

DRAFT BLM KEY MESSAGES – 2017 ADMINISTRATION PRIORITIES

Internal Working Document – April 3, 2017

When communicating decisions, announcements, or emerging issues, BLM leaders and communications professional should emphasize to the full extent possible the BLM's multiple-use mission that ensures opportunities for commercial, recreational, and conservation activities on public lands. While each BLM office has its own resource issues, the thematic messages below highlight how the BLM mission addresses the administration's priorities.

These messages should be used broadly as you and your staff prepare internal and external communications products, including press releases, talking points, printed materials such as pamphlets. They should also be used as appropriate when conducting Hill visits or meeting with other stakeholders.

Making America Safe Through Energy Independence

- The America First Energy Plan is an all-of-the-above plan that includes oil and gas, coal, and renewable sources such as wind and solar – all of which can be developed on public lands.
- America's free markets will help determine if energy development on public lands is feasible.
- The BLM is reviewing and streamlining its business processes to serve its customers and the public better and faster.
- The BLM is committed to supporting improved transmission and pipeline development that stabilizes the grid and otherwise strengthens America's energy infrastructure.

Making America Great Through Shared Conservation

- As stewards, the BLM manages public lands for the benefit of current and future generations, supporting conservation as we pursue our multiple-use mission.
- We believe partnerships and inclusion are vital to managing sustainable, working public lands.
- The BLM respects the ties that native and traditional communities have to public lands.
- The BLM welcomes and values your diverse views.

Getting America Back to Work

- The BLM supports working landscapes across the West through its many programs.
- The BLM facilitates opportunities for development of energy infrastructure and commercial recreation on our public lands that create jobs that help local communities grow.
- The BLM is committed to keeping public landscapes healthy and productive.
- Public lands keep America not only beautiful, but also strong.

Serving the American Family

- The BLM strives to be a good neighbor in the communities we serve, where we provide opportunities for economic growth with space for traditional uses such as ranching, mining, logging, and energy development as well as hunting and fishing.
- Public lands provide valuable, tangible goods, and materials we rely on and use every day to heat our homes, build our roads, and feed our families.
- Connecting kids to public lands connects them to America's natural and cultural heritage.
- The BLM respects the ties many Native American tribes maintain with the land as a shared community value.

Making America Safe – Restoring Our Sovereignty

- The BLM works to promote safety, security, and environmental protection of the almost 200 miles directly along the international boundary in New Mexico, Arizona, and California.
- Innovative initiatives and partnerships across Federal and state agencies are producing tangible operational results on the front line in the areas of illegal smuggling, conservation, and identifying transnational threats.
- Among our goals are to provide safe and secure environment for the public, employees, and public land users and to protect public land resources from the effects of smuggling.
- We also recognize the objectives of securing our borders and conserving our Federal lands are not mutually exclusive. We must do both.