

USEITI Outreach and Communications Subcommittee Meeting Summary for Monday, January 12, 2015

Agenda

1. Continue review of Communication Plan
 - Finish the tribal action items discussion (any remaining gaps to fill in)
 - Discussion of Industry actions 8 and 9
 - Overall goal – review each action item by stakeholder group and then discuss whether there are any gaps and the need to reach out to a specific sector before January 16th deadline for input.

2. Update from Outreach Materials Working Group
 - Materials updated, Accurate MSG info, USEITI Dates, MSG dates, etc.
 - Procedure for Materials Update Guidance - List of which materials that have what key EITI information for easy updates
 - Last updated “date” on all materials
 - Email blast list

3. Update from Payor Working Group
 - Development of appropriate method for making the reconciling company list public

Congressional Outreach

There was a robust discussion on outreach to States. It was suggested that first communication could be through the Hall of States on Capital Hill to provide a letter, fact sheet and other information to those offices. Also provide those offices with USEITI contact information and to receive their contact information.

A starting point is to utilize the State Yellow Book of 2015 for office contact information.

International Outreach

The Subcommittee will be reaching out to the State Department with outreach to the International Community.

A broader discussion will take place at the next MSG meeting with regards to communicating to the EITI International Secretariat.

Communication Plan

Continued review and discussion of the communication plan document picking up at the Tribal Action Items through to the General Public section of the plan. To complete the Tribal plan the group will need to rely on the State & Tribal Opt-in Subcommittee for finalization.

Suggestions of publication into the local newspaper of the States involved with reporting for USEITI. Social media use was also discussed with regards to which platforms are being used and to determine what information is being disseminated.

There are some concerns that there is a disconnect between the State & Tribal Opt-In subcommittee with regards to which States were contacted; who responded; and where we are currently with the States. Another concern, are we going to send letters to States where new Governors have been elected and if we are going to do follow-ups to the Governors letter with meeting requests.

Workgroup Updates

Payor Company Workgroup - Debbie Tschudy, Susan Ginsberg, Emily Kennedy, Laurie Sherman.

The group will provide an introductory paragraph with regards to providing a list of companies in the Fact Sheet. The group will wait after the webinar in February to make a more informed decision.

Working Materials Group – Jerry Gidner, Laurie Sherman, Judy Wilson

Updating of the communications materials will be completed in the next few days and will be forwarded to the full subcommittee within the next 2 weeks.

Also discussed that procedures/guidance need to be developed for updating these materials.

Meeting was adjourned.

Next Steps/Action Items

1. Anita Gonzales-Evans will draft a letter for the outreach to the Hall of States on Capitol Hill.
2. Dear Governors letter to be sent to newly elected Governors.
3. Jerry Gidner will update information discussed on the Communications Plan and the Outreach Materials and submit to the subcommittee prior to the January 26, 2015 subcommittee meeting.

Next Meeting

The next conference call will be held Monday, January 26, 2015; at 11a.m. Eastern.

Subcommittee Members in Attendance

Veronika Kohler, NMA
Laurie Sherman, Transparency International
Amanda Lawson, Walter Energy
Susan Ginsberg, IPPA
Marina Voskanian, California State Lands Commission

Invitees

Jerry Gidner, DOI
Anita Gonzales-Evans, ONRR
AJ Maxwell, Deloitte

Staff

Rosita Christian, ONRR