A HAWTHORN GROUP PERSPECTIVE ON THE POLITICS OF ENVIRONMENTAL LAW



Definitions

What is Public Affairs?

Corporate public affairs is public relations, using political advocacy to influence public policy.

What is Public Relations?

Communications . . . building and sustaining favorable relationships through:

- Media (Old and New) Relations
- Customer Relations
- Community Relations
- Employee/Retiree Relations
- Government Relations
- Investor Relations

Public Affairs Reality

"Public opinion in this country is everything . . . with public sentiment, nothing can fail.

Without it, nothing can succeed."

Abraham Lincoln, 1809-1865

Public Affairs Mission

"Rhetoric – the ability to find in any situation all the available means of persuasion"

Aristotle

384 – 322 BCE



Public Affairs Theory

"In a democracy power is influence. Non-elected power in a democracy therefore lies in the ability to influence the elected machine. This may be achieved by the mobilization of public opinion, campaigns in the media, persistent lobbying or straight financial contributions. But in its purest form such influence may simply be quiet advice to the holders of elected office from a source of unchallenged experience, integrity and wisdom. It is called 'the quiet word."

Frederick Forsyth, <u>Icon</u>, 1996, p.193

Public Affairs "Toolkit"

Research: Issue/Media/Political/Industry/Public Opinion/Targeting

Lobbying **Candidate/Issue Campaigns Personal/PACs/Soft Money/Independent** Alliance/Coalition/Association **GrassTops/Grassroots Community Relations Media Relations - Old AND New Employee Relations Crisis Management/Litigation Support Investor Relations/Financial Comms.** Co. Branding/CEO Positioning

Benchmarking/Measuring

Advertising

THREE CASE STUDIES

Case Study #1— Endangered Species

Identifying/Creating
and
Mobilizing Allies
to Prevent
an Endangered Species Listing

Why Allies?

"He who lives alone, dies alone.

And in politics,

death comes a lot quicker

to loners."

Matt Reese

1927 - 1998

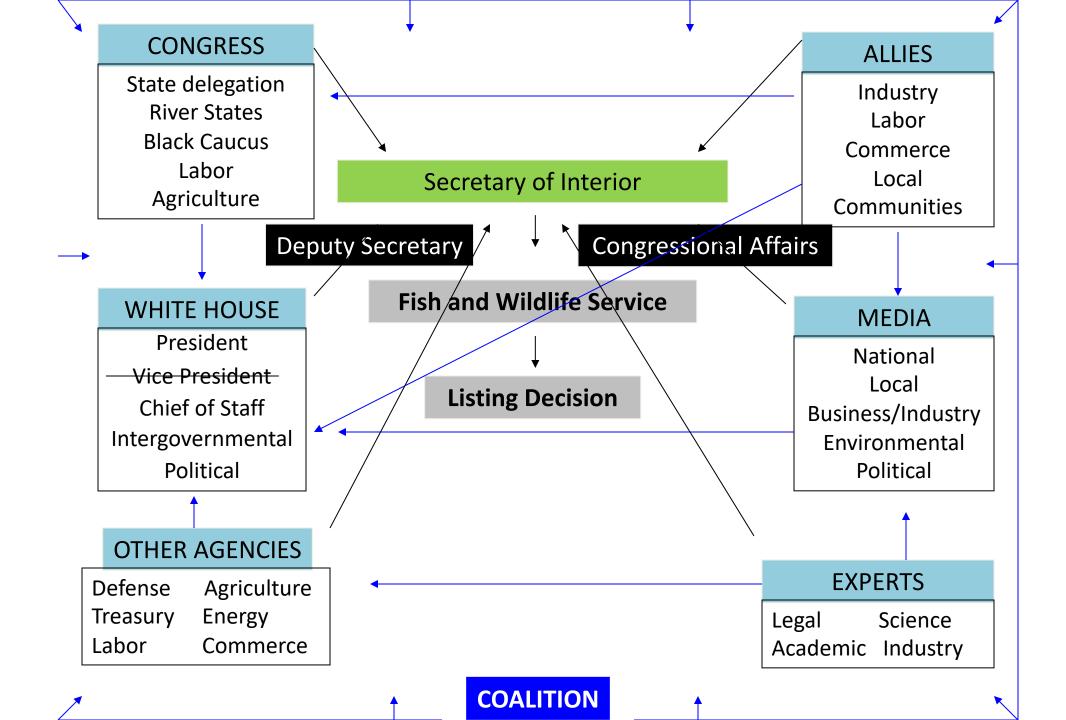


Why Champions?

"All animals are created equal, but some animals are more equal than others."

George Orwell 1923 - 1950





Case Study #2- "All the Available Means"

Identifying/Creating
and
Utilizing
"All the Available Means of Persuasion"



Lesson – ALL the Tools



Case Study #3 – Develop Protected Land

Creating
a better "way"
to Achieve Corporate
and Environmental Goals

Padre Island Beach





Padre Island Beach





Endangered Specie

• Ridley Sea Turtle – Peregrine Falcon



Finding/Creating Ways

"I will either find a way, or make one."

Hannibal, 247-182 BCE

Case Study #3 – A Better Way

- Ask the Right Question
- Understand the Barriers
- Identify Ultimate Outcome and Intermediate Steps
- Build Developer Credibility: Concept, Trust, and Enthusiasm
- Pursue/Achieve Better Outcome



Hawthorn — "Once more, unto the breach..."

William Shakespeare, 1564 - 1616

- Oil Spills
- Coal Ash Spills
- Chemical Spills
- PCB Burial
- Groundwater Contamination
- Waste Disposal
 - PCBs
 - Hazardous Waste
 - Monitors
 - Nuclear
- Liability/Bankruptcy



EMERGING TRENDS

Emerging Trends

- National Interests
- Third Parties
- 501(c)4 "Dark Money"
- Social Media
- Early/Election Day Voting and Petition Changes





Emerging Trends

- Pandemics
- Climate Change
- Groundwater/Water Supply
- Green New Deal
- Plastics
- Wildfires/Inverse Condemnation
- Environmental Justice
- Consumer Products

The Political Game

"Until you've been in politics, you've never really been alive. It's rough and sometimes it's dirty and it's always hard work and tedious detail.

But it's the only sport for Grown-ups.

All other games are for kids."

Robert Heinlein



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