

Ideas to Promote Using Sound Science in Land Management Decisions

- We're being reactive, not proactive in identifying issues **Ken Conley**
- "McDonalds hasn't sold 9 bazillion hamburgers because they made a good one"
We need a professional PR firm to address the issues on a consistent basis that can take appropriate concepts and "sell" them to political and other entities
Barry Perryman?
- 1. Grazing is part of the multiple use mandate. Sustainability is the preeminent issue to continue and protect all resources. 2. We shouldn't play grazing for more than it is. (I think he meant this in conjunction with his first sentence.) This takes more than message, it takes work on the ground. **Ed Monnig**
- Show success stories **Ryan Leary?**
- The Cattlemen's Association has started in the PR direction. Need to show the great job ranchers and land managers are doing. **Boyd Hatch**
- This has to be a national effort. Public perception has to be changed in New York City and Portland, Oregon. **Tamsen Stringham**
- The public likes to see cattle operations, and yet many of those same people are funding the opposition. **Boyd Hatch**
- The Nevada Sustainable Grazing Association agrees with the PR approach. How do we make the message far reaching and effective? We need to be quick, visible, and have impact. Then and now photos with the caption "managed rangelands" shown in public venues like airports is a suggestion. **Rick Orr**
- The section has a lot of educational material. Also need to highlight the economic impact of grazing in addition to success stories. **Floyd Rathbun**
- We need a big budget. National levels of Cattlemen, SRM, needs to be big, catchy. **Tamsen Stringham**
- Leave lobbying to groups that are lobbyists. We need to provide sound information to decision-makers. Decisions are being made with the expectation of being sued. Idaho Watershed Project : 2004 there were 9 leases conflicted by a spinoff of the group. These were small operations. They formed the Idaho grazing coalition, got leases reissued. Western Legacy Alliance (WLA) has been established to combat radicals. They have hired a PR firm whose researcher has found ties between the spotted owl proponents and the grazing opponents. When we try to combat bad information directly, it appears to be sour grapes. The good information has to be introduced by a third party. When the WLA website has been set up, they would like a wide spectrum of groups to be sponsors. **Wally Butler**
- Is WLA pulling together costs? Yes **Don Henderson**
- Most organizations we are dealing with are single issue groups. SRM is a multiple use point of view. In the early days, livestock was the primary rangeland use, and that is still the public perception of SRM. **Jack Artz**
- We should be advocates for good range management only. We need to get the word out as to what SRM is and what we do. How do we get the message out that we promote the use of good science? **Gary McCuin**

- We need to understand and agree on what we are championing. We are losing sagebrush-grass rangelands because we are not actively managing them. Active is doing things ahead of the curve. Things like reduce sagebrush canopy cover, and reseed. Livestock is one of the tools. We need to lobby for the sustainability of the resource. **Kent McAdoo**
- We need to sell to the current society and the future generations. We have to make it their resource. **Ryan Shane?**
- If we are going to combat our opponents, we should have an analysis of what is being challenged so we can focus our efforts on the things we have the ability to change. **Mike Holbert**
- Can BLM do the analysis? Yes for BLM actions. Would need a request from the NV Section to initiate the work. **Don Henderson**
- Proactive is good. We need to focus. SRM could use science expertise from the Sage Grouse for example, to address the negative grazing push. **Todd Swickard**
- Our overarching goal should be to maintain options for the future. **Gary McCuin**
- Do we have the ability to move the needle enough with only PR? We need to look at what we are trying to accomplish, find a way to target policies we can impact, and use science to impact those. We need to figure out what it is that will cause the agencies to examine their approach, and then attempt to change it. **Doug Busselman**
- There are three legs to the issue: economic, social, and ecological. We should bring a more social face to what we want to be accomplished. **Bob Welling**
- Demonizing the enemy will not be helpful. **Ken Visser**
- The Range Excellence committee could be helpful. Word needs to get out widely. **Don Henderson**
- The central issue seems to be a lack of trust. We need to emphasize efforts that build trust. **Sherm Swanson**
- We have successes in Elko County. We've invited the groups out without success. **Kent McAdoo**
- SRM does reach out and look at all aspects. We need to be sure the right science is going into these documents. **Boyd Hatch**
- We have two discussions. 1. How do we inform the New York housewife? 2. We need to use good science to manage the land. Look at strengths and weaknesses, do a metadata analysis. **Tamsen Stringham**
- WLA has most of the analysis data identified earlier in the discussion. There is a struggle with getting SRM deeply into a PR type operation. SRM's primary focus is science. **Wally Butler**