

APPENDIX F

Program Communication Strategy

EMEP PROGRAM COMMUNICATION STRATEGY

Prepared in 2002 and updated periodically

EMEP targets three major audiences: the scientific community, policymaker, and the general public.

I. SCIENTIFIC COMMUNITY

Who is the Target Audience?: EMEP funds researchers active in the fields of environmental science, including geologists, chemists, meteorologists, ecologists, biologists; statisticians; health scientists; economists; and a variety of multidisciplinary scientists. Most of the scientists funded by EMEP work at institutions in New York State (refer to the EMEP fact sheet). We also seek to bring in a broader national perspective and reach out to scientists throughout the country as needed.

What are the Objectives of Our Communication Activities with the Scientific Community?:

- Provide a forum for the exchange of information on critical environmental topics in New York State. Bring together scientists active in key fields to help foster more collaborative research and make the most out of limited research dollars.
- Ensure that results from EMEP are used by the scientific community, so that we do not “reinvent the wheel.”
- Ensure that EMEP produces information that is viewed as technically sound.

Current Communication Strategies:

- Work scope for each EMEP project requires a final technical report which can be distributed to other scientists.
- Work scope for each EMEP project requires that the Principal Investigator (PI) make data available electronically. This is a requirement before the PIs can receive final NYSERDA payment.
- Researchers publish findings in peer-reviewed journals and present project findings at technical conferences and at the EMEP conferences.
- EMEP uses a science advisory committee (comprised of nationally recognized experts in various disciplines) to periodically review projects to ensure that there is some buy-in from peers and to ensure that the research is credible.
- We’ve also pulled together Special Issue publications on key EMEP topics
- The EMEP web page contains project summaries as well as a list of analytes and site locations - keyed into a map, in addition to all final reports in PDF. The web site links to the PI’s web-site, which will contain quality-checked data.
- List of EMEP journal articles is posted on our web page - to provide more detailed information for the scientific community.
- The EMEP page will not serve as a major data repository. It will point to available data sets required to be maintained by the PIs.

Other Approaches Under Development/Issues to Consider:

- We still need to resolve long-term data archiving.

II. POLICY MAKERS AND POLICY ANALYSTS

Who is the Target Audience?: State, National, and Regional policy makers and analysts involved in energy and environmental matters relating primarily to air emissions and the Clean Air Act. These include the Department of Environmental Conservation, Department of Health, Department of Public Service, key NYS legislative committees, the U.S. EPA, key U.S. legislative committees, Northeast States for Coordinated Air Use Management (NESCAUM), Midatlantic Regional Air Management Association (MARAMA), Association of State Air Pollution Control Officials. Other more cross-cutting topics such as nitrogen pollution touch many different legislative areas and related policy makers (e.g., farm bill, Clean Water Act, etc.). Also, resource managers such as Adirondack Park Agency may be the target for a few projects.

In general, we have tried to target the *policy analyst* in these key agencies/organizations, as opposed to elected officials or political appointees. Our assumption is that these policy makers will turn to their advisors/analysts for technical information.

What are the Objectives of Our Communication Activities with the Policy Community?:

- Provide credible technical information to inform the decision-making process, with the ultimate goal of helping to develop more effective, more equitable, and more economically efficient policies to benefit New York State.

Current Communication Strategies:

- Work scope for each EMEP project requires a comprehensive Executive summary written for a general audience. The summary is to be written in the tone of a “New York Times - Science Times” article. The summary is to underscore the policy implications of the research and provide charts, graphs, illustrations etc. When a topic is of broad interest, we may require that a stand-alone paper be written for the general public. [This is all in addition to the full technical/science report which is also required.]
- Researchers present project findings at the EMEP conferences, which are attended by many policy analysts at the State, National, and Regional level.
- Also at the EMEP conference we try to provide a few panels where the scientists can hear directly from policy makers/analysts as to their priorities and information needs.
- EMEP uses an active Program Advisory Group (PAG). This PAG has representatives from each of the key agencies (in the target audience above). The PAG is supposed to be representing the position of their agency and informing others in their agency on EMEP findings and directions.
- We also reach out extensively to Environmental Organizations (NGOs, public interest, etc) who are stakeholders in policy formulation in this arena. We have had several Environmental organizations on our PAG, and we meet with them at least annually to discuss programs and get feedback.
- We produce “translation papers” or “Special Communications” which integrate findings from one or more projects and present information to a more general audience, with a specific policy focus.
- We encourage and support “synthesis type projects” whereby the PIs use published

- data/studies already available and try to interpret within a policy/modeling context.
- The improved web-page should help provide timely information to policy analysts.
- Project-fact sheets are produced for each EMEP project. Basic fact sheet information includes: the general environmental phenomenon (e.g. acid deposition, ozone, fine particulate), the focus of the specific research project and how it fits into the larger phenomenon, results or conclusions to date, picture of site or equipment, highlights of researcher/research team, links to PI's site, and other relevant sites.
- A biannual EMEP Newsletter is produced.
- An EMEP List server was developed.

Other Approaches Under Development/Issues to Consider:

- We need to continue to build a repore with *specific key policy contacts*, so that they come to EMEPs when they want information on a topic.
- We need to get each PI to identify specifically who is the audience of 10 or so people that need the information from their study.
- We need to continue to outline the policy timeline and upcoming policy decisions related to EMEP research topics so that we can be more pro-active.
- Despite a desire to communicate with policy makers, we still need to maintain our objectivity and avoid taking an "advocacy" position. This is a fine line.

III. GENERAL PUBLIC

Who is the Target Audience: Residents and Students in New York.

What are the Objectives of Our Communication Activities with the General Public:

- Provide a source of good environmental information as a service to residents in the State of New York (e.g., high-school, college students)
- Get some recognition for NYSERDA and NYS initiatives
- Increase the level of awareness of energy-environmental issues to result in a more informed and engaged community.

Current Communication Strategies:

- A few EMEP projects have received significant press/media coverage.
- The Web-site is the most public tool we have and as such should include not only the project fact sheets but basic summaries of the major areas of research being conducted by the EMEP program, and links to other sites (researcher, EPA, NESCAUM, NARSTO, DEC, ARB). In addition an introductory section on why NYSERDA is funding these projects and what the SBC is should be included. Also a glossary of terms and lots of visuals.
- We have also added some general information materials for teachers and students and linked to other useful sites.
- We have also sponsored videos for the general public (e.g., Mountain lake PBS Special on Mercury in Loons)

Issues to Consider:

- How much more than a good web site do we need for the general public?

IV. CROSSCUTTING

One of the goals of EMEP is to get scientists and policy makers together so that (1) policy makers have access to the latest technical information, (2) scientists get some more insight on the policy context of their research and can hopefully produce more policy relevant analyses.

Our conferences and occasional topical workshops, as well as annual program review meetings, help to accomplish this.