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GREAT LAKES UNITED

April 18, 1990

Dear RAP Revival Workshop Participant,

I hope you are well and are enjoying this spring weather (daffodils and snow - ugh).

Enclosed you will find a copy of "RAP Revival: A Citizen's Agenda for RAPs". This document outlines your recommendations, developed at our RAP workshop in February, to the governments regarding what a good RAP should be and the needs for implementation. A second section of the report is being developed which will address the nuts and bolts issues discussed.

RAPs according to the Citizen's Agenda should:

- Embody community vision and support.
- Incorporate the ecosystem approach.
- Achieve zero discharge.
- Cleanup contaminated sediments.
- Create and restore wild areas and habitat.
- Establish land use policies for the AOC.

Individual sections define and elaborate upon these goals. The final section addresses implementation and what we feel the governments must do in order to implement RAPs. This document is intended to provide guidance in the development and implementation of RAPs and to establish a framework for the development and discussion of RAPs.

In order to take this message to our governments we are planning a simultaneous release of the document throughout the Basin on Thursday, April 26. Yes, that's right next Thursday. Please forgive us for the short timeline but we want to influence certain events occurring at that time. We are asking participants at the workshop to put together a press conference announcing this agenda.

The agenda could easily be tied to ongoing Earth Day activities. For example, RAPs could be framed as blueprints for environmental change in the most contaminated areas in the Basin. It is also an opportunity to blast the governments in areas where the RAPs have not been satisfactory.

Here are some tips for the press conference. The best place to have the press conference will probably be at some scenic spot along your AOC. Print and electronic media have different requirements for the timing needed to develop stories. Because *An international organization dedicated to conserving and protecting the Great Lakes and St. Lawrence River*

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PRESS RELEASE

For Information Contact:

\_\_\_\_\_ ( ) \_\_\_\_\_

For Immediate Release

April 26, 1990

**CITIZENS THROUGHOUT THE GREAT LAKES BASIN  
ISSUE BLUEPRINT FOR THE CLEANUP AND RESTORATION  
OF TOXIC HOTSPOTS**

Today citizens and organizations around the Great Lakes Basin released the "Citizen's Agenda for Remedial Action Plans". The Agenda details a series of recommendations to the U.S. and Canadian federal governments and the states and provinces regarding the development and implementation of Remedial Action Plans (RAPs).

"Remedial Action Plans are a source of hope for many people living in the most contaminated areas of the Basin," states \_\_\_\_\_. "RAPs must be seen as the blueprints for environmental change in the Basin. The Agenda establishes the groundrules for the development and implementation of these environmental blueprints."

In February, 1990, representatives from thirty-one of the forty-two Areas of Concern converged in Stella Niagara, New York, to develop a mandate for RAP development and implementation. That mandate includes a series of recommendations aimed at the fulfilment of six goals for Remedial Action Plans. The six goals state that the RAP must: 1) embody community vision and support, 2) incorporate the ecosystem approach, 3) achieve zero discharge, 4) clean up contaminated sediments, 5) create and restore wild areas and habitat, and 6) establish land use policies for the AOC.

"The development and implementation of RAPs has been inconsistent and often inadequate," states \_\_\_\_\_. "The fulfilment of the goals and implementation of the recommendations contained in the Citizen's Agenda, are crucial to the restoration of our communities and the Great Lakes Basin ecosystem."

Another quote

The International Joint Commission, a bi-national governmental body charged with oversight of the Boundary Waters Treaty, identified and designated forty-two Areas of Concern or toxic hotspots. In 1985 the International Joint Commission's Water Quality Board established the Remedial Action Plan process. RAPs are intended to cleanup and restore Areas of Concern.

One line description of the groups participating in the press conference.

(This is just a sample release and it's not the best I could come up with. You'll want to relate it more specifically to your area. It shouldn't be too much more than one page.)

## The Press Advisory

The purpose of the Press Advisory is to inform news reporters and assignment editors about the who, what, when, why, and where of press event. Advisories are brief and to the point. Advisories should be sent prior to the press conference. The press release can be distributed at the press conference with a copy of the "Citizen's Agenda".

## PRESS ADVISORY

### PRESS CONFERENCE TO RELEASE CITIZEN'S AGENDA ON REMEDIAL ACTION PLANS

On Thursday, April 26 at 10:00 a.m. (name of your group and any other groups participating) will hold a press conference to release the "Citizen's Agenda for Remedial Action Plans". This press conference is part of a simultaneous release by citizens throughout the Great Lakes Basin working on the development and implementation of Remedial Action Plans.

The International Joint Commission, a binational governmental body charged with oversight of the Boundary Waters Treaty, has designated 42 "Areas of Concern" in the Great Lakes Basin. These are areas that are severely polluted. In 1985 the Water Quality Board of the International Joint Commission formally recommended that Remedial Action Plans (RAPs) be developed for each Area of Concern. RAPs are intended to chart the cleanup and restoration of Areas of Concern.

The "Citizen's Agenda for Remedial Action Plans" details citizens' expectations for RAPs. The recommendations in the Agenda came out of a RAP workshop sponsored by Great Lakes United in February 1990. Thirty-one of the forty-two Areas of Concern were represented at that workshop. (At this point you should mention that (home town river, harbor) is an AOC.

Citizens/groups to speak at the conference include:.....

Date:

Time:

Place:

Contact: (include name and phone number)

this is such short notice you may want to call ahead and let them know your release is coming. Also be sure to call reporters after the release has been sent to urge them to cover the event.

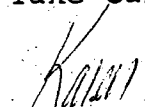
I have enclosed a sample press release. Also we have sent your names and addresses to the IJC so that they can send you their most recent Biennial Report on Great Lakes Water Quality.

Because of the cost involved, we have sent this packet to only one person who attended the workshop from each AOC. Please contact the other person from your AOC and get them involved in this release.

The Agenda is at the printer now (that's why you only received a copy). We will send more copies to each AOC when they are available. The second part of the report will be completed in May.

I will be calling each of you to talk with you further about the release. Thank you.

Take Care,

  
Karen Murphy  
Field Coordinator

P.S. Life here in Buffalo just hasn't been the same since you all left!!!