

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



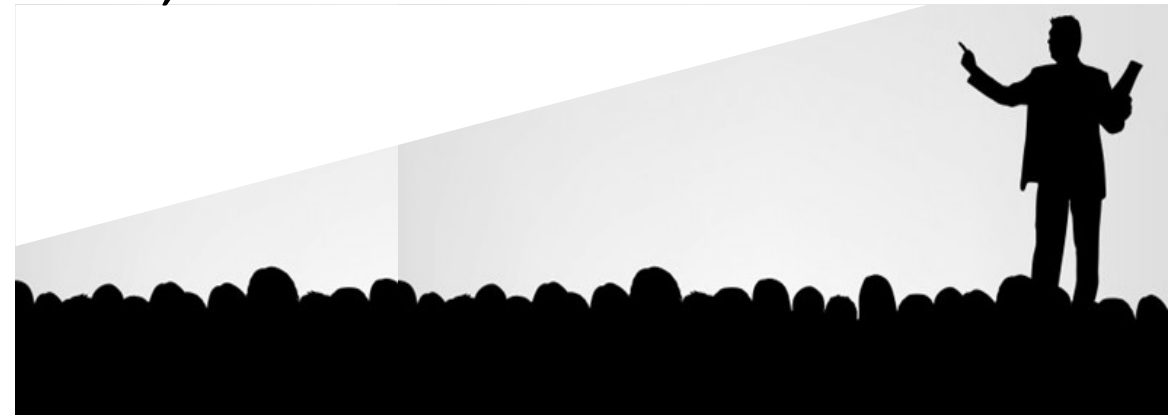
Publishing

- 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



Speaking

- 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

