



COMMITTEE FOR
GREEN FOOTHILLS

NEWS RELEASE

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Local environmental group launches weblog Committee for Green Foothills one of first nonprofits to blog

PALO ALTO, CA -- Leading environmental watchdog group Committee for Green Foothills (CGF) this week announced the addition of a web log, or blog, to its comprehensive website. This interactive online journal allows CGF to easily share information and links with readers on a web page that takes the form of a running commentary. The blog can be found at www.GreenFoothills.org/blog.

Blogs are increasingly becoming a popular way to communicate quickly and easily. Although blogs have become commonly used by individuals and in political campaigns, the use of this new technology has yet to catch on in the advocacy and nonprofit worlds. CGF is one of the first environmental organizations to adopt the technology.

CGF's Legislative Advocate Brian Schmidt considers the blog an important new two-way tool for communicating with citizens about issues affecting local land use:

"Our blog makes it easy for us to connect to our grassroots activists and gives our readers a voice to communicate to us and to the public. We hope it will also reach beyond our members and attract local policy-makers, news junkies, and anyone interested in these same issues. Blogs have been used in elections before, but it's a fairly untested idea to use a blog for advocacy. We look forward to seeing whether the technology is useful in our work to protect local open space."

Unlike some weblogs, CGF's blog includes a "comments" section that allows readers to post additional information, praise or criticism of the original posts. "Our blog is an experiment in democracy, just like the Internet itself," said Schmidt. "We hope that because we operate on a local level where people often know each other, this experiment will have the value of a public forum while remaining civil and respectful."

CGF will continue to send regular email action alerts to subscribers; the blog will add another dimension to this communication with individuals who want to help protect open space quickly and inexpensively.

The blog is a major addition to the Committee for Green Foothills' already comprehensive website, which includes a retrospective of the 42-year-old organization's successes and failures to protect local open space, alerts on current projects that need actions, and news about related issues. The organization expects the blog to attract even more readers than the almost 8,000 people who now visit the CGF website each month.

About the Committee for Green Foothills

Committee for Green Foothills is a regional grassroots organization working to establish and maintain land-use policies that protect the environment throughout San Mateo and Santa Clara Counties. Established in 1962, the group is a Bay Area leader in the continuing effort to protect open space and the natural environment of our Peninsula.

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