

From: [Howard Levitt](#)
To: [Christine Lehnertz](#)
Cc: [Craig Dalby](#); [Stephanie Burkhardt](#); [Martha Lee](#); [Alexandra Picavet](#); [Aaron Roth](#); [Frank Dean](#)
Subject: Re: Talking Points/FAQs on GOGA ROD signing
Date: Thursday, February 12, 2015 12:51:43 AM

Chris,

Because there has been so little media interest, we're planning to hold off on a social media campaign for now. We will revisit that if the interest or heat increases. Re calls/emails to PWRO and WASO, we would ask that callers/emailers be redirected to us - I can be the POC. As you know, some folks feel they are too important to deal with a mere "PR guy," but we would still request that those people, too, be redirected to us if possible. With very few exceptions, our practice is to respond directly to anyone who contacts us for any reason - we prefer to answer these inquiries by phone, if we have a number. I will reach out to Craig tomorrow to talk about all of this.

All of us at GOGA are grateful you signed the ROD - we can now move forward knowing we've got a great vision in place...helps us deal with Frank's imminent departure.
Howard

Sent from my iPhone

On Feb 11, 2015, at 8:40 PM, Christine Lehnertz <chris_lehnertz@nps.gov> wrote:

Thanks for the electronic version of the talking points Howard. I'm glad it's been quiet on the news front, but I won't be surprised if we get jammed up from individuals and groups that want to express their displeasure, including re energizing the White House petition drive effort.

So, in particular what is the strategy in the event that calls start coming in to the PWRO front office? Emails? Calls to WASO? Please work directly with Craig - I've gotten only one email so far, and forwarded it to you all at the park this afternoon.

Thanks

Chris

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On Feb 11, 2015, at 6:00 PM, Levitt, Howard <howard_levitt@nps.gov> wrote:

Chris, Martha, Stephanie, and Craig:

I believe we left a copy of these Talking Points/FAQs when we were over there on Jan 30, but here's an electronic version.

It's been eerily quiet since the press release on Monday, but it may be nothing more than general lack of concern by the media and broad public. Certain stakeholders are exercised over this, of course, but I think it may not be particularly newsworthy. There seems to be much more interest in Frank's news.

Fingers crossed.

Howard

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<Talking Points and FAQs for GMP ROD Signing Final.docx>