





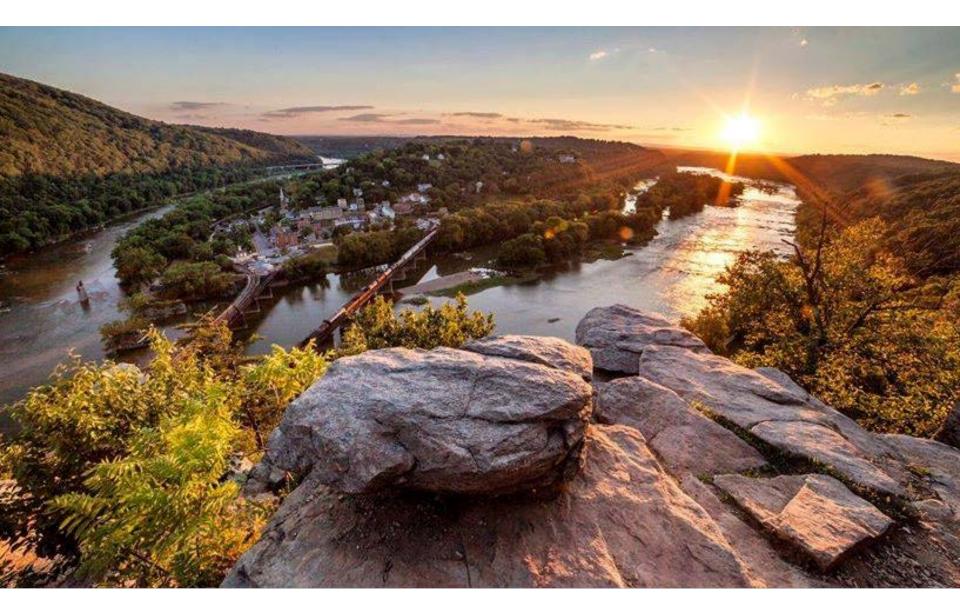






We value clean water as the foundation of life. We believe that all people should respect and be able to enjoy clean West Virginia rivers and streams.

Our mission supports community life centered on values of sustainability, health and shared prosperity, where the natural world and people's relationship with it are honored, celebrated, protected and sustained.

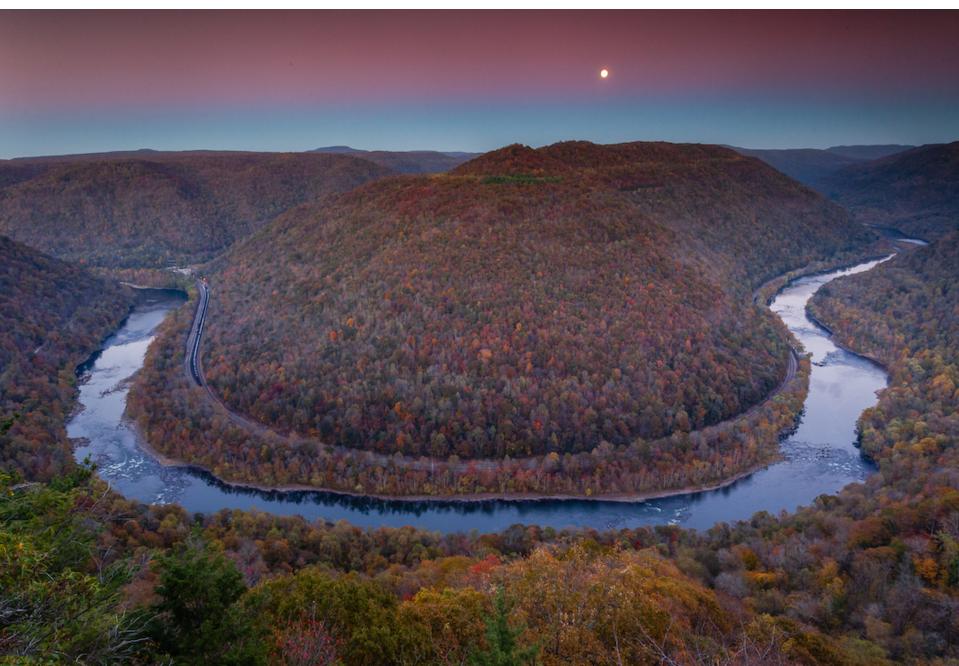




















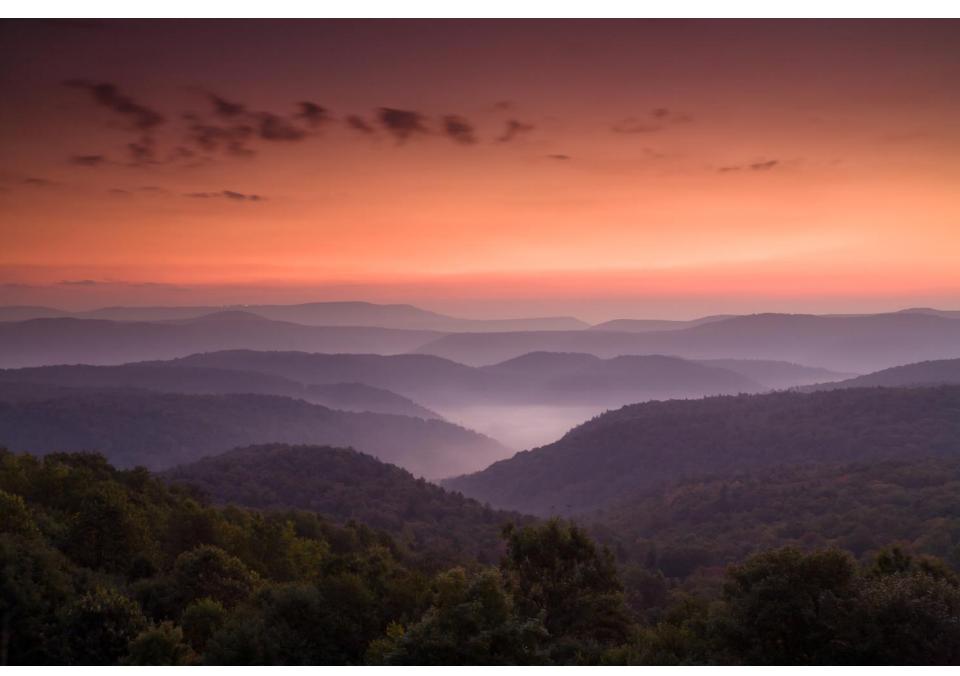






















ENVIRONMENTAL MOVEMENT



Rational (Elitist)

Inside Game Lobbyists Policy advocates Elected & party officials Electoral support

Headspace

Think tanks Scientific studies Policy experts Intellectuals Lawyers/negotiators



Political Action



Outside Game

Community organizers Activists Rallies and events News stories

Heart Space

Story tellers Performers Charismatic speakers Media narratives



Emotional (Populist)

Concept



Source Water Protection Planning

Birthplace of Rivers

Water Quality Standards – Aluminum, Selenium, Mercury

Chemical Storage Tanks

Shale Gas Development

Water Management



WVRivers.org