Impacting Policy

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What - Policy Relevant Evidence

What is Evidence
Symptom vs Cause
Their Problem vs The Problem
Policy vs Politics
Third Party vs Local/Trust
How and When – Delivery

Staff
Committees
Lobbyists
Associations
Constituents
Executive/Judicial
Members
Who - Creating Awareness

Niche
Visibility
Credibility
Collaborate/Share
Network
Publishing

• Writing op-eds in top media outlets (WSJ, NY Times, USA Today, LA Times, Wash Post, Forbes etc.)
• Contributing posts or commentary to online news & opinion websites such as Huffington Post, Townhall, Salon etc.
• Contributing opinion/commentary to blogs, journals/trade publications focused on your field of expertise
• Issuing press releases touting successes - with your comments included
• Creating a blog or website that serves as a media resource
• Testifying at Government Agency meetings
• Meeting with members of Congress and their staff about policy/issues
• Testifying/submitting testimony for legislative hearings at federal, state and local government levels
• Speaking or joining panels at conferences, universities
Educating

- Participating in seminars
- Teaching class at college/university
- Teaching CLE classes for attorneys and/or corporations
- Advising corporate and government leaders on technical, scientific, legal aspects of issues or legislation
Networking

• Building social media network and reputation by promoting own content and providing commentary on issues

• Joining boards of organizations in your field of expertise

• Hosting coffee meet & greets to discuss best practices in today’s environment