

ROLLOUT STRATEGY FOR EMISSIONS REDUCTION PLAN

Due to the urgency of time, and the approach of another growing season, as well as the seeming lack of progress of the Ag-Burning Task Force, Ecology sees the need to IMMEDIATELY announce a broad based emission reduction plan. (at the next task force meeting)

The strategy:

The goal is public acceptance of an emission reduction plan. The ONLY way that a plan will be perceived by the public as in their interest, is if THE PUBLIC AGENCY ANNOUNCES THE PLAN.

The agency has public credibility, interest groups and grower groups do not.

Therefore, the agency must OWN the plan and make the announcement. This is not a plan to be negotiated or allowed to be picked apart, nor is it a suggestion; this IS the plan.

The Rollout:

Phase 1: The Announcement

A key person from the agency headquarters who can be perceived as having a Statewide interest in the success of the program must make the announcement. (preferably Mr. Clarke)

The announcement is at the task force meeting. The framework is that the Department has decided that THEY needed to lay out a road map of where all parties must wind up. The task force's job then, is to develop Best Management Practices to help the agriculture groups get there.

The announcement must include a complete media package, the press release, Question and Answer sheets, charts and graphs.

This announcement MUST be followed up by interviews with key reporters, namely Karen Dorn Steele at the Spokesman-Review, and Scott Yates with the Capitol Press. Additionally, an editorial board with the Spokesman-Review would be enormously valuable.

The Wheat Growers public affairs consultants must be included to help frame the press release, and will be able to provide to the agency representative Question and Answer sheets to key questions that will no doubt be asked. Our perspective on the public arena in the Spokane area and the inland northwest will help the Agency receive the effect we all desire: Public Acceptance of the Plan.

Finally, as part and parcel to the announcement phase, key legislators must be briefed to the Plan so that the Agency does not feel backside pressure from either special interest group.

Phase 2: *Initial Response*

The Wheat Growers initial response to the announcement will be lukewarm at best. This will mask any natural suspicions that "the agency caved into the business community," or the suspicion that "the growers cut a deal behind the task force." The Growers response will be "there are things we can work with." Or, "we need to see the details before we endorse this."

Phase 3:

The signing:

At the signing of the MOU, this is where the Wheat Growers begin to attach themselves to the plan, as well as embracing the public health concerns of too many emissions. We will then say "We embrace the plan, we think it will work," and more importantly, "Wheat Growers will go Ecology one Better!" "We will donate ten thousand dollars to the research fund to do studies on health impacts regarding emissions." "We do not think there are any, especially at reduced levels of The Plan, but we realize that the Public is concerned, and we want to address those concerns."

Phase 4:

Follow-up

Letters to the editor and op ed pieces defining our position - the subject of which will be "kudos to the wheat growers for stepping up to the plate and DOING SOMETHING." As well as the necessary editorial boards showing that we are reducing emissions by having a plan, a reasonable plan, a reasonable goal, and deserve reasonable time to reach the goal.