

USEITI Outreach and Communications Subcommittee Meeting Summary for Tuesday, January 19, 2016

Agenda

1. Feedback on Report dissemination – Jerry
2. EITI Global Conference material – Judy (to be sent shortly)
3. Priorities from MSG Meeting
 - Improved communications with companies for reconciliation– IA
 - Outreach sessions – collaborate with State-Tribal committee and focus on opt-in states
 - Other priorities?

Feedback on Report dissemination

The Report dissemination has been relatively successful and there was mostly positive coverage about the 2015 USEITI Report. On the social media side there was quite a bit of activity and many of our tweets were re-tweeted or passed on. We have grown to almost 300 Twitter followers and each time Jerry posts to Twitter there are more folks who follow or add. Now we need to think about how to push this out to get increased public feedback.

GOXI is a website that was developed and is currently maintained by the World Bank for people to find information about EITI. The Report was not posted to this network but a suggestion was made to post the Report. Jerry agreed to go online and post a thread with the link to the Report.

One person submitted a comment through the data portal and that person has requested to provide feedback on the data portal.

A question was asked if the Report was sent out to the counties and states that were included in the Report. The Report link was sent out to everyone on those distribution lists. So far we have not received any feedback from those counties or states. A suggestion was made to for the State & Tribal Subcommittee to reach out to these entities to follow up and ask for feedback.

EITI Global Conference material

At the Global Conference there will be plenary and joint sessions on lessons learned and reforms. At the Members meeting they will be electing new board members and the new board chair. There will also be an expo and every implementing country will have a booth as well as supporting organizations i.e. Publish What You Pay. At the expo they have asked countries to exchange information between implementing countries on innovation, how to present good visualizations, and lessons learned. The US will bring a couple of laptops to demo the Data Portal and will also share some of the photos from the MSG website. For the posters hanging on the walls of the booth we will use meaningful graphics from the Executive Summary and Screenshots from the Data Portal. We will also provide a post card with contact information and the other side will have US by the numbers. We will also have a USEITI fact sheet available, so this would be a good time for this Subcommittee to review

the Fact Sheet and update it. Lastly we will have credit card thumb drives with the Executive Summary that can be passed out as well. In the booth we will also share the MSG website to demonstrate the significant transparency used to convene the MSG in the US.

Judy would like feedback on the materials she sent the Subcommittee no later than a week from today (January 25, 2016).

Priorities from MSG Meeting

1. Improved communications with companies for reconciliation– IA
 - make sure we are reaching out to the tax folks as well and having a special briefing for them on taxes
 - establish a clear deadline for the 2016 reporting period
 - be more upfront and communicate lessons learned from this past year
 - outreach from Secretary Jewell with a copy of the Report sent to the companies
 - understand communication will change based on the decisions that are made at the March MSG meeting
 - determine how will we communicate decisions made at the March MSG meeting to the companies
 - take the recommendations coming from the Implementation Subcommittee and think about how this will shape company outreach and what the right outreach should be
 - determine how successful the Reporting YouTube videos were last year and determine if we need to tweak those videos
 - consider sending another “Dear CEO” letter to all the reporting companies
 - revisit other outreach efforts like attending the PASO Conference
 - a thank you letter from high level DOI or the White House for those companies that participated in 2015 with some statement that this initiative is still very important to the USETI
 - need to recirculate most recent Communications Plan so we can determine key messages for company outreach this year
2. Outreach sessions – collaborate with State-Tribal committee and focus on opt-in states.
 - this Subcommittee could potentially have a joint Subcommittee meeting with the State & Tribal Subcommittee to address this priority
 - an idea was raised in the State & Tribal Subcommittee to travel to Montana and conduct outreach to stakeholders
 - we need public dialogue in order to be validated and if we are going to talk to states it makes sense to do some public outreach while we are there visiting those states
 - we need to move pretty quickly on outreach to States & Tribes
 - States & Tribes need to be picked to opt-in by the end of April 2016
 - over February and March this will all need to be decided
 - need dates for a public outreach webinar, but first need to establish what will be communicated and who will participate in this webinar
 - ask folks on Twitter for their ideas for a physical location for public outreach session

Next Steps/Actions Items

- Judy will speak with the ONRR senior leadership team about sending a high level thank you letter to companies
- Jerry will recirculate the most recent Communications Plan
- Johanna will prepare a recommendation for key messages for company outreach– Jan 25th
- Comment due to Judy on the LIMA materials – Jan 25th
- Next Outreach and Communications Subcommittee Meeting – Jan 26th

Meeting Attendees

Chris Mentasti, DOI
Isabelle Brantley, Deloitte
Jerry Gidner, DOI
Jim Steward, DOI
Johanna Neseth Tuttle, Chevron
Judy Wilson, DOI
Kim Oliver, DOI
Marina Voskanian, California State Lands Commission
Mia Steinle, POGO
Robert Kronebusch, DOI
Susan Ginsberg, IPAA
Veronika Kohler, National Mining Association