

Roger Dick

From: Roger Dick
Sent: Thursday, August 12, 2010 6:52 AM
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Subject: FW: Follow Up on Tonight's Dinner

FYI....

From: Hanes, Zoe G. [mailto:zgh@blancolaw.com]
Sent: Wednesday, August 11, 2010 11:35 PM
To: Roger Dick
Subject: Follow Up on Tonight's Dinner

Dear Roger,

Thank you so much for such a great dinner. I trust you will forward to those as appropriate. It may have seemed we wandered through our discussion, but I actually think we collectively distilled some clear paths forward. This is what I gathered from the meeting:

We have entered into a new phase of our fight, which will require a new strategy. We now need to 1) influence FERC 2) influence Congress—both the NC delegation and nationally and 3) bring some of the stakeholders onto our side. It will be important to continue building public pressure. The public pressure can help influence FERC's view of the issue and will be necessary to influence decision making at the Congressional level. We need to develop a clear message. That message is essentially "Alcoa is Evil". However, we should consider working with an expert, perhaps with polling and focus groups to develop what that message is exactly. The Governor's office needs to come out on this issue more vocally. DENR needs to clarify it does not give Alcoa a clean bill of environmental health. We need to continue finding examples of systematic failure to ensure justice for the region.

We also need to take our message and widely disseminate it. That will require greater numbers of people to wage the public relations campaign on blogs, letters, etc. Thusfar, we have been dealing at the local level. We need to fully engage the environmental groups and others to bring this out in the national coverage and blogs. We have not fully engaged existing infrastructure in this regard.

We also have a vision of taking Ester's footage viral in smaller snippets. This may involve showing the full documentary on cable access. This may involve someone buying the footage from UNC-TV to make sure the movie is shown.

The Uwharrie Commission must be quickly assembled and provided with clear leadership on this issue. I would also suggest that the Commission plan the legal strategy for how to compel cleanup. There are many different avenues and varying degrees of "clean". This will be a multi-year, multi-million dollar effort. I see two technical and legal strategies: 1) recapturing the resource and 2) making sure the resource is maximized by compelling Alcoa to clean up its mess. They are connected and interdependent, but two separate issues.

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I also wonder if our team needs a lobbyist at the federal level.

Action Items:

- 1) Develop the clear message that everyone stays on point with
- 2) Recruit new team players
- 3) Engage existing infrastructure to raise awareness
- 4) Work on our "inside" Washington strategy
- 5) Use the media to disseminate our message.
 - This may involve Erin Brockovich and national coverage on programs such as 60 minutes.
 - Social Networks and Blogs
 - Possible Commercials
 - How do we get Ester's Movie Out? Show on Cable Access, Buy? Snippets gone viral?
- 6) Confirm Uwharrie Commission members
- 7) Begin working on the legal strategy to compel cleanup.

Thank you again for all of your hard work,

Zoë Gamble Hanes

Attorney at Law

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