

**Rocky Mountain Restoration Initiative (RMRI)**  
**July 23, 2024, from 9:00 AM to 11:00 AM**  
**RMRI Social License/Communications Subcommittee**  
**Meeting Summary – FINAL**

RMRI SOCIAL LICENSE/COMMUNICATIONS SUBCOMMITTEE	
<b>ATTENDANCE:</b> Rob Addington, Kristy Burnett, Patt Dorsey, Liz Dowling, Cindy Dozier, Sonja Merryman, Audrey Miles-Cherney, David Nikonow, Finn Olinger, Paul Orbuch, Nathan Van Schaik, and Lorena Williams	
ACTION ITEMS	
<b>Liz Dowling</b>	Develop an initial outline and framework for the five-year RMRI anniversary plan based on today's discussion.
<b>Nathan Van Schaik</b>	Send the Subcommittee the latest issue of The Source once it is available.
<b>All Subcommittee Members</b>	Consider the most impactful stories and messages to showcase for the five-year RMRI anniversary campaign.
MEETING SUMMARY	
<b>DISCUSSION TOPIC:</b> Feature Video	
<b>Discussion Points:</b> Nathan Van Schaik, United States Forest Service (USFS), shared a brief video he created to help local fire protection districts distribute their messaging. The Subcommittee provided comments on the video. Below are key themes from the discussion.	<b>Action Items/Decisions:</b> None
<ul style="list-style-type: none"> <li>• Nathan used AI technology for the voiceover in the video due to personal preference and sought approval from the group before publishing it on RMRI platforms.</li> <li>• Participants gave positive feedback on the AI voiceover and considered it professional and effective.</li> <li>• Ensuring transparency and obtaining consent from individuals featured in the video, particularly regarding AI voiceovers, is important. The people featured in the video approved the AI voiceover.</li> <li>• Meeting participants recommended Adobe products, particularly Adobe Rush and Express, for video and voiceover work.</li> </ul>	
<b>DISCUSSION TOPIC:</b> Social Media Workshop Recap	
<b>Discussion Points:</b> Patt Dorsey led a discussion on a recent social media workshop, "Saving the Forest with Social Media," held by the Subcommittee. Below are key themes from the discussion.	<b>Action Items/Decisions:</b> None

<ul style="list-style-type: none"> <li>The July 16 social media workshop was the first hosted by the group, with 14 attendees from various organizations. The workshop featured presentations from two marketing professionals, Crystal Egli and Michael DelliVeneri.</li> <li>Key takeaways from the workshop included understanding the "why" behind content creation, ensuring authenticity, staying strategic with platform selection, and focusing on quality over quantity of followers.</li> <li>Workshop participants were encouraged to consider the free science communication certification program from the University of Wyoming. More information is available <a href="#">here</a>.</li> <li>Survey feedback indicated that participants found the workshop engaging and valuable and would attend future workshops.</li> <li>A Subcommittee member recommended future training on internal communications and email content.</li> </ul>	
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#### DISCUSSION TOPIC: RMRI Five-year Anniversary Discussion

<p><b>Discussion Points:</b></p> <p>Liz Dowling, National Wild Turkey Federation (NWTF), led a discussion on communication efforts to celebrate the upcoming five-year anniversary of RMRI. Below are key themes from the discussion.</p> <ul style="list-style-type: none"> <li><b>Content Recommendations:</b> <ul style="list-style-type: none"> <li>Subcommittee members recommended highlighting RMRI partner accomplishments and the expansion of the partnership over the past five years.</li> <li>They suggested showcasing the impact of treatments influenced by RMRI through before-and-after footage and video snippets featuring interviews with stakeholders, such as homeowners and Tribal leaders, discussing project impacts.</li> </ul> </li> <li><b>Messaging Focus:</b> <ul style="list-style-type: none"> <li>The messaging should focus on the "why" of RMRI's work and emphasize the strategic importance of the acres treated, not just the total acreage.</li> <li>It should highlight the cost-effectiveness and return on investment of proactive forest management compared to wildfire response.</li> </ul> </li> </ul>	<p><b>Action Items/Decisions:</b></p> <ul style="list-style-type: none"> <li>Liz will develop an initial outline and framework based on today's discussion.</li> <li>Lo agreed to be featured in an interview snippet on social license and collaborative conversations.</li> <li>Subcommittee members should consider the most impactful stories and messages they would like to showcase for the video.</li> <li>Subcommittee members are encouraged to volunteer with related efforts.</li> </ul>
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<ul style="list-style-type: none"> <li>○ The messaging should highlight the role of collaborative support in managing wildfires and gaining social license.</li> <li>● Subcommittee members recommended a campaign rollout with shorter, more digestible videos rather than one long feature video.</li> <li>● Nathan prepared a document with questions to guide conversations related to the RMRI five-year anniversary discussion. These questions aim to gain perspectives on changes over the past five years, including changes in perceptions, attitudes, and landscapes. The document also addresses strategic plans for the next five years, focusing on gathering insights from individuals with significant experience and perspective. <a href="#">Here is the link to the document.</a></li> </ul>	
<b>DISCUSSION TOPIC:</b> Managing the RMRI Website	
<p><b>Discussion Points:</b></p> <p>Nathan Van Schaik provided an update on the RMRI website's management after his departure. Key points from the update are below.</p> <ul style="list-style-type: none"> <li>● Nathan will be departing the Forest Service and RMRI Sept. 6, 2024.</li> <li>● Nathan will work with Liz on a turnover process for managing the website.</li> <li>● This is a temporary solution until a permanent replacement is found.</li> <li>● The website resides with the NWTF, and Nathan will document all relevant information, roles, responsibilities, and logins.</li> <li>● Liz will create a comprehensive document detailing roles, responsibilities, and processes.</li> <li>● The USFS and related teams will determine the final decision on the long-term management of the RMRI website after Nathan's departure.</li> </ul>	<p><b>Action Items/Decisions:</b></p> <p>Nathan will continue to work with Liz on the transition process until his departure in September.</p>
<b>NEXT STEPS</b>	
<ul style="list-style-type: none"> <li>● Peak Facilitation Group will distribute a Doodle to schedule the next meeting.</li> <li>● The Subcommittee will continue to brainstorm and refine ideas for the five-year anniversary of RMRI.</li> </ul>	