

DRAFT - Date

HIGH-INTEREST ROLLOUT PLAN
Title (matches Upcoming Decisions)

Action: Brief description of the announcement – proposed rule out for public comment, final rule, publication of a report, announcement, etc.

Date: Anticipated date – keep this general

Roll out lead: Office – *Rollout Lead Name*, Phone Number

Roll out team:

- NOAA Fisheries Rollout Coordinator — *Samantha Guidon*, 301-427-8022
- NOAA Legislative Affairs — *Name*, Phone Number
- NOAA Program Coordination Office — *Lindsey Kraatz* 240-678-7958
- NOAA Fisheries Office of the Assistant Administrator — *Alesia Read* 301-427-8064
- NOAA Fisheries Office of Communications – *Kate Naughten* 240-687-9811; *Jazzmin Awa-Williams* (301) 427-8043
- NOAA Office of Communications – *Jennie Lyons* 301-427-8013; *John Ewald*; *Kate Brogan* 301-427-8030
- Contacts from the Fisheries Front Office (Chief of Staff, Chief of Staff for Science, Special Assistants, etc.)

Who else?

- Contacts from your program office
- Contacts from other program offices that may have a role
- Regional Contacts
- Regional Communications Council?

NOAA Spokespeople:

- NOAA Spokesperson – Usually NOAA Fisheries Leadership/Regional Leadership

Subject Matter Experts:

- Subject Matter Expert, Phone Number

Key Messages: Ranging from 3-4 what is the key point we want the audience to walk away with?

- Key Message 1
- Key Message 2
- Key Message 3
- Key Message 4 (if necessary)

Audiences: Who should know? Who will this impact? These will range based on the subject.

- Examples include: Scientific partners, tribal governments, tribes, state/federal management partners, academia, marine and coastal resource users, general public, NGOs, media, Congress.

Plan Summary and Schedule: What are the necessary steps to announce the action? Who will complete the action?

Day Before Roll Out

- Email from AA (who will complete the action)

Day of Roll Out: In Succession (this will vary from roll out to roll out)

- Hill notifications (who will complete the action)
- AA Emails to notify partners (who will complete the action)
- Email to key stakeholders – engagement component (who will complete the action)
- Online component – posting to NOAA Fisheries website (who will complete the action)
- Press component – press release? (who will complete the action)
- Stakeholder component

Ongoing Following Roll Out

- Example: Include blurb in Eileen’s Week Ahead
- Example: Include as item in FishNews e-newsletter (Susko)
- Example: Hill briefings (OLIA)
- Example: Follow up with reporter inquires (PAO)

Materials: What tools are we using to make the announcement?

- Example: Key Messages with talking points
- Example: Questions and Answers
- Possible Example: Email notifications

Messages and Talking Points:

1. First Key Message

- Talking point
- Talking point
- Talking point
- Talking point

2. Second Key Message

- Talking point
- Talking point

- Talking point
- Talking point

3. Third Key Message

- Talking point
- Talking point
- Talking point
- Talking point

4. Fourth Key Message (if needed)

- Talking point
- Talking point
- Talking point
- Talking point

Questions and Answers (if needed): Example from Climate Science Strategy Roll Out Plan

Q: What will implementing the NOAA Fisheries Climate Science Strategy achieve?

- The goal of the Strategy is to increase production, delivery and use of climate-related information by resource managers and users to help them reduce impacts and increase resilience in a changing climate.
- Implementing the Strategy will provide marine and coastal resource managers, resource users, and others with the information they need to better prepare for and respond to climate-related impacts on valuable marine and coastal resources and the people, businesses and communities that depend on them.

Q. Second question here.

Second answer here.

Draft Emails for AA or Chief Scientist: (should be able to use this as a base for all emails)

- Email to Leadership
- Email to External Parties (Hill, partners, etc.)
- For use in FishNews
- Using the same messages as in the roll out plan