

## **USEITI Communications Plan – through 1<sup>st</sup> USEITI report Dissemination**

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### **Background**

The U. S. candidacy application for EITI was accepted on March 19, 2014. As a result, the Multi-Stakeholder Group (MSG) is now in the process of meeting the criteria to achieve “Compliant Status.” These criteria include selection of an independent third-party reconciler (with the Department of Interior) and preparation of the first U.S. report, scheduled for December, 2015. An integral part of the process is public outreach to encourage industry involvement in the USEITI process, encourage the states and U.S. tribal governments to participate in the process, keep Congress informed on U.S. implementation efforts and educate all stakeholders about the benefits of U.S. implementation of EITI.

The following provides a communication plan to support USEITI and continue to build awareness of EITI efforts in the United States. This is a living document that will be amended as per MSG direction.

### **December 2015 Communications Goal**

Achieve a concrete demonstration of a new level of transparency in the United States regarding extractive industries’ revenues that is credible, substantive, easily understood, engages the public, increases collaboration across sectors, enhances international credibility, and further understanding of extractives industries in the United States

### **Key Purposes of USEITI Communications**

- Increase public awareness of the USEITI and its benefits
- Update stakeholders on status of USEITI
- Notify stakeholders of upcoming events
- Build credibility for the USEITI process and its products
- Garner or increase support for USEITI by stakeholders
- Highlight industry’s contributions to the economy at the federal, state, and local level
- Encourage voluntary compliance by relevant corporations with the USEITI process
- Encourage engagement and involvement in USEITI by subnational entities, such as states and tribes

- Request meetings or briefings

### **Key Audiences for USEITI Communications**

- Reporting companies
- Payor companies
- Congress
- News media/trade press
- The general public
- Non-profit organizations
- Academics
- State governments
- Local governments
- Tribal governments and native groups
- The extractive industry in general

### **Key Messages for USEITI Communications**

In developing and delivering communications materials, the USEITI MSG will consistently incorporate the following messages:

- EITI is an international transparency standard in which a growing number of countries are participating
- Key USEITI milestones, deadlines, and next steps
- Opportunities for public/stakeholder engagement in US
- The benefits of USEITI to stakeholders in the United States (as described below)

### **Methods of Communication**

In implementing this plan, the USEITI Multi-Stakeholder Group will use several methods of communication, including, but not limited to, the following:

- Letters (one sector, multi-sector, Multi-Stakeholder Group)
- Fact sheets
  - General Information
  - Specific to audience, sector, or topic
- Press releases (one sector, multi-sector, Multi-Stakeholder Group)
- Press conference
- Notice in Federal Register
- Briefings
- Personal outreach
- Meetings
  - Public meetings
  - Focus groups or targeted meetings for sectors, constituents, or stakeholders
  - Charettes or workgroups
  - Other

- Team visit to specific stakeholder (e.g., state or tribe)
- Presentations at meetings or conferences (Universities, Trade Associations, etc.)
- White House Statement
- Websites
  - USEITI
  - MSG member
  - Sector
- Social Media
- Radio interviews

**Timing of Communications**

- Periodic updates, e.g. updates to all stakeholders every 3 or 4 months
- As needed for a specific stakeholder, e.g., outreach to specific states and tribes to encourage participation, to payor companies in advance of unilateral disclosure
- Based on specific events, including:
  - DOI awards contract for Independent Administrator, September 2014
  - USEITI MSG meetings, September and December, 2014
  - DOI on-line data pilot and ONRR Unilateral Data Disclosure, December 2014
  - USEITI MSG meetings throughout 2015
  - Publication of first Report, December 2015
  - Publication of second Report, December 2016
- MSG to decide whether proactive and social media campaigns desirable and/or appropriate

**Outreach Materials**

The following documents comprise the standard communications package for use in implementing the USEITI Communications Plan, and are available on the USEITI website at <http://www.doi.gov/eiti/FACA/comms-subcommittee.cfm>:

Document	Status
USEITI Fact Sheet	Complete and on website.
USEITI MSG Members	Complete and on website
Frequently Asked Questions	Complete and on website
List of Benefits	Complete and on website
USEITI Upcoming Milestones	Complete and on website
Description of USEITI Report	Complete and on website
Master Sliddeck	Complete and on website
Summary of Unilateral Disclosure Report	Proposed: After unilateral reporting occurs, summary report of what it shows
List of companies that will be asked to reconcile data	Proposed: Closer in time to when reconciliation occurs

**Communication Actions by Stakeholder Group**

<b>Communications to Industry</b>	
<b>Action 1</b>	<b>Dear Reporter Letter re Unilateral Disclosure of Company-Level Data</b>
	Target Audience      All DOI payors
	Purpose                      • Inform payors of payor code consolidation and DOI unilateral disclosure of company-level data • Update companies on status of USEITI
	Message                    • Key EITI milestones, deadlines, and next steps • Opportunities for public/stakeholder engagement – review payor codes if desired
	Assigned to              ONRR
	Method                    Letter - ONRR
	Signatory                ONRR
	Date                        Sent June 30, 2014
Notes	
<b>Action 2</b>	<b>Dear Reconciler Letter</b>
	Target Audience      All companies that will be asked to reconcile
	Purpose                      • Inform companies on USEITI • Identify benefits for industry • Request voluntary participation in reconciliation • Inform on timing (inform that next communication will come from IA)
	Message                    • Opportunity to participate in ground breaking transparency initiative
	Assigned to              Communication Subcommittee
	Method                    Letter
	Signatory                Secretary of DOI
	Date                        November 25, 2014
Notes	
<b>Action 3</b>	<b>Follow-up to Dear Reconciler Letter</b>
	Target Audience      Association members of the reconciling companies
	Purpose                      • Highlight Dear Reconciler Letter • Inform companies on USEITI • Identify benefits for industry • Inform on timing
	Message                    • Opportunity to participate in ground breaking transparency initiative (support government in transparency)
	Assigned to              Industry MSG
	Method                    Letter (or other appropriate association communication tool)
	Signatory                API, IPAA, NMA
	Date                        November 25, 2014
Notes	
<b>Action 4</b>	<b>Webinar for Companies Receiving Dear Reconciler Letter</b>
	Target Audience      All reconciling companies

	Purpose	<ul style="list-style-type: none"> <li>● Highlight Dear Reconciler Letter</li> <li>● Inform companies on USEITI</li> <li>● Identify benefits for industry</li> <li>● Inform on timing</li> </ul>
	Message	Opportunity to participate in ground breaking transparency initiative (support government in transparency)
	Assigned to	DOI (panelists to include cochairs, Aaron Padilla, and IA)
	Method	Webinar
	Date	TBD – January 2015

Action 5	<b>Follow-up to Dear Reconciler Letter and Webinar</b>	
	Target Audience	All reconciling companies
	Purpose	<ul style="list-style-type: none"> <li>● Reference Dear Reconciler Letter</li> <li>● Inform companies on how to reconcile</li> <li>● Inform on timing</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● Efforts to reduce duplicity</li> </ul>
	Assigned to	IA
	Method	individual communications (including template)
	Signatory	IA
	Date	Beginning of February 2015
Notes		

Action 6	<b>USEITI Report Communication</b>	
	Target Audience	All extractive industries operating in USA
	Purpose	<ul style="list-style-type: none"> <li>● Inform companies on USEITI Report</li> <li>● Identify benefits for industry</li> <li>● Inform on timing of release and about next steps</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● Success is releasing first report</li> <li>● Opportunities for improvement</li> </ul>
	Assigned to	DOI/White House
	Method	Letter/press release including communication package
	Signatory	Secretary of DOI/The White House
	Date	TBD
Notes		

Action 7	<b>Follow-up to USEITI Report Communication</b>	
	Target Audience	All Industry Association members
	Purpose	<ul style="list-style-type: none"> <li>● Inform companies on USEITI Report</li> <li>● Identify benefits for industry</li> <li>● Inform on timing of release and about next steps</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● Success is releasing first report</li> <li>● Opportunities for improvement</li> </ul>
	Assigned to	Industry MSG
	Method	Letter (or other appropriate association communication tool)
	Signatory	API, IPAA, NMA
	Date	TBD
Notes		

<b>Communications to Tribes</b>		
<b>Action 1</b>	<b>Dear Tribal Leader Letter</b>	
	Target Audience	Tribal Governments USEITI Tribal Contact List
	Purpose	<ul style="list-style-type: none"> <li>• Inform companies on USEITI</li> <li>• Identify benefits for industry</li> <li>• Request voluntary participation in reconciliation</li> <li>• Inform on timing</li> </ul>
	Message	<ul style="list-style-type: none"> <li>• EITI is an international transparency standard in which a growing number of countries are participating</li> <li>• Key EITI milestones, deadlines, next steps</li> <li>• What stakeholders could/should do to participate in EITI</li> </ul>
	Assigned to	State/Tribal Subcommittee
	Method	Letter - ONRR
	Signatory	ONRR
	Date	Sent to BIA and RDs July 18, 2014
Notes	Previous letters: February 26, 2012; May 21, 2012; July 27, 2012; February 1, 2013	
<b>Action 2</b>		
	Target Audience	
	Purpose	•
	Message	•
	Assigned to	
	Method	
	Signatory	
	Date	
	Notes	Other tribal outreach??
<b>Communications to General Public</b>		
<b>Action 1</b>	<b>General USEITI Communication</b>	
	Target Audience	General public
	Purpose	<ul style="list-style-type: none"> <li>• Increase public awareness of the EITI and its benefits</li> <li>• Update stakeholders on status of USEITI</li> <li>• Notify stakeholders of upcoming events</li> <li>• Build credibility for the USEITI process and its products</li> </ul>
	Message	<ul style="list-style-type: none"> <li>• EITI is an international transparency standard in which a growing nr of countries are participating</li> <li>• Key USEITI milestones, deadlines, and next steps</li> <li>• Opportunities for public/stakeholder engagement</li> </ul>
	Assigned to	EITI Secretariat
	Method	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Social Media?</li> <li>• Fed Reg Notice</li> </ul>
	Signatory	ONRR
	Date	ongoing
Notes	2014: March 11, July 8, July 14 2013: January 30, March 27, April 26, May 29, August 19, September 18, October 1, October 29 2012: February 24, March 8, May 3, May 21, May 25, July 11, July 27, August 23, September 28	

Action 2	<b>USEITI DOI Online Pilot and ONRR Unilateral Disclosure Communication</b>	
	Target Audience	All stakeholder groups including the General public
	Purpose	<ul style="list-style-type: none"> <li>● Highlight increased transparency and public access</li> <li>● Identify benefits of transparency</li> <li>● Inform on timing of release and about next steps</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● Success is releasing the Online Data and being able to provide reliable Unilateral Disclosure</li> <li>● Opportunities for improvement</li> </ul>
	Assigned to	DOI
	Point person	
	Method	Letter/press release including communication package
	Signatory	DOI
	Date	December 2014
Notes		

Action 3	<b>USEITI Report Communication</b>	
	Target Audience	All stakeholder groups including the General public
	Purpose	<ul style="list-style-type: none"> <li>● Highlight increased transparency and public access Identify benefits of transparency</li> <li>● Inform on timing of release and about next steps</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● Success is releasing first report</li> <li>● Opportunities for improvement</li> </ul>
	Assigned to	Communication Subcommittee/DOI
	Point person	
	Method	Letter/press release including communication package
	Signatory	Secretary of DOI/ White House
	Date	TBD
Notes		

**Communications to States**

Action 1	<b>Dear Governors Letter</b>	
	Target Audience	Governor’s Office in 18 selected states: Alaska, Arizona, California, Colorado, Illinois, Kentucky, Louisiana, Minnesota, Montana, New Mexico, Nevada, North Dakota, Oklahoma, Pennsylvania, Texas, Utah, West Virginia and Wyoming.
	Purpose	<ul style="list-style-type: none"> <li>● Update states on status of USEITI</li> <li>● Build credibility for the USEITI process and its products</li> <li>● Encourage engagement and involvement in EITI</li> </ul>
	Message	<ul style="list-style-type: none"> <li>● EITI is an international transparency standard in which a growing number of countries are participating</li> <li>● What states could/should do to participate in EITI</li> <li>● The benefits of EITI to states</li> </ul>
	Assigned to	State and Tribal Opt-In
	Point person	Jerry Gidner
	Method	Letter including communication package
	Signatory	DOI Secretary Jewell
	Date	October 3, 2014
Notes		

Action 2	<b>Follow up to Dear Governors Letter - Meeting requests</b>		
	<b>State</b>	<b>MSG Contact</b>	<b>State Contact</b>

Target Audience –	<ol style="list-style-type: none"> <li>1. Alaska</li> <li>2. Colorado</li> <li>3. Kentucky*</li> <li>4. Montana*</li> <li>5. Nevada</li> <li>6. New Mexico</li> <li>7. North Dakota</li> <li>8. Oklahoma</li> <li>9. Pennsylvania*</li> <li>10. Texas -</li> <li>11. West Virginia</li> <li>12. Wyoming</li> </ol>	<p>V. Slajer/Greg Conrad</p> <p>??</p> <p>??</p> <p>??</p> <p>Nick Kotts</p> <p>??</p> <p>??</p> <p>??</p> <p>??</p> <p>Mike Matthews</p>	<p>Ed Fogles</p> <p>Robert Randall</p> <p>Steve Hohmann</p> <p>Van Charlton</p> <p>Rich Perry</p> <p>Demesia Padilla</p> <p>Ryan Rauschenberge</p> <p>Mark Hudson</p> <p>Dawn Cash</p> <p>Dan Hassel</p> <p>Mike Reissig</p> <p>John Doyle</p> <p>Rick Scheer</p>
*=response to Governors letter			
Purpose	<ul style="list-style-type: none"> <li>● Highlight Dear Governors Letter</li> <li>● Update states on status of USEITI</li> <li>● Encourage engagement and involvement in EITI states</li> <li>● Build credibility for the USEITI process and its products</li> </ul>		
Message	<ul style="list-style-type: none"> <li>● EITI is an international transparency standard in which a growing number of countries are participating</li> <li>● Key EITI milestones, deadlines, and next steps</li> <li>● What states could/should do to participate in EITI</li> <li>● The benefits of EITI to states</li> </ul>		
Assigned to	State and Tribal Opt-In and individuals identified above		
Point person			
Method	Letters/ phone calls?		
Signatory			
Date	After Dear Governors letter		
Notes			

Action 3	<b>Follow up to First USEITI Report Communication - Meeting requests (18 target states)</b>		
Target Audience	Alaska, Arizona, California, Colorado, Illinois, Kentucky, Louisiana, Minnesota, Montana, New Mexico, Nevada, North Dakota, Oklahoma, Pennsylvania, Texas, Utah, West Virginia and Wyoming.		
Purpose	<ul style="list-style-type: none"> <li>● Inform Governors of USEITI Report</li> <li>● Identify benefits of transparency</li> <li>● Inform on timing of release and about next steps</li> <li>● Encourage opt-in</li> </ul>		
Message	<ul style="list-style-type: none"> <li>● Success is releasing first report</li> <li>● Opportunities for improvement</li> </ul>		
Assigned to	DOI		
Point Person			
Method	Letters/ phone calls?		
Signatory			
Date	After first USEITI report dissemination		
Notes			

**Conferences**

<b>Stakeholder group</b>	<b>2014</b>		<b><u>MSG</u> <u>Member</u> <u>Participating</u> <u>?</u></b>
Tribal	October	<ul style="list-style-type: none"> <li>Ute Tribe Energy Conference &amp; Expo (October 14 – 15, Denver, CO)</li> </ul>	Greg Gould, Attending
Government		<ul style="list-style-type: none"> <li>Interstate Mining Compact Conference (October 16 -17, Washington, DC)</li> </ul>	Paul Mussenden, Participating
Government		<ul style="list-style-type: none"> <li>Interstate Oil and Gas Compact Conference (October 20, Columbus, Ohio)</li> </ul>	Greg Gould, Participating
Tribal		<ul style="list-style-type: none"> <li>26-31, NCAI 71<sup>st</sup> Annual Convention (October 26 – 31, Atlanta, GA)</li> </ul>	
Government /Tribal	November	<ul style="list-style-type: none"> <li>STRAC (November 5 – 6, Albuquerque, NM)</li> </ul>	Greg Gould, Danielle Brian, Participating
	<b>2015</b>		
Government		<ul style="list-style-type: none"> <li>EIA Conference (TBD)</li> </ul>	Have inquired about participating
		<ul style="list-style-type: none"> <li></li> </ul>	
Tribal	February	<ul style="list-style-type: none"> <li>NCAI Executive Council Winter Session (Feb. 23-15, Washington, DC)</li> </ul>	
Tribal	March	<ul style="list-style-type: none"> <li>RES 2015 (Las Vegas, NV)</li> </ul>	
		<ul style="list-style-type: none"> <li></li> </ul>	
Industry	April	<ul style="list-style-type: none"> <li>CERAWeek (April 20-24, Houston, TX)</li> </ul>	
State	May	<ul style="list-style-type: none"> <li>IOGCC Annual Business Meeting (May 18 – 20, Salt Lake City, UT)</li> </ul>	
Tribal	June	<ul style="list-style-type: none"> <li>NCAI Mid Year Conference (June 28 – July 1, St. Paul, Minnesota)</li> </ul>	
	September	<ul style="list-style-type: none"> <li>IOGCC Annual Conference (Sept. 28 – 30, Oklahoma City, OK)</li> </ul>	

	October	<ul style="list-style-type: none"><li>• NCAI Mid-year conference (Oct. 18 – 23, San Diego, CA)</li></ul>	