Aldo Leopold Leadership Program
Policy Communication Workshop Introduction
June 2009

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

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!