



AMERICA'S SALMON FOREST

ROADLESS RULE COMMENT PERIOD VIRTUAL TOOLKIT

DEAR BUSINESS PARTNER,

Trout Unlimited Alaska and America's Salmon Forest would like to thank you for your continued support of our work in Southeast Alaska's Tongass National Forest.

In this virtual toolkit, you will find the latest information about the Tongass that you can easily share with your customers and supporters helping to further spread the word. With more public involvement we can successfully safeguard these areas in Southeast Alaska that are so important for fishing, hunting and keeping our communities and economies healthy.

Your involvement is essential to ensuring that the Tongass is around for generations to come. We truly could not do this work without you.

Thank you again.

- Kayla & the America's Salmon Forest and Trout Unlimited Alaska team

BACKGROUND

At the end of 2020, the U.S. Forest Service announced its decision to remove protections of more than 9 million acres of roadless areas on the Tongass, despite 96% of public comments, Tribes, and local businesses, including yourself, all supporting the Roadless Rule. Many of the most important areas on the Tongass, including most of the Tongass 77, are in inventoried roadless areas.

These roadless areas are the underpinnings of Southeast Alaska's robust fishing and tourism industries, important recreation and subsistence lands, and are essential to the local way of life. This year, the U.S. Forest Service has announced they have a new vision for Southeast Alaska, and that includes putting an end to industrial scale old growth logging. **To begin this effort, the USDA Forest Service has launched a 60-day public comment period to reinstate the Roadless Rule on Alaska. The last day to submit comments is January 24, 2022.**

HOW YOU CAN HELP

- Share the blog/email with your customers and supporters
- Share Social Media Posts
- Get involved with **Virtual Day of Action**
- Swag up! Let us know if you'd like some ASF stickers and koozies!

IN THIS VIRTUAL TOOLKIT

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ROADLESS RULE COMMENT PERIOD VIRTUAL TOOLKIT

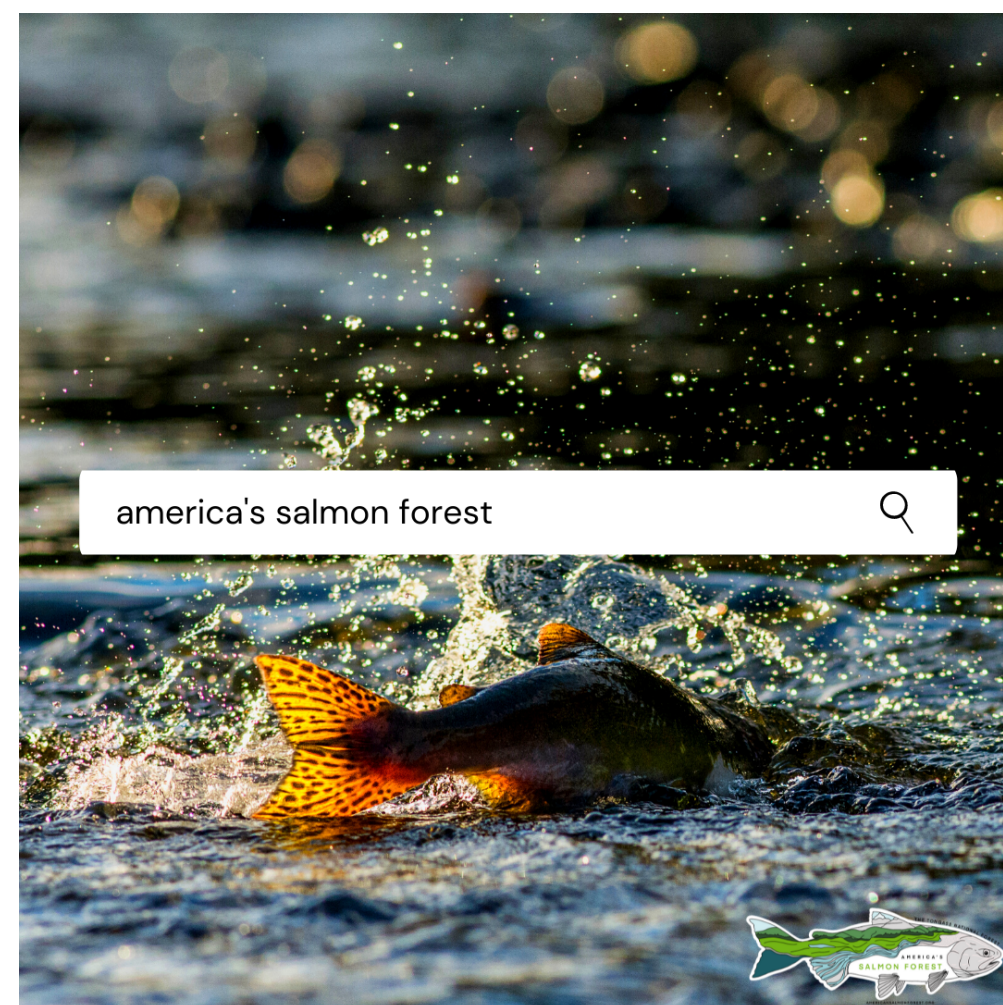
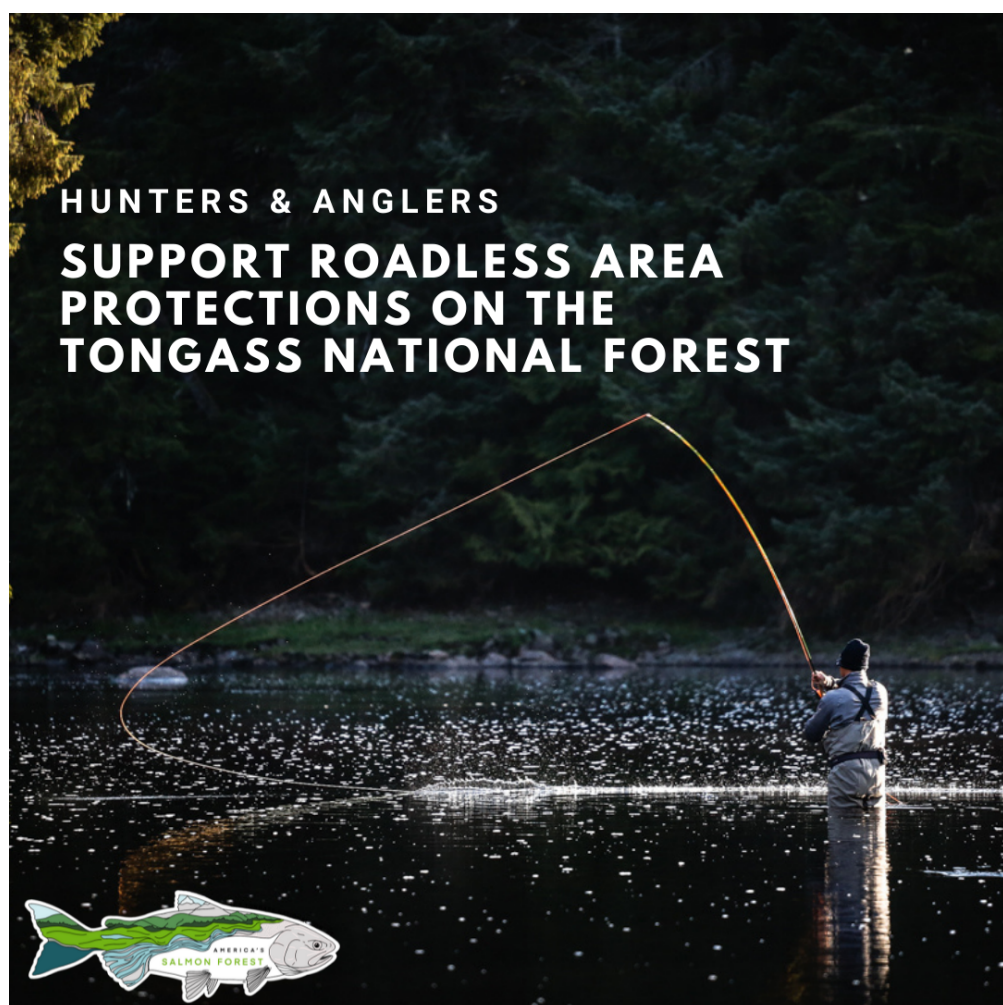
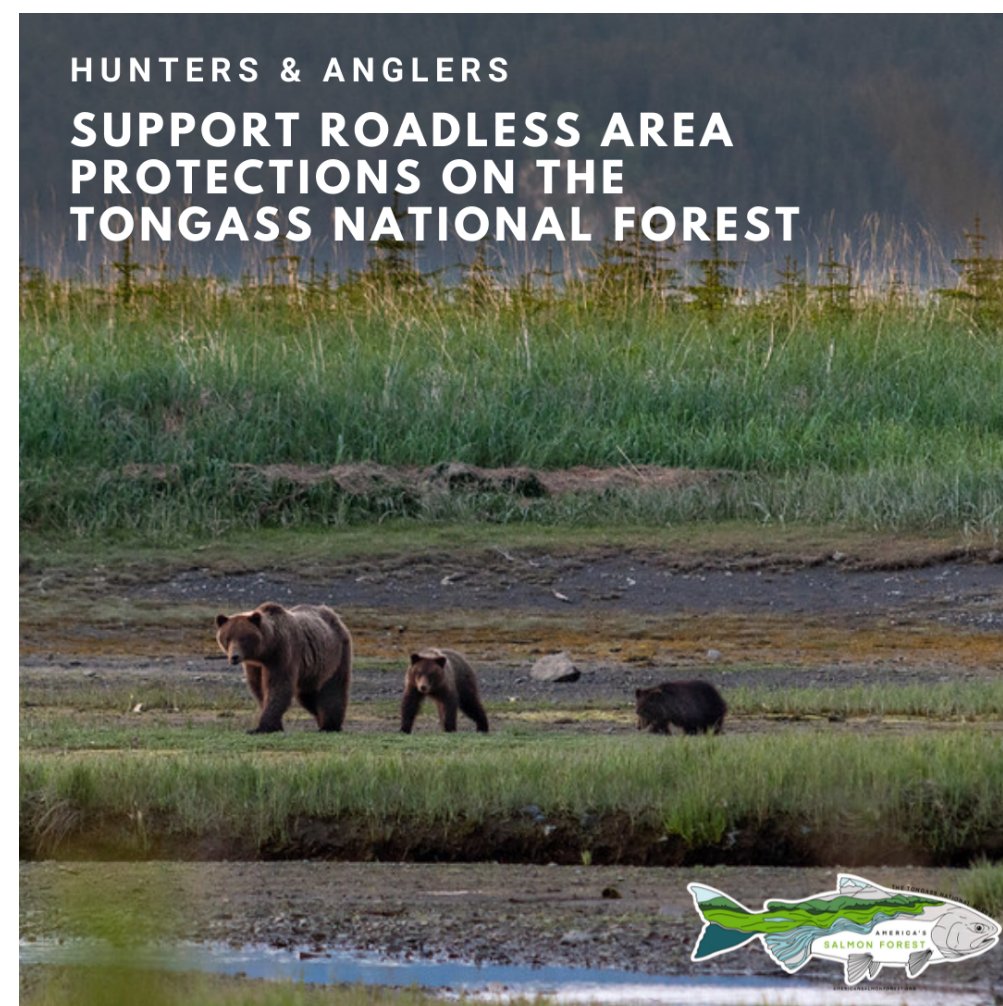
SOCIAL MEDIA PHOTOS

Please join us in sharing news of your continued support and the take action link on social media channels.

PHOTOS / IMAGES

More images with text and without are available in this [Dropbox file folder](#).

Please credit the photographer in the caption of photo if not included on photograph.



Website: www.americansalmonforest.org

Take action link: www.americansalmonforest.org/takeaction

Facebook: [@AmericasSalmonForest](https://www.facebook.com/AmericasSalmonForest)

Instagram: [@AmericanSalmonForest](https://www.instagram.com/AmericanSalmonForest)

Hashtags: #AmericasSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule



SOCIAL CAPTIONS

- We stand with the people and businesses of Southeast Alaska as they urge the U.S. Forest Service to reinstate roadless protections on the Tongass National Forest. We recognize the importance of the Tongass' fish, wildlife, and backcountry roadless areas, and reinstating roadless area protections, but your voice is needed too. Take action today: www.americansalmonforest.org/takeaction #AmericasSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule
- As outfitters, guides, gear manufacturers, retailers, and outdoor professionals whose livelihoods depend on world-class fishing, hunting, and outdoor recreation in Alaska, we realize it is incredibly important to reinstate roadless area protections for the more than 9 million acres of roadless areas in Southeast Alaska's Tongass National Forest. Submit a comment today to reinstate roadless protections on the Tongass. Head over to www.americansalmonforest.org/takeaction #AmericanSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule
- The Tongass National Forest, of Southeast Alaska, is America's Salmon Forest and one of the last few places on earth where wild salmon, steelhead and trout still thrive. Join us in urging the U.S. Department of Agriculture's to reinstate roadless protections on the Tongass. www.americansalmonforest.org/takeaction #AmericanSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule
- Many of the most important areas on the Tongass are in inventoried roadless areas. These areas are the underpinnings of Southeast Alaska's robust fishing and tourism industries, important recreation and subsistence lands, and essential to our local way of life. Take action today to restore the Roadless Rule on the Tongass. www.americansalmonforest.org/takeaction #AmericanSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule

SOCIAL MEDIA DAY OF ACTION - SAVE THE DATE!

We will be hosting a social media day of action on **Friday, January 14th, 2022**. We would love for your business to join in with others to share curated content promoting comments for the roadless rulemaking on the Tongass.

We will be in touch with more information and content to share on the day of, but for now... Mark your calendars!

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Hashtags:
#AmericasSalmonForest #TongassNationalForest #Tongass77 #AKroadlessrule



SAMPLE BLOG LANGUAGE

The blog below is free for you to share on your website, on company blogs, and in newsletters. Please note that it will likely be cross posted and should not be considered your original content. Please contact TU America's Salmon Forest staff (kroys@tu.org) to request original blog content or assistance. (Photos to accompany on page 2)

The Tongass is the Nation's largest national forest; it supplies habitat for abundant fish and wildlife and ample recreation opportunities in the southeast Alaska region. When you imagine yourself on a remote fishing or hunting trip, a wild landscape where large trout, wild salmon and steelhead, and big game are plentiful, or breathtaking scenery where you can get away from it all, the odds are good you're thinking of a roadless area in the Tongass National Forest.

From the Situk River in the north to Prince of Wales Island in the south, the Tongass provides hunters, anglers and outdoor recreationists some of the best and most diverse outdoor opportunities available in North America. Taking care of the land that takes care of Southeast Alaska businesses is just common sense.

Recently, the U.S. Forest Service has proposed restoring protections for more than 9 million acres of roadless areas in the Tongass National Forest, reinstating the 2001 Roadless Rule after it was hastily repealed late last year. The removal of the rule went against the wishes of 96% of all public comments, Southeast Alaska Tribal governments, and local anglers, hunters and outdoor recreationists. This news has spurred a 60 -day comment period to provide the public's input on the reinstatement of the roadless rule on the Tongass National Forest. If approved, the roadless rule will be reinstated on the Tongass and will safeguard important fish, wildlife and recreation areas.

Take Action now to restore roadless protections on America's Salmon Forest

This comment period is the next step toward implementing the Forest Service's new "Southeast Alaska Sustainability Strategy". The strategy ends large scale, old-growth logging on the forest and will, instead, prioritize recreation, restoration and resiliency, and make significant new investments in projects that support sustainable economic growth and community health.

The strategy is part of the Forest Service's effort to align its forest management with the ecological and economic realities of the region. The Tongass produces more salmon than all other national forests combined and supports fishing and tourism industries that account for 26% of local jobs in the region. In contrast, logging supports fewer than 1% of local jobs while harming the fishing and tourism industries, costing taxpayers million annually, and supporting export markets instead of local demand. This strategy recognizes the Tongass is most valuable for its wild salmon, abundant wildlife, and scenic landscapes, and will support Southeast Alaska's diversified economy and help conserve scarce forest resources.

Reinstating the roadless rule is what's best for the land, wildlife, people and economy of Southeast Alaska. Tell the U.S. Forest Service you agree and **take action today**. We are happy to speak up for the Tongass and encourage everyone to **submit a comment** supporting continued protections on wildlife and recreation habitat in Southeast Alaska. To learn more, visit **AmericanSalmonForest.org**



SAMPLE EMAIL LANGUAGE

The email below is free for you to share with your customers, supporters and more. Please note that it will likely be cross posted and should not be considered your original content. Please contact TU America's Salmon Forest staff (kroys@tu.org) to request original content or assistance. (Photos to accompany on page 2)

Subject:

Tongass Fish & Wildlife Need Your Help!

Message:

Today, we are extremely thankful to the U.S. Forest Service for revisiting the roadless rulemaking process for the Tongass National Forest. It is so important for the Forest Service to hear from you!

The Tongass National Forest in Southeast Alaska is one of the few places in the world where wild salmon and trout still thrive. The region relies on the healthy salmon and wildlife habitat that provide food, jobs, and income through commercial, subsistence, and recreational fishing, as well as tourism. The Tongass produces more salmon than all other national forests combined and supports fishing and tourism industries that account for 26% of local jobs in the region.

The old-growth timber throughout the forest also mitigates climate change. The area is a carbon sink, storing more than 10% of all the carbon stored in the United States. The roadless areas on the Tongass are Alaska's hidden treasure that we need to continue to protect.

Add your voice today: Tell the US Forest Service that you want the Roadless Rule on the Tongass.

For more updates, follow **America's Salmon Forest**, on **Facebook**, and **Instagram**.

Thanks for helping us keep America's salmon forest thriving.