

National Environmental Trust

(Washington, DC)

Environmental Policy Public Education Campaign

Total Award: \$75,000 over 1 year

To support the Environmental Policy Public Education Campaign, which aims to bring environmental issues before the public in more effective ways in order to advance a policy agenda of environmental sustainability. In light of the 2004 election which saw little to no discussion of the environment, the National Environmental Trust (NET) seeks to alert the public to major attacks on federal environmental policies in order to ignite broader public concern. NET will use selected, weakened federal environmental policies as a base for longer-term organizing efforts. The public education campaign will also employ new media techniques to increase press coverage of the environment, the public sense of urgency and personal connection to environmental issues. NET will also develop, test and deploy models for broadening the public constituency for strong environmental protections in key states in the Rocky Mountain region, the Southwest, the Plains, and the South that currently have little existing infrastructure on environmental issues.

Program Contribution Breakdown:

\$75,000 Environment Program: *Objective II, Strategy 2*