

Regional Directors/Shutdown POCs/Regional PIOs

The shutdown is over. Here's some communications guidance for our Servicewide reopening, please pass along to your parks who are welcome to tailor to their individual circumstances.

Websites

- NPS.gov will return to normal operations as soon as possible after the shutdown ends.
- Parks should update websites with park alerts and information about what is open (and isn't with winter setting in).
- Programs should update websites as needed looking for things like deadlines that have passed.

Social Media Sites

- The social conversation has been happening without us, so give your social media sites a good long look and see if there are any posts that violate our policy. If so deal with them. There will be some that are vile and make you mad...but if they don't violate the policy leave them there and go on.
- By the end of your first open day, post a short message, something as simple as "Welcome back, we've missed you!" will be fine.

Media

- Keep it factual and straight forward.
- Key messages for all public outreach:
 - o **XXX** National Park is open!
 - o We are happy to be back at work serving the American people and welcoming visitors to their national parks.
 - o We are proud to be a member of this community and contribute more than **\$XXXX** to the local economy.
 - o The economic impact of closing this park for **XX** days has been extremely tough on our gateway communities, local businesses, neighbors, and park partners. We look forward to working with you on ways to lessen that impact.
- A national release will be issued by WASO announcing the end of the shutdown and the re-opening of parks and resumption of programs.
- We encourage every park to issue a news release to ensure that your communities and neighbors understand when and how your park will be re-opening. We will provide a template tomorrow.
- Other alternatives to consider (if they make sense for your park):
 - o news conference/event with partners, local officials, community leaders
 - o interviews with the park superintendent
 - o welcome back event for visitors/community

Employees and Partners

- Re-connect with employees who have been furloughed, give respite to those who have been working and often bearing the brunt of public unhappiness with the shutdown, and talk with partners to understand the impacts on the shutdown on them and how we may be able to help.