

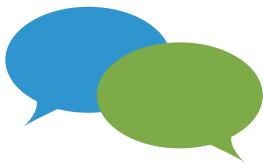


# ADVOCACY AND THE WNY ENVIRONMENTAL ALLIANCE



## 1 Response to request for comment

As the Alliance grows, it is likely to receive requests for comment from media outlets (and potentially from agencies and policymakers). If this happens and the Alliance has no established position on an issue, the Alliance's spokesperson will speak generally to the core values of the Alliance: environmental primacy, scientific analysis, true cost benefits, public input and transparency. If this happens and the Alliance has established a position, the spokesperson is authorized to speak on the issue.



## 2 Rapid Engagement

There will be unanticipated situations where it is important for the Alliance to be part of a public conversation (an environmental disaster, an unanticipated policy proposal, etc). When this happens the Alliance can:

1. Speak generally to the core values of the Alliance: environmental primacy, scientific analysis, true cost benefits, public input and transparency.

*or*

2. Assemble a team to develop a more comprehensive strategy. This strategy would then need to be approved by the Alliance's Board of Directors.



## 3 Annual Platform

The Annual Platform is a list of about 10 policies that the Environmental Alliance would like to see championed by policy makers during the year. Potential issues will be chosen by the working groups, who will pass them along to the Advocacy committee to develop a "top 10" list of policy issues each year that the Board of the Environmental Alliance will approve.



## 4 A Long-Term Campaign

These are 3-5 year priorities for the organization where the Alliance can have substantial impact on major issues. One example is the original Shared Agenda developed by the member organizations that produced a list of 3 organizational priorities.