



MEDIA ADVISORY FOR IMMEDIATE RELEASE: 9/03/2020

California Desert Coalition (CDC) is pleased to host the first free, one hour Defend the Desert Webinar **“IMPACTING LOCAL DECISIONMAKING”**

September 17th 5:30-6:30 pm

Environmental Choices and Local Voices

How to harness the power of local communities to develop winning environmental and land use campaigns.

Yucca Valley, California. California Desert Coalition (CDC) is pleased to host the first free, one hour Defend the Desert webinar. The webinar will be hosted via Zoom on Thursday, Sept 17th from 5:30-6:30pm. Stay tuned for Zoom logon instructions. This webinar will feature two expert speakers teaching advocates how to harness the power of local communities to develop winning environmental and land use campaigns.

Dr. Tim Krantz is a professor of Environmental Studies at Redlands University whose areas of expertise include, but are not limited to birds, endangered species of the San Bernardino Mountains and renewable energy. Dr. Krantz has more than 30 years-experience with land use planning and environmental impact assessments.

Chris Carrillo is a former field representative for Senator Diane Feinstein and Deputy Chief of Staff for former 3rd District Supervisor James Ramos. Carrillo has extensive local and federal land use policy and legislative experience.

“Advocates have an incredible opportunity to influence local environmental decisions if they employ the right strategies and tactics,” says Chris Carrillo. “This workshop will help activists hone their skills to make a lasting impact and protect the land and species they love.”

The Webinar will cover the following topics and will educate participants how to have their voices heard in the campaign to list the western Joshua tree as threatened under CESA:

- Organizing members of the community to participate in environmental decision making at town council meetings, planning commissions, board of supervisors and state agencies and commissions
- Crafting meaningful oral and written comments
- Utilizing traditional and social media to shape the opinion of key decision makers
- Developing winning campaign strategies
- Creating diverse lobbying teams and successfully structuring meetings with local elected officials

The California Desert Coalition (<https://www.cadesertcoalition.org/>) is a nonpartisan, issue advocacy group that exists to give the people of the California desert a voice in its future. We build coalitions to promote a deeper understanding of public policy issues and to stitch together the voices that are responsible for these decisions.

With support from: The Wildlands Conservancy - www.wildlands.org, National Parks Conservation Assn. - www.npca.org

RSVP REQUESTED TO ATTEND THE WORKSHOP

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