


Aldo Leopold Leadership Program
**Policy Communication
Workshop Introduction**
June 2009



ALDO LEOPOLD
LEADERSHIP PROGRAM
Woods Institute for the Environment
STANFORD UNIVERSITY


What do YOU want?



- Groups of 3-4
- **2 minutes** (120 sec.)
- Rank your “wants”

Crossing the Cultural Divide

- Learning the policy context
- Science and Advocacy
- Dialogue vs. Lecture
- Relationships
- The Ask



What is Congress?



- Legislative branch
- Bi-cameral
 - House: 435 members
 - Senate: 100 members
- Reconstituted biennially

Their Power: Legislation

- Taxes, tariffs, etc.
- Authorize
- Appropriate
- Regulate
- Ratify



Legislative Process

- Introduce a Bill
- Refer to Committee
- Hearings
- Markup, Report
- Floor Vote
- (Repeat)



How Science Does **NOT** Get To Congress



i.e. the ways academics communicate



APRIL 19 TO 23, 2009
FAIRMONT QUEEN ELIZABETH
MONTREAL, QUEBEC, CANADA

How DOES Science get to Congress?

- News and Popular Media
- National Research Council
- Advocacy (Lobbying)
- Think Tanks (Lobbying)
- Meetings with Experts
- (not for a long time...)



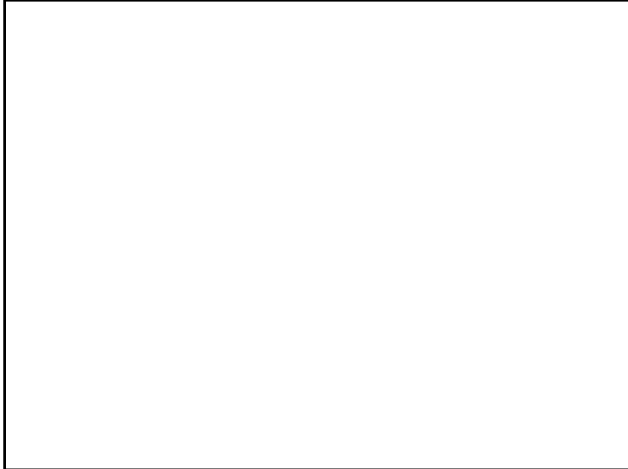
Relationships Matter



Any Questions?..

Speaking the Language

- The Ask
- Majority / Minority
- 111th Congress
- Conference



Mock Hearings

- Hearing topic order:
 1. Platte River
 2. Natural Resource Adaptation
 3. Endangered Species Act
- Timing:
 - 5-min testimonies, 20-minute Q&A
 - 5-min to write down Q's, comments, thoughts
- Expect:
 - Distractions
 - Your own public statements to be quoted to you

Remember:

- Five minutes is quick!
- Think about what question they're trying to answer - then help them!
- The clearer your "ask", the more helpful
- Banish all jargon!