

COMMUNICATIONS PLAN
National Petroleum Reserve in Alaska
Oil and Gas Lease Sale
December 2017

This is a draft communications plan covering the National Petroleum Reserve in Alaska (NPR-A) oil and gas lease sale to be held Dec. 6, 2017, via livestream in Anchorage. This plan outlines the major goals and stages to be achieved prior to the sale. This document is subject to revision, as conditions and situations warrant.

Goals:

- Inform the public, media, industry, and interested groups about the NPR-A Oil and Gas Lease Sale 2017 and process, and the change to livestreaming for the opening of bids for this sale, rather than a public meeting venue.
- Communicate the Bureau of Land Management (BLM) oil and gas lease sale process, including available tracts and how to submit sealed bids.
- Build opportunities for lasting cooperative and collaborative relationships with the State of Alaska in coordinating same-day lease sales for the North Slope.

Objectives:

- Communicate with the public about the oil and gas lease sale process.
- Identify and utilize technologies and methods to provide lessees and the public with convenient and timely access to information.
- Evaluate the effectiveness of livestreaming for the opening of bids based on statistical information on participation and audience input.
- Provide convenient, meaningful, and timely opportunities for interested lessees to understand and participate in the lease sale process, as well as their obligations as lessees.
- Obtain relevant lease sale and bid information from prospective lessees.

Opportunities for Public Input

BLM Alaska will accept sealed bids during the bid period, and will welcome informal public input, provided in written, verbal, and online form, anytime during the process.

BLM Alaska will provide information about the preparation and content of the lease sale to the public through a variety of means. BLM Alaska will issue a news release and post online (website and social media) announcing the date of the sale, how to submit sealed bids, and how to view the opening of bids via livestreaming. Following the sale, BLM Alaska will issue a news release and post online (website and social media) announcing the results of the sale. BLM Alaska will adapt communication techniques and methods to meet the needs of rural and Alaska Native communities. BLM Alaska will also use social media to inform the public about the lease sale process and post results.

TARGET AUDIENCES

The target audience includes Alaska media, North Slope Borough, North Slope village residents, state, federal, and local units of government, the Alaska Congressional delegation, industry groups, research monitoring teams, conservation and environmental groups, the BLM Alaska Resource Advisory Council (RAC) and the North Slope and Northwest Arctic Subsistence Regional Advisory Councils, NPR-A Subsistence Advisory Panel, and North Slope Science Initiative.

The news media are also a key audience that can assist in widely publicizing the planning effort and opportunities for public involvement. Key news media for this planning effort include:

- *Alaska Dispatch News*
- *Fairbanks Daily News-Miner*
- KTVA 11 local CBS TV news affiliate
- KTUU 2 local NBC TV news affiliate
- KAKM 7 local Fox TV news affiliate
- Alaska Public Radio

KEY MESSAGES

- The BLM supports energy independence through environmentally responsible development.
- The energy resources of the NPR-A are essential to meeting our nation's energy demands and will enhance domestic energy production and decrease dependency on foreign oil sources.
- BLM Alaska is conducting the Dec. 6, 2017, NPR-A oil and gas lease sale with 900 tracts (approximately 10.3 million acres) within the NPR-A available for leasing. These are all of the tracts available for leasing under the 2013 NPR-A Integrated Activity Plan/Environmental Impact Statement (IAP/EIS).
- This is the first time BLM Alaska will use the latest technologies to provide access to the lease sale to all publics, whether they are located in Anchorage or in a remote village, such as those on the North Slope.
- The 2017 oil and gas lease sale for the NPR-A does not conflict with areas that are unavailable for leasing under the Record of Decision for the NPR-A IAP/EIS, signed by the Secretary of the Interior on Feb. 21, 2013.
- The U.S. Geological Survey is currently re-assessing the oil and gas resources for the petroleum reserve as new discoveries have surpassed previous data.
- Existing performance based stipulations and best management practices can be used to mitigate resource impacts and allow greater flexibility and responsible development

PRODUCTS

- *Federal Register* notice(s)
- Week Ahead Report (internal)

- News release(s)
- Website (BLM.gov/Alaska In the Spotlight)
- Email to selected individuals (requested notification by email)
- Social media (Twitter, Facebook)
- Meeting materials (maps, posters, presentations, etc.)

PUBLIC COMMENT

A “Call for Nominations and Comments” published and nominations were requested for a period 30 days with a notice in the *Federal Register* on August 7, 2017. Bids will be accepted starting on the date of the lease sale Notice in the *Federal Register* through Monday, Dec. 4, 2017.

ACTION PLAN

The following table outlines the NPR-A oil and gas lease sale public participation opportunities.

| Audience | Method/Action | Responsibility | Date |
|---|--|-------------------------|--|
| Congressional Delegation | Brief Anchorage congressional staffers | AK 912/AK932 | One day prior to publication in the Federal Register |
| North Slope Borough Mayor Native Village of Nuiqsut Arctic Slope Regional Corporation | Phone call | Arctic District Manager | One day prior to publication in the Federal Register |
| Interested Stakeholders | News release | AK912 | Upon publication in the Federal Register |
| RAC | Briefing | AK910/AK 932 | November 2017 |
| Web visitors | Post Detailed Statement of Sale | AK912/AK932 | Late October 2017 |
| Media | News release | AK912 | Late October 2017 |

CONTACTS:

Rob Brumbaugh, BLM Alaska State Office, Energy & Minerals (907) 271-4429
 Lisa Gleason, BLM Alaska State Office, Office of Communications, (907) 271-3335