BLUE RIDGE ENVIRONMENTAL DEFENSE LEAGUE

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The LEAGUE LINE

Spring 2017

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Coal Ash Victory in North Carolina:

Mine Reclamation Permits REVOKED by Court



By Therese Vick

On March 31, 2017, Superior Court Judge Carl Fox revoked mine reclamation permits for coal ash landfills in Chatham and Lee Counties. The mine reclamation permits, a scheme concocted by the North Carolina Department of Environmental Quality (DEQ) to get the process out from under more stringent landfill requirements such as local government approval and to facilitate the disposal of Duke Energy's coal ash were issued in June 2015 to Charah/Green Meadow, LLC.

BREDL, along with chapters Chatham Citizens Against Coal Ash Dump (CCACAD) and EnvironmentaLEE (ELEE) filed a contested case with the Office of Administrative Hearings in July 2015. The case was heard by Judge Melissa Owens Lassiter, who dismissed the case despite strong evidence showing that most of the sites had never been mined. Judge Lassiter's decision was appealed to Superior Court, that appeal was heard in November 2016 by Judge Fox. In his decision, Judge Fox wrote:

"Based upon the foregoing Findings of fact and Conclusions of Law, the undersigned [Judge Fox] determines the Petitioners have proven that their substantial rights have been [prejudiced because the findings, inferences, conclusions, or decisions in the Final Decision of the ALJ [Judge Lassiter]to the extent described were in excess of the statutory authority or jurisdiction of the agency or ALJ, made upon unlawful procedure, affected by some other error of law, unsupported by substantial evidence in view of the entire record submitted, and arbitrary, capricious or an abuse of discretion."

Judge Fox's decision is significant, because it revokes the mine reclamation permits and orders that no new disposal cells be dug- which will effectively end coal ash disposal at Brickhaven (Chatham County) and prevent further development at Colon (Lee County). It is also significant because of the impact it has on many more North Carolina communities. This victory reflects CCACAD and ELEE's work and resolve and is a testament to grassroots organizing. There have been many ups and downs in this struggle, but our Chapters persevered and kept moving their campaigns forward. Since the permits were issued for the two facilities in 2015, no new requests to use coal ash for "mine reclamation" have been submitted to the DEQ. The State and Charah/Green Meadow have until April 30, 2017 to appeal Judge Fox's decision. ■

PCBS Found in Coal Ash Disposed of in Chatham County

In March 2017, Charah notified the Department of Environmental Quality (DEQ) and Chatham County government that coal ash transported to Brickhaven was contaminated with PCBs. The coal ash was from the Riverbend site in Gaston County. Duke Energy briefly halted shipments from Riverbend.

Blue Ridge Environmental Defense League raised the possibility of just such a scenario in comments submitted to DEQ in 2015. The presence of the PCBs adds to already concerns about leachate which is transported from the site to wastewater treatment plants in Lee and Harnett Counties, and the sludge which is land-applied throughout the region.

At this time, the Division of Waste Management has not responded to our request for additional information. BREDL and our chapters Chatham Citizens Against Coal Ash Dump and EnvironmentaLEE continue to monitor this situation.

(See Coal Ash cartoon by L. Austin on back cover)

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BREDL: Who and what we are

In March 1984, fifty citizens of Ashe and Watauga Counties met in the Mission House of Holy Trinity Church in Glendale Springs, North Carolina. Teachers and farmers, home- makers and merchants listened to the report of the Episcopal Church Women on the US Department of Energy's siting search for a high-level nuclear waste dump in the rain-rich east.

Recognizing that the North Carolina mountains were a region at risk, the assembled group organized the Blue Ridge Environmental Defense League (BREDL) to protect their own backyard and those of other threatened communities.

Grassroots organizing was a cornerstone of our early all-volunteer organization. One of our first multi-county boards of directors adopted our credo, which embodies our mission statement:

BREDL Credo

We believe in the practice of earth stewardship, not only by our league members, but by our government and the public as well. To foster stewardship, BREDL encourages government and citizen responsibility in conserving and protecting our natural resources. BREDL advocates grassroots involvement in order to empower whole communities in environmental issues. BREDL functions as a "watchdog" of the environment, monitoring issues and holding government officials accountable for their actions. BREDL networks with citizen groups and agencies, collecting and disseminating accurate, timely information.

BREDL sets standards for environmental quality, and awards individuals and agencies who uphold these standards in practice.

Moving into the future

Since then, the Blue Ridge Environmental Defense League has grown to be a regional community-based, nonprofit environmental organization. Our founding principles - earth stewardship, environmental democracy, social justice and community empowerment - still guide our work for social change. Our staff and volunteers put into practice the ideals of love of community and love of neighbor, which help us to serve the movement for environmental protection and progressive social change in Maryland, Virginia, North Carolina, South Carolina, Georgia, Alabama and Tennessee.

Grassroots Campaigns

Nothing creates hopefulness out of helplessness like a successful grassroots campaign - and our chapters have a history of winning. For over twenty-eight years Blue Ridge Environmental Defense League chapters have protected their communities by stopping dangerous facilities and promoting safe alternatives.

In the 1980's and 1990's, BREDL prevented a multi-state ThermalKEM hazardous waste incinerator, a southeastern nuclear waste dump and a national nuclear waste dump. In the 2000's, our coordinated grassroots citizens' campaigns have had further victories. We won a legislative victory with the passage of the NC Solid Waste Act, effectively blocking at least four multi-state mega-dumps. Our Person County chapter convinced their Board of Commissioners to reject expansion of the Republic Services landfill. Our Cascade, Virginia, chapter shut down a huge hazardous waste incinerator. We eliminated mercury waste from the Stericycle incinerator, shut down a tire incinerator in Martinsville, won the landmark environmental justice court decision in Greene County, NC. Further, with our chapters we have protected air quality by blocking scores of asphalt plants, four medical waste incinerators, a PVC plant and a lead smelter, and passage by local governments of eight polluting industries ordinances. Our work on nuclear power and coal plants laid the groundwork for our new Safe Energy Campaign. Victories over twenty-four mega-dumps have resulted in our affirmative Zero Waste Campaign. Guided by the principles of earth stewardship and environmental justice, we have learned that empowering whole communities with effective grassroots campaigns is the most effective strategy for lasting change.

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League Line Directors Report

Earth Day, 2017

Louis A Zeller



Public Trust: No Retreat, No Surrender

*"Federal courts have too often been cautious and overly deferential in the area of environmental law, and the world has suffered for it."**

The inalienable rights enshrined in the Declaration of Independence, and which our government was created to protect, are life, liberty and the pursuit of happiness. Related to these rights is the principle that the air, the oceans, the seashore, and all bodies of running water are held common by everyone. In fact, national leaders have the responsibility to hold them in trust for public use; that is, these natural resources are a "public trust." For example, in most of the United States, lakes and navigable streams are maintained for drinking and recreation purposes under the legal doctrine of public trust. Public trust is a principle of law older than the Constitution, firmly rooted in Roman and English common law.

Late last year, a U.S. District Court judge upheld a decision which declares 1) that the plaintiffs' constitutional rights have been violated, 2) orders the defendant to end its violations of those rights, and 3) directs the defendant to develop a plan to reduce carbon dioxide emissions. The defendant is the United States. The plaintiffs are a group of young people, ages eight to nineteen years, organized as "Earth Guardians." In their lawsuit, they argue that certain actions by the United States violate their due process rights to life, liberty and property. The principal violation cited is the government's failure to safeguard these natural resources in trust for future generations. Earth Guardians based their argument on constitutional principles, deliberately avoiding any particular statute in order to focus on public trust doctrine. And because the National Environmental Policy Act, the Clean Air Act, the Clean Water Act, the Council on Environmental Quality and the US EPA are not mentioned in the Constitution, it thereby side-steps the strict constructionists' favorite hobby horse.

The Earth Guardians' case is opposed by the usual suspects: the National Association of Manufacturers, the American Petroleum Institute and the American Fuel and Petrochemical Manufacturers. Their objections have been dismissed. In her rejection of their claims, Judge Aiken said, "This action is of a different order than the typical environmental case. It alleges that defendants' actions and inactions–whether or not they violate any specific statutory duty–have so profoundly damaged our home planet that they threaten plaintiffs' fundamental constitutional rights to life and liberty."* The case is set to be heard this year.

The judge concluded: "This is no ordinary lawsuit." Indeed.

Well, now young faces grow sad and old
And hearts of fire grow cold
We swore blood brothers against the wind
Now I'm ready to grow young again

Bruce Springsteen,
"No Surrender"

**Kelsey Cascadia Rose Juliana v USA*, US District Court, Oregon, Eugene Division (Nov. 10, 2016) ■

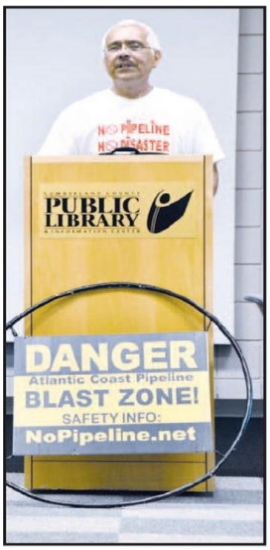
League Line Report: *Stop The Pipeline—Roll Back Pollution*

By Lou Zeller

In April we launched our barnstorming, stop-the-pipeline, roll-back-pollution, mobile community organizing roadshow. For eight days, the *Stop The Pipeline—Roll Back Pollution* campaign tracked the route of the proposed Atlantic Coast Pipeline across North Carolina and Virginia, and then did the same for the Mountain Valley Pipeline. *Stop the Pipeline—Roll Back Pollution* visited a different community each day with a focus on a local issue and an overall message: Unity and respect for local control.

Lois Marie Gibbs headlined the tour. She is the homemaker who organized evacuation and cleanup of her own community poisoned by toxic waste, and did not quit until Congress established the Superfund to clean up similar sites nationwide. On the *Stop The Pipeline* tour, Gibbs inspired her audiences daily saying that polluting industrial facilities such as pipelines and compressor stations can and must be stopped.

The roadshow featured BREDL's custom-made, eight-foot long "Mock Pipeline Compressor Station" which replicates the sound and look of actual compressor stations without which pipelines cannot deliver gas. The smoking model-in-miniature, emitting an actual compressor station's noise—like a banshee's wail, was designed to unify opposition and direct it towards the pipelines' strategic weak points. It gathered slack-jawed audiences wherever it went.



Luis Nino:

"We were very encouraged to see the participation of every BREDL chapter. It helped bring clear goals to move forward."

Cary Rodgers, the BREDL Community Organizer who organized five of our North Carolina pipeline-fighting chapters, said, "I have met people along the route from Fayetteville to Halifax who oppose the Atlantic Coast Pipeline. The concerns are many, but their message is the same: We don't want your pipeline!"

The tour compiled an impressive record. We could not have done it without the substantial resources, hours of detailed planning and vital support from the many League chapters fighting pipelines. Dedicated BREDL staff poured themselves into the task. Mass media and social media were very well organized and backstopped by BREDL staffers Therese Vick and Michael James-Deramo.

The impact of the campaign is partly evident in the numbers: 2 states, 8 days, 8 sites, 9 press conferences, 6 strategic planning sessions, 9 community meetings, 1 road rally, 2 radio broadcasts, 365 miles, 500 people; but it was much, much more than the numbers indicate.

On Tuesday April 4, the first day of the tour, we began in Fayetteville, NC, with Cumberland County Caring Voices hosting a press conference and a community forum. Luis Nino, chapter president, and others did an excellent job organizing the events, bringing in landowners along the proposed route. At a small impromptu strategy session, we discovered the group was feeling frustrated by the perceived setback of the pipeline being re-routed. Lois saw it differently: "No! That was not a setback. They changed the route because of you!" In fact, when the pipeline route was changed, C3V moved to help those newly threatened while maintaining the core organization. This, in fact, was a win! Cary Rodgers summed it up: "We are all in this fight together."

The next day, under the headline "Stop The Pipeline Tour Takes Off," the newspaper reported: "Environmental activist and founder of the Center for Environmental Justice, Lois Gibbs, was the keynote speaker at the CV3 event in Fayetteville. She expressed concerns over land seizure and nonrenewable resources. 'They put a pipeline in, to ship it somewhere else, to make their money … that's what makes me angry,' she said. 'It's not about today, tomorrow or next year … it's about the next generation and the next generation.'"



Cary Rodgers, Lois Gibbs, Luis Niño

Cary Rogers:

"Collectively hundreds of people were a part of this tour and when you multiply the press conference there are thousands of people who learned more about the pipeline. This is a springboard to move forward. We will win in the end."

On Wednesday the tour went to Smithfield, NC, holding a press conference and a community meeting organized by members of No Pipeline Johnston County. In between these events, NPJC sponsored a half-hour radio show broadcast from the WTSB-105.5 FM/1090 AM studio featuring Francine Stephenson and Jimmy Casey. Mr. Casey brought before-and-after photographs of his sweet potato farm showing the impact of a previously installed natural gas pipeline. "For twenty years, it's just never produced well where the pipeline was installed."

Thursday we traveled to Red Oak, NC, for events organized by Wilson County No Pipeline and Nash Stop the Pipeline. We met Marvin Winstead at the Oak Level Café for breakfast and to talk with local farmers and hand out factsheets and flyers. Next, there was a public meeting and press conference at the historic Log Cabin, followed by a guided tour of Swift Creek. In the shade of a bridge at creekside, we hatched a plan to make the pristine waterway a rallying point in preventing the pipeline.



Lois Gibbs, Marvin Winstead, Lou Zeller at press conference in Red Oak, NC

Tom Clark:

"We can't give up, we won't give up. Like Winston Churchill said we will fight them everywhere. This isn't a pipeline its a pipe bomb. We are not protesters we are protectors."

Marvin Winstead:

"We had very attentive crowds, good coverage. Not one but two front page articles. We opened a lot of eyes."

(Continued on page 6 & 7)

(Continued from pages 4 & 5

League Line Report: *Stop The Pipeline—Roll Back Pollution*

Lou Zeller

On Friday it was on to Halifax, NC, where Valerie Williams, founder of Concerned Stewards of Halifax County, had organized a press event and a well-attended public meeting with a luncheon at the county's cooperative extension building. Part of the meeting included a demonstration of the Mock Pipeline Compressor Station. Although Valerie had been careful to ask permission, approval was withdrawn at the last minute: "Under no circumstances can the simulated Compressor Station proposed to be built in Northampton County be started, fired or otherwise in operation by Order of Sheriff Tripp of Halifax County." In case there was any doubt, the sound from any "mechanical devices" was limited to "NONE." Disappointed? Not really. Upon reflection, we decided to adopt Sheriff Tripp's order and apply it as a core principle to all potential and existing pipeline compressors: NONE!

Sunday was Rally Day in Nelson County, Virginia, where BREDL Community Organizer Sharon Ponton and Protect Our Water organized a rolling press conference, a two-hour educational road rally with educational pit stops along the way, followed by a public meeting at Rockfish Community Center. In between these events, Lois managed to hold a strategic planning session with students from our newest chapter, Citizens for Arsenal Awareness, to formulate a plan to reduce toxic pollution caused by open burning of munitions waste at the Radford Arsenal.

On Monday morning, *Stop The Pipeline—Roll Back Pollution* arrived in Buckingham County for a press conference and community meeting with a luncheon organized by Concern for the New Generation chapter co-chairs Kathie Mosley and Ada Washington at Union Grove Baptist Church. Addressing those assembled in the crowded church fellowship hall, Lois said, "It's more than just property rights. It's about savings our lives and our communities!"

That afternoon, the tour hopped from the route of the Atlantic Coast Pipeline to the Mountain Valley Pipeline. In Boones Mill, VA, Preserve Franklin organized a press event at the farm of Anne Bernard. That evening, following the third press event of the day, chapter president Bonnie Law introduced Lois and other speakers assembled at Roanoke College in Salem, VA. BREDL Community Organizer Michael James-Deramo told the gathering: "We have to break out of our silos and work together to beat our common foe." Lois added, "This is a fight we can win!"

Tuesday the tour arrived at its terminus in Bent Mountain, Virginia for a full day of press interviews, strategic planning, a highland caravan to stunning mountain views threatened by the pipeline, a huge public forum at the Bent Mountain Community Center with a banquet and concert featuring the band, "The Commons," providing the tour with a musical coda: We don't want your pipeline!

The *Stop The Pipeline—Roll Back Pollution* tour demonstrated that organized action directed at the community level can create publicity for the local group, generate exposure to the issues and communicate a message. It helped to foster unity, the remedy for isolation which so often afflicts activist groups. Most important, it created a view of how we can win. Now that the dust has settled, we are planning the next phase of the campaign. Contact us to find out how to join the movement, to stop the agents of natural gas fossil fuel which threaten the safety, livelihood and well-being of our communities.■

Michael Barbara Exum:

"We learned something each day. It inspired me to keep fighting; it's a monumental task but it is possible."

Bert Bondhurant:

"After fighting so long we have been feeling fatigue and this really energized people once again and brought people out from all walks of life. We get the opportunity to prevent injury and loss before it happens."



Mock Pipeline Compressor Station

Michael James-Deramo:

"Hearing everyone's stories reminded me why I'm doing this work."

Mara Eve Robbins:

"Wonderful to watch through social media. The tour around Bent Mountain gave a view of what is being put at risk and the beauty we are fighting for."



Lois Marie Gibbs at Roanoke College

Francene Stephenson:

"The tour was renewing. We felt very supported and encouraged. There has never been a pipe of this size and capacity in this part of the United States."



Charles N. Utley,
Associate Director and Community Organizer
Blue Ridge Environmental Defense League

Careful Responsible Management of our Environment Entrusted Through Environmental Justice Stewardship of our Natural Resources

- ·We have an obligation to preserve and prevent negative impacts to our communities. As American citizens, we have a charge to do our part to carefully and responsibly preserve what has been given to us as stewards of this land.

- Taking responsibility now to secure a safe-haven for future generations. Land has always been the basis of our independence. It is our responsibility to take action now to preserve our natural resources through Environmental Justice.

- Maintaining our environment in its natural beauty can never be taken for granted. Once it has been destroyed it's gone forever. Don't be fooled by the fake gold and silver that is being offered in place of our natural beauty. It only looks good but has no lasting value.

Lawsuit to Block Natural Gas Compressor in Buckingham County

On March 8, 2017 the Blue Ridge Environmental Defense League together with its chapter Concern for the New Generation filed a lawsuit opposing the recently granted special use permit for a natural gas compressor station in Buckingham County. The legal action was filed in Circuit Court against Buckingham County. The League and CNG seek to reverse the decision by the Board of Supervisors to permit the industrial facility in the residential and agricultural Union Hill community.

Kathie Mosley, Co-chair of Concen for the New Generation, said, "We voiced our concerns at every public hearing the county held but did they listen to us? No!" Mosley and thirteen other residents submitted affidavits in support of the lawsuit to provide standing in the case.

The League's lawsuit is based on Virginia zoning law which is designed to protect residential areas from encroachment by heavy industry and provide, "healthy surroundings for family life." Also, state law specifically requires that the "development of new energy resources does not have a disproportionate adverse impact on economically disadvantaged or minority communities."

The lawsuit includes the testimony of Union Hill resident Ruby Laury which states: "The community was created by freed man, freed slaves in about 90% of the adjoining land." Her husband, John Laury, concluded, "The local residents and regional organization gave evidence of environmental injustice regarding the Union Hill Community during the Planning Commission Public Hearing process. The Planning Commission failed with respect to its legal obligation." At present, we await response from the defendant.

Concern for the New Generation was founded by residents of the Union Hill and Union Grove communities. CNG became a chapter of the statewide Blue Ridge Environmental Defense League in November. ■

Holding the Radford Arsenal Accountable

by Justin Haber, Citizens For Arsenal Accountability

The New River Valley area is one big neighborhood. I have lived in this wonderful neighborhood for 4 years and I have had many caring neighbors. Unfortunately, the Radford Army Ammunition Plant, also known as the Radford Arsenal, is not one of those caring neighbors. However, the Arsenal does have the potential to become a caring neighbor. To do so, it needs to ensure that it is not causing its neighbors to suffer. This means preventing hazardous chemicals from being released by putting an end to the outdated practice of open burning waste disposal. The arsenal would ensure its operations are not causing its neighbors to suffer by properly measuring, modelling, and reducing the release of potentially hazardous chemicals like nitrates, dioxins, and lead that have been found in our waters.

Furthermore, a caring neighbor would notify other neighbors that they are releasing perchlorate into the air and water. The International Journal of Environmental Research and Public Health concluded that prolonged exposure to perchlorate leads to hyperthyroidism. The commander of the Arsenal denied burning perchlorate until it was found in the wells at Kentland Farms which is owned by Virginia Tech and produces food for our Dining Services. Imagine how you would feel if your neighbors secretly dumped their sewage in your drinking water, on top of your vegetable garden, or through your air filter. If hazardous chemicals have been released in dangerous concentrations to our surrounding waters, agricultural soil, and air, there needs to be hypervigilant monitoring and quick detection methods to determine the potential human health risks. In 2013, perchlorates were measured in the groundwater flowing under the Open Burning Ground. The concentrations exceeded 9 times the drinking water standard set by the EPA. To make it worse, perchlorates were also detected in the Montgomery public water systems. If perchlorates and other hazardous chemicals have been released in dangerous concentrations, there needs to be safety protocol to protect from and remove these health hazards. And if neighbors have been harmed, the Arsenal must try to relieve the suffering they have caused by providing support and reparations.

Indeed, the neighbors have been harmed and are suffering, but the Radford Arsenal still refuses to take action. In a report by the National Cancer Institute, thyroid cancer rates in the New River Valley were found to be amongst the highest in the state of Virginia. The Radford Arsenal releases dangerous amounts of nitrates and lead into the water and these toxins are known to cause thyroid cancer yet the representatives of the Arsenal have taken minimal efforts to prove they have not caused harm in this case. This release of lead is even more concerning for children ages 0 to 15 in the Radford area. The Virginia Department of Health released a report which showed that children in the counties surrounding the Arsenal have more than twice the normal amount of lead in their blood. There has yet to be an investigation into the cause. We do not want the representatives of the Radford Army Ammunition Plant to simply prove that they are innocent of committing injustice. Instead, we want their representatives to prove to us that the Arsenal is worthy of being our caring neighbor. As students, we are a part of this community and as part of Virginia Tech we have power. To ignore the harmful effects of the arsenal would be negligent and so we, the Citizens for Arsenal Accountability, must engage our student body in this issue. This engagement starts now.■

Welcome

Welcome Ann Rogers to BREDL Staff: Director of Development March 2017.

Ann Roger's involvement with BREDL began in 1999 as a member of Virginians for Appropriate Roads (VAR), the chapter fighting the portion of Interstate 73 that has been planned for construction through southwestern Virginia. In the course of fighting I-73, VAR hired a historic preservation consultant who, working with local history buffs, identified many historic sites in the path of the proposed interstate that had been overlooked by the government's taxpayer-funded surveys. One of these sites, the Southeast Roanoke Historic District, was named eligible for listing on the National Register of Historic Places by the Keeper of the National Register in 2002. This designation resulted in Federal Highway Administration's decision to re-route the interstate alignment to avoid the historic neighborhood.

Ann has worked as a professional grant writer since 1994 and has raised nearly $8 million in grant funding in the past 20 years. She has been employed by a variety of nonprofit organizations, including Project Discovery, Total Action Against Poverty, and Lutheran Family Services of Virginia, all in Roanoke, Virginia. During the past twelve years, she has performed grant writing on contract basis for a variety of nonprofit organizations, including a seven-year contract with Apple Ridge Farm in Roanoke.



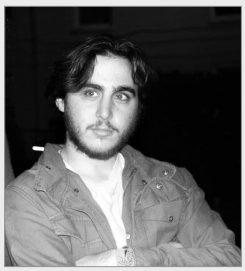
Ann holds a B.A. in English and an M.A. in Creative Writing and Literary Criticism from Hollins University, Hollins, Virginia, and a Chartered Herbalist Diploma from Dominion Herbal College, Burnaby, British Columbia.

Ann worked for BREDL as Virginia Organizer and Director of Development from 2009 to 2013. She worked extensively with the BREDL chapter, Piedmont Residents in Defense of the Environment (PRIDE) in their efforts to fight the proposed uranium mine at Coles Hill. One of the group's accomplishments during this period was having the Whitehorn-Bannister Rural Historic Landscape in Pittsylvania County recognized as a Most Endangered Historic Site by Preservation Virginia in 2012.

Ann loves to hike in the forests along the crests of the Blue Ridge Mountains of Virginia and has a keen interest in the native flora and fauna of Appalachia. ■

Building A Strategic Campaign to Win

By Michael James-Deramo



Engaging in strategic campaigns requires well thought out planning to ensure our work is being done effectively. It feels good to have a protest or a rally, but one action alone does not create change. It takes multifaceted campaigns with a vision, goals, and strategy informing effective actions to influence the deep rooted power structures we hope to change.



Vision is your hope for the future. It is what can be attained if you win. Your vision does not need to be rooted in what feels possible because through your campaign you will make it so. Establishing a vision can be done simply by asking “why are we here”. Make your vision vivid and inspirational and paint a picture that will entice the audience. This is what we fight for.

How will you achieve your vision? That is where you define your **Goals.** What are the larger scale wins that will help you achieve this vision? How long does each goal take? Some may be possible to accomplish in the near future - others will take years and will need a series of their own steps to become possible themselves. When defining your goals make them SMART: Specific, Measurable, Attainable, Relevant, and Time Bound. This will help you understand how exactly the goal fits with the vision and what it will take to complete it.

Each goal needs a specific **Strategy** for how it will be attained. Is this goal best achieved through large scale action, or is it something better worked through political means? Are you educating or intervening? What are the potential gains and drawbacks for each strategy? Who are the power holders that can make your goal a reality and how can they be influenced?

Once you have a strategy in place you can begin to engage in **Actions** and implementing your plan. Actions must fit into the strategy that help you take steps towards the goal while also understanding capacity. Each action, whether it be a protest, canvassing, a fundraising event, or a press conference must be carefully discussed to ensure your messaging (what you are try to say) is clear and concise and informs your vision. Timing, media potential, and resources needed should be predetermined to ensure the actions benefits will outweigh potential drawbacks and expenditures. Roles should be established to ensure responsibility is spread out so no one person takes on too much. Finally measurable **Objectives** should be determined. The Objective is quantifiable - the number of people you want to show up, number of media hits, tangible outcome and response. These determinants help you later evaluate if the action was successful and what could be done better.

Determining a strategic plan will allow for a better understanding of needs. What research must be done, how much money should be raised, what training is needed for effective action, and who you should collaborate with to further that strategic plan and what connections will add bureaucracy without adding to the campaign itself.

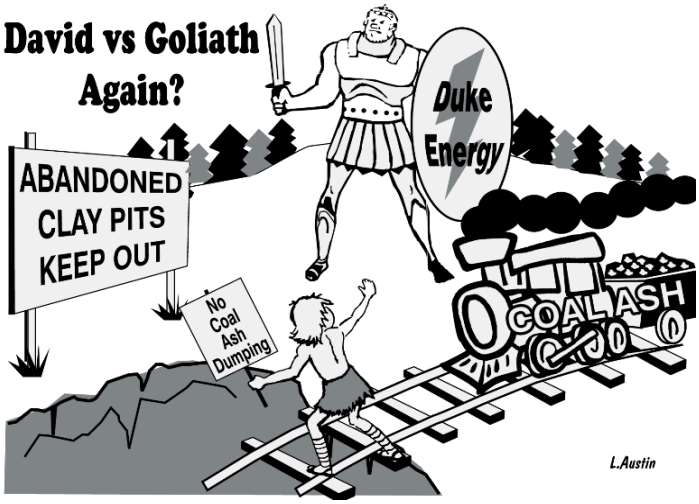
This overview is a quick example of a much larger workshop which can be presented to your community group to ensure effective campaign building that is empowering and creates results. To schedule a strategic campaign workshop contact us and a community organizer will come to your community at your convenience. Together we will win. ■

BREDL
PO BOX 88
Glendale Springs
NC 28629

Coal Ash Victory in North Carolina:

Mine Reclamation Permits
REVOKED by Court

Don't miss this FRONT PAGE News!



Contact BREDL to help organize your community and plan events to educate others about your issue and expand your membership so you can win!

BREDL is a regional, community-based non-profit environmental organization founded in 1984. BREDL encourages government agencies and citizens to take responsibility for conserving and protecting our natural resources. BREDL advocates grassroots involvement in environmental issues. Protecting children's health from environmental poisons, empowering whole communities to engage in crucial decision making, and changing the balance of power to prevent injustice are key components of our work.

Thank you for supporting Blue Ridge Environmental Defense League

It's easier than ever to **join**, **renew** and **donate** online.

Check out our secure online donation forms and use your credit card at **www.BREDL.org.**

Or send your check to: BREDL PO Box 88 Glendale Springs, NC 28629

For more information contact BREDL at 336-982-2691.

All donations are tax deductible.

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