lunch is scheduled for October.
- There is support for planning another Subcommittee meeting between now and the next scheduled meeting in mid-July to early August. Patt Dorsey, National Wild Turkey

Action Items/Decisions:

- **Patt Dorsey, Liz Dowling, Sonja Merryman, Molly Pitts, and Nathan Van Schaik:** Work together to compile a list of agenda items for the next meeting.
- **Peak and Patt Dorsey:** Collaborate on creating a Doodle to schedule a meeting for mid-July/early- August.

<p>Foundation (NWTF), and Peak will work to schedule a time for this meeting that works for as many Subcommittee members as possible.</p>	
<p>DISCUSSION TOPIC: Presentation by Liz Dowling on USPP Video and Discussion on Further Use of Video Platform.</p>	
<p>Discussion Points:</p> <ul style="list-style-type: none"> • Liz Dowling, NWTF, presented a one-minute-long video invitation for the USPP field tour this summer. The video took place on Meyer Ranch in Morrison. • The video was a relatively quick project, with filming for various clips taking only a couple of minutes each. Music and transitions were added through Adobe Premier. • The video will be posted on all RMRI digital platforms, including the website, Facebook, Twitter, and YouTube. • Liz shared a document curated by Gilbert Randolph, Digital Media Specialist at NWTF providing basic guidelines for creating educational and engaging videos. Liz will also create a shared document that can be used as a database for video submissions, ideas, and usable content. There was discussion about creating another short document that outlines the necessary settings, concepts and materials for future videos. • TNC publishes an annual review of public reactions to different buzzwords and representatives on conservation issues. This document, available at this link, can be a helpful resource to create videos that successfully engage the public. • The CSFS provided interns with best practices tips for creating social media posts and videos. Audrey Miles-Cherney shared this guidelines document, created by Colorado State University (CSU), during the meeting, and Peak will send it to Subcommittee members. • The following ideas were shared for future video topics. <ul style="list-style-type: none"> ○ Videos detailing the daily life and job descriptions of members from various RMRI partners. ○ Videos that focus on one of the four RMRI core values. ○ A video discussing the slow fire season and the danger of complacency. Liz and Kirk Will will collaborate on this video. 	<p>Action Items/Decisions:</p> <ul style="list-style-type: none"> • Liz Dowling: Establish a dedicated folder for video submissions and related information to ensure improved content organization. Share the folder with the group. • Liz Dowling: Reach out to Kirk to develop a plan for filming a short video that emphasizes the importance of maintaining vigilance despite the slow fire season. • Liz Dowling: Connect with Patt to obtain relevant DNR contact information for a potential video featuring a representative discussing the positive achievements of the legislation and ongoing work. • Peak: Distribute the document containing best practices tips for creating social media posts and videos.

<ul style="list-style-type: none"> ○ A video detailing the recent legislative work of the DNR. Liz will coordinate with Patt to reach out to DNR contacts about the making of this video. 	
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DISCUSSION TOPIC: Communications Update and Partner Roundtable Updates

<p>Discussion Points:</p> <ul style="list-style-type: none"> • Nathan Van Schaik, USFS, is sitting on the USPP’s Education, Communication, and Outreach (ECO) Team, supporting projects such as website development. • Molly Pitts and Scott Segerstrom of Colorado Youth Corps Association (CYCA) have had recent success helping to pass forestry-related legislation. • The CSFS is conducting several controlled burns to reduce hazardous fuels presence in the Mount Evans area, Lone Mesa State Park, and the Arapahoe Roosevelt National Forest. • The recipients for the Wood Innovations Grant were announced last week, with nine businesses receiving grants for a variety of projects, including several recipients operating within RMRI landscapes. Highlighting these grant recipients and their projects could be a good topic for RMRI media platforms. This link contains the full details of the grant and recipients. • Molly Pitts is leaving her positions at the Intermountain Forest Association (IFA) and the Colorado Timber Industry Association (CTIA) at the end of the month and is taking a role as the Wildfire Crisis Manager at NWTF. • CSFS is currently running a publicity campaign, utilizing state public radio, social media, billboards, and swag to raise awareness about the wildfire ready campaign. They also released a video about Golden West Pine Mills, the CSFS partner of the year, and announced statewide grant awardees. • There are new stewardship initiatives underway in many landscapes across Colorado, particularly in Region 2. Sonja will follow up with Nathan about the specifics of these projects. • USPP is holding a general partners event on August 17 and partnering with the Colorado Restoration Forest Institute (CFRI) to host a scientific jam session on November 16. Subcommittee members who would like to attend are welcome. 	<p>Action Items/Decisions:</p> <ul style="list-style-type: none"> • Nathan Van Schaik: Contact Kirk via email to gather more information about the DFPC Mount Evans project for inclusion on RMRI’s social media platforms. • Audrey Miles-Cherney: Reach out to Kirk to gather additional details about the DFPC Mount Evans project, specifically related to controlled burns and elk habitat. • Sonja Merryman and Nathan Van Schaik: Communicate about the specifics of Region 2 stewardship opportunities. • Audrey Miles-Cherney: Share information on upcoming USPP events with the Subcommittee.
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DISCUSSION TOPIC: Influencing Forest Health through Social Media Workshop

Discussion Points:

- NWTF is organizing a workshop titled, “Influencing Forest Health through Social Media,” where partners can meet at a field location and make short, engaging videos to post on social media.
- Subcommittee members who are interested in being on a planning team for this workshop should reach out to Liz. Kristy Burnett volunteered to be on the team at the meeting.
- The workshop will likely take place in August. Liz will share the finalized date and time with the Subcommittee.
- There is a possibility of holding this workshop in conjunction with USPP’s August field trip.
- Incorporating the social media team from TNC could be helpful in the process. Rob Addington will reach out to them.

Action Items/Decisions:

- **Subcommittee Members:** Reach out to Liz if interested in joining the planning team for the social media workshop.
- **Patt Dorsey and Liz Dowling:** Share updated information about the social media workshop with the Subcommittee once details are finalized.
- **Rob Addington:** Reach out to the TNC social media staff to determine interest and ability to attend the social media workshop.

NEXT STEPS

The next Subcommittee meeting will be in mid-July to early-August. Patt, Liz, Sonja, Molly, and Nathan will collaborate to compile the agenda topics for this meeting.

Links Shared in Meeting:

- [Language of Conservation pdf](#)
- [USFS Wood Innovation Grants](#)
- [Golden West Pine Mill video](#)
- [CSFS article about local government grant recipients](#)