

**USEITI Outreach and Communications Subcommittee
Meeting Summary for Tuesday, May 31, 2016**

Agenda

1. CSO addition to the communications strategy
2. Industry and Government possible additions to the communications strategy
3. Secretary's Letter to the CEOs
4. Congressional outreach

CSO addition - Communications Strategy

Lengthy discussion on how do we convey the most compelling messages; for example financial transparency messages are not always necessarily compelling; the distinction was made between what is compelling for a particular sector or at a particular focus such as community level; the goal is how to focus towards specific groups and integrate it into the strategy.

Industry and Government possible additions - Communications Strategy

Industry and Government both stated that their sectors are comfortable the current messaging and no need to add to the message to make it more compelling.

Secretary's Letter to the CEOs

The letters were going forward for signature today. A copy of the final letter going forward will be provided to the subcommittee.

Congressional Outreach

The Secretariat will talk with the Congressional Affairs Liaison to set up a briefing or follow-up to Congress staffers. Provide a greater level awareness to the House Natural Resources Committee members/staffers. It was also suggested that we reach out to the Transportation Committee as well.

Other Items

Summer Intern will draft a crosswalk of the two communication strategies. Modify the currently approved outreach materials to target specific audience as well as targeting the content for social media.

Next Steps/Actions Items

- Provide Final CEO letter to subcommittee members
- Provide Bio of the summer interns to the subcommittee
- Provide possible dates for Congressional follow-up meeting/presentation
- Summer intern to provide crosswalk of the communication plan and communication strategy by June 14th subcommittee meeting
- Next Outreach and Communications subcommittee Meeting – June 14

Meeting Attendees

Veronika Kohler, NMA
Abhik Banerjee, ONRR
Andrew Varnum, Deloitte
Betsy Taylor, Va Tech
Jerry Gidner, ONRR
Johanna Nesseth, Chevron
Judy Wilson, ONRR
Julian Proctor, ONRR
Kent Schultz, Deloitte
Lynda Farrell, Pipeline Safety Coalition
Rosita Christian, DOI
Susan Ginsberg, IPAA