

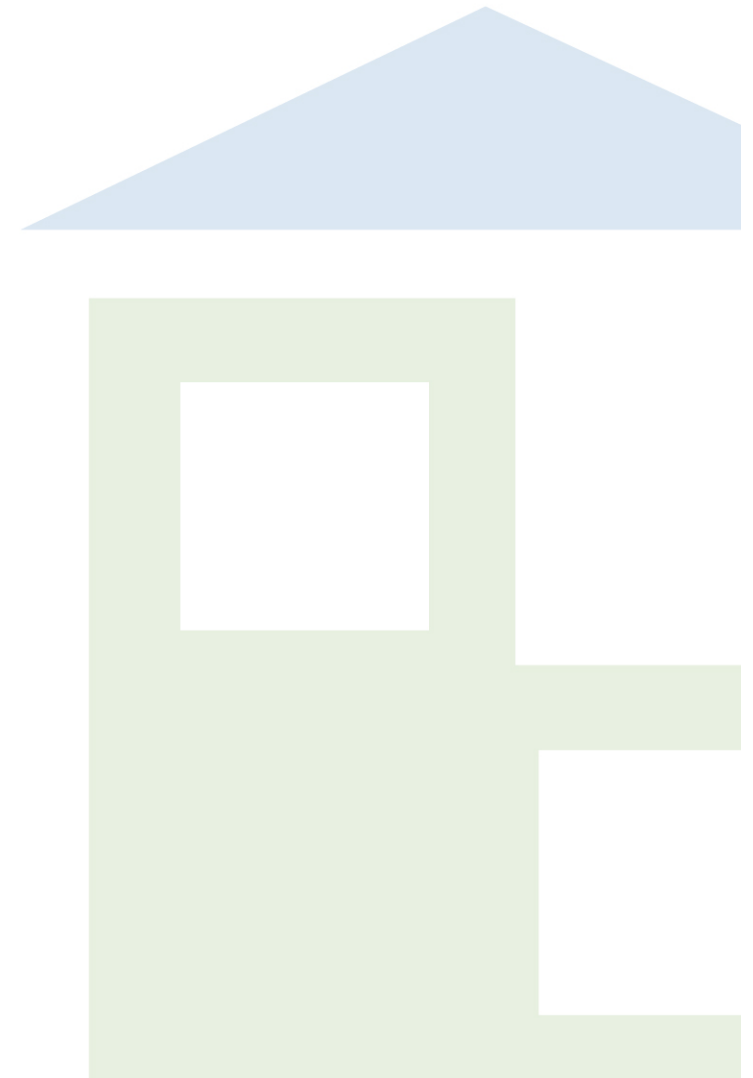


How to Work with the Media

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Cassie Goldstein, Energetics Incorporated



Welcome!



- Colehour+Cohen in Seattle, WA
 - Julie Colehour + Team
- Eastern Research Group (ERG) in Arlington, VA
 - Shannon Johnson + Team
- Energetics on site at Department of Energy in Washington
 - Cassie Goldstein

Agenda



- Welcome and Introduction 10 minutes
- Top 10 Rules for Working with the Media 40 minutes
- Media Tools for Program Partners 10 minutes
- Working with DOE 10 minutes
- Discussion 15 minutes
- Next Steps for BetterBuildings Media 5 minutes

What is Earned Media?



- Getting reporters to tell your story for you
 - Print, TV, radio, online
- Builds program credibility
 - People trust a media story 3 times more than an ad
- Cost effective way to get your message out
 - As compared to paid advertising
 - Especially when program is new or at milestones
- Need “news” – what’s the hook?
- Can’t control message, but can guide message
- Opportunity to sell program benefits since media want to help their viewers/listeners/readers

10 Rules of Media Outreach



1. Have a strategic plan
2. Pick tactics aligned with goals
3. Embrace social media
4. Work with others
5. Do your homework
6. Find the “ah hah”
7. Groom your spokespeople
8. Ensure flawless implementation
9. Be ready for the unexpected
10. Foster relationships

Rule #1: Have a Strategic Plan

- What is your communications goal?
“If you don’t know where you are going, any road will get you there.”
- *Alice in Wonderland*
- Who is your audience? What do you want them to do? What media do they use?
- How does media outreach fit into your overall communications strategy?



Rule #2: Pick Tactics Aligned with Goals

- Media events
- Press releases
- Pitching
 - Under “embargo”
 - Exclusive pitching
 - Authored articles
- Opinion editorials
- Online/viral campaigns
 - “Blog-a-thon”
- Trade and business media
- Newsletters/e-newsletters
 - Community/neighborhood organizations
 - Nonprofits with similar missions



Rule #2: Pick Tactics Aligned with Goals



- Pitfalls:
 - Beware the press release
 - A press release does not lead to media coverage
 - Figure out when a press release makes sense
 - When you have hard news
 - Use inverted pyramid style (lead with the news, details later)
 - Always provide follow-up pitching
 - Holding a media event does not mean the media will come
 - What's the visual?
 - If you want TV coverage, must have a strong visual
 - Do you have new news?
 - Breaking news can overshadow your event

Rule #3: Embrace Social Media

- What is social media?
 - It's how people engage, share, interact, and participate with each other—and with you—online
 - Communications is undergoing a fundamental shift—information is being pushed out to people less and less—instead, it is being shared among the millions of connections people have
- More people now use social media than use email
- Nearly half of Americans have a social media profile
 - 39 percent use it several times a day
- Twitter: 105 million users, 50 million+ tweets per day
- Facebook: 500 million users (150 million U.S.)
- YouTube: 2 billion videos per day
- Figure out how social media fits in with your strategy and plan for ongoing monitoring



Keys to Social Media Success



Content	Engagement	Commitment
Expertise	Listening	Planning
Sharing	Asking Questions	Buy-in
Opinions	Answering Questions	Time
Traffic	Responding	Money
Ownership	Helping	Flexibility
Quality	Caring	Patience

Rule #4: Work with Others



- Figure out who else can help tell your story
 - Ideas from grantee partners?
- Find third party credible spokespeople who are willing to talk to the media
 - Share your messaging, statistics, BetterBuildings messages
- Look for partners/spokespeople with:
 - Complementary mission/goals
 - Audience overlap
 - History of collaboration/community involvement

Rule #5: Do Your Homework



- Build a good media list
- Research editorial calendars
 - When are they planning to cover things that tie into your message (environment, family budget, energy, etc.)?
- Know the reporters before you pitch
 - What have they covered before that is similar?
 - What is their style?
 - How do they like to receive pitches?
- Look for ways to tie your story into current activities/trends
 - Tie to economy
- Know what similar programs have been done and may have been pitched/covered in the past

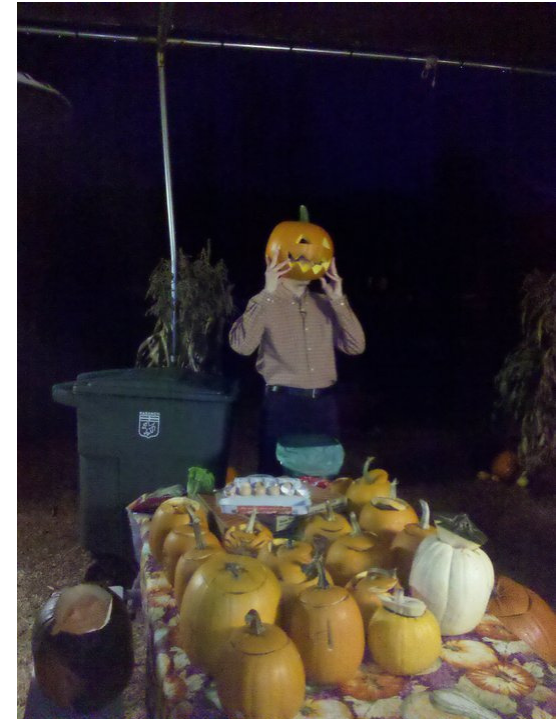
Rule #6: Find the “Ah Hah!”



- What’s your key message?
- What factoids can you use to support your message?
 - Example: *“Did you know that the average home pollutes more than the average car?”*
 - Example: *“Many American homes are so leaky that they waste \$200 to \$400 each year in energy costs.”*
- What is new about your story?
- Why will the readers/viewers/listeners care?
- What is the local angle?
- How can you make the message personal?
- What is the call to action?

Rule #7: Groom Your Spokespeople

- Who is the best person to deliver your message?
- Make sure they are available
- Train them on key messages/factoids and interview techniques
 - Never “wing” an interview
 - Learn how to “bridge” to key messages
 - Practice delivering sound bites
 - If you don’t know, offer to get back to the reporter; never guess
 - Nothing is “off the record”
 - Be ready for the personal question (what have you done to your home to make it more energy efficient?)
- Practice before each interview
- Review coverage, critique, improve



Rule #8: Ensure Flawless Implementation

- Details, details, details
 - Goal = flawless execution
 - Dry run of visuals
 - Strong written materials
- Follow-up
 - Don't be afraid to follow-up multiple times with reporters (in a nice/helpful way)
 - Make sure someone at the event is assigned to help each media get what they need for their story
- Be responsive
 - Provide reachable contact for more info
 - Ask for deadline; respond to requests for information within 24 hours or less
- Track and promote coverage!
 - E-mail links to lists, post on social media
 - Send to stakeholders (and BetterBuildings)
 - Use in marketing materials/on website



Rule #9: Be Ready for the Unexpected



- Develop a Q&A with all the hard questions
- Prepare a crisis plan
 - Scenarios of what could go wrong (e.g., contractor injures child in a home)
 - Protocols for handling a crisis
 - Who is in charge
 - Who needs to be notified
 - How to handle media inquiries
 - How information will be disseminated and by whom
- If a media interview unexpectedly goes south:
 - Ask the reporter what angle they are working on
 - Ask who else they are talking to
 - If the reporter has the facts wrong, provide correct information
 - Offer additional spokespeople that can substantiate/reinforce your message
 - Prepare response strategy/messaging for when the story appears

Rule #10: Foster Relationships



- Strong media relationships are a valuable program asset, but they need care and feeding over time
- Do:
 - Be helpful and responsive
 - Keep your promises
 - Position spokespeople as experts in subject matter
 - Stay in touch/provide info even when you are not pitching a story
 - Say thank you
- Don't:
 - Be critical
 - Ask to see a story before it runs
 - Complain if something minor is not right
 - Double pitch

Snapshot: Recycle More

- Challenge: How to make the old news of recycling exciting and worthy of media coverage?
- Factoid (the “Ah hah”):
 - Did you know that more than half of what goes to our landfill is recyclable?
- Have a neighborhood compete to see which family can decrease its garbage weight
 - Tracked garbage for six weeks
 - Media event at beginning for initial weigh-in and end to announce winner
 - Created profiles of each family and what they did
- Results:
 - 3.8 million media impressions
 - Three-part series in *The Seattle Times*, six television stories that ran 17 times, and five radio stories.



Snapshot: Rock the Bulb

- Light bulb exchange events
 - Bring 10 incandescent bulbs and get 10 CFLs free
 - Continue engagement through the “Be an Energy Rock Star” contest
- Kick-off media event
 - Boys and Girls club partnership at event site
- Golden bulb promotion
 - 20 bulbs hidden with “Bulb Keepers”
 - Clues via e-mail, Facebook and Twitter
 - Find a bulb and get a \$250 hardware store gift card
- “Magicians on Bus” viral tactic
- ENERGY STAR® Exhibit House at one event
- Culmination media event
 - Media walkthrough of contest winner’s home
- Results:
 - 500,000 bulbs distributed
 - 4.8 million media impressions; \$214,000 value



ROCK THE BULB

Video Examples



- We will take a short break so that you can view the video examples. View the videos by visiting the link sent via email from shannon.johnson@erg.com:
 - King County Regional Recycling
 - Puget Sound Energy “Rock the Bulb”

Video Discussion

Media Tools for Program Partners

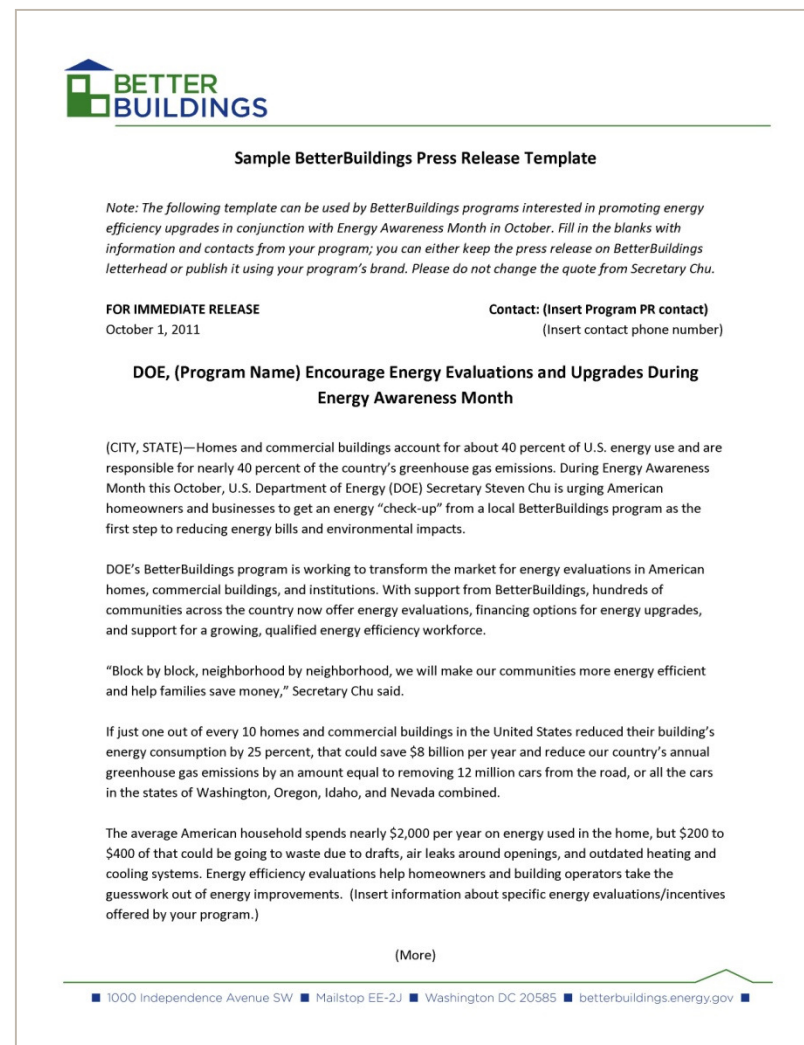



- From announcements to events, BetterBuildings programs have access to several media outreach materials to ensure that information published about the program is consistent and accurate.
 - Press release template
 - Tips on working with the media (coming soon)
 - How to write a press release
 - BetterBuildings media backgrounder
 - Media question-and-answer document
 - Fact and tips for the media (coming soon)
 - Tips on working with DOE (coming soon)

Press Release Template



- Fill in the blanks on the press release template, or just borrow some of the language for your own local announcement.



 **BETTER BUILDINGS**

Sample BetterBuildings Press Release Template

Note: The following template can be used by BetterBuildings programs interested in promoting energy efficiency upgrades in conjunction with Energy Awareness Month in October. Fill in the blanks with information and contacts from your program; you can either keep the press release on BetterBuildings letterhead or publish it using your program's brand. Please do not change the quote from Secretary Chu.

FOR IMMEDIATE RELEASE **Contact: (Insert Program PR contact)**
(insert contact phone number)
October 1, 2011

DOE, (Program Name) Encourage Energy Evaluations and Upgrades During Energy Awareness Month

(CITY, STATE)—Homes and commercial buildings account for about 40 percent of U.S. energy use and are responsible for nearly 40 percent of the country's greenhouse gas emissions. During Energy Awareness Month this October, U.S. Department of Energy (DOE) Secretary Steven Chu is urging American homeowners and businesses to get an energy "check-up" from a local BetterBuildings program as the first step to reducing energy bills and environmental impacts.

DOE's BetterBuildings program is working to transform the market for energy evaluations in American homes, commercial buildings, and institutions. With support from BetterBuildings, hundreds of communities across the country now offer energy evaluations, financing options for energy upgrades, and support for a growing, qualified energy efficiency workforce.

"Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money," Secretary Chu said.

If just one out of every 10 homes and commercial buildings in the United States reduced their building's energy consumption by 25 percent, that could save \$8 billion per year and reduce our country's annual greenhouse gas emissions by an amount equal to removing 12 million cars from the road, or all the cars in the states of Washington, Oregon, Idaho, and Nevada combined.

The average American household spends nearly \$2,000 per year on energy used in the home, but \$200 to \$400 of that could be going to waste due to drafts, air leaks around openings, and outdated heating and cooling systems. Energy efficiency evaluations help homeowners and building operators take the guesswork out of energy improvements. (Insert information about specific energy evaluations/incentives offered by your program.)


(More)

■ 1000 Independence Avenue SW ■ Mailstop EE-2J ■ Washington DC 20585 ■ betterbuildings.energy.gov ■

Backgrounder for Media



- Provide the BetterBuildings backgrounder for media as part of your press kit during your next media event.



BetterBuildings Backgrounder for Media

BetterBuildings is a program supported by the U.S. Department of Energy (DOE) that promotes energy efficiency in America's homes, commercial buildings, and institutions. With seed funding provided by DOE, hundreds of BetterBuildings communities across the country are helping homeowners, businesses, and institutions make significant energy efficiency improvements. BetterBuildings is also supporting energy efficiency job expansion to help spur economic growth and pave the way for a clean energy future.

Homeowners and businesses don't realize how much money they throw away every year from wasted energy due to inefficient heating and cooling, unsealed openings, poor insulation, and other building inefficiencies. Homes and commercial buildings account for about 40 percent of our energy use in the United States and are responsible for nearly 40 percent of the country's greenhouse gas emissions. However, if just one out of every 10 homes and commercial buildings in the United States reduced their building's energy consumption by 25 percent, that could save \$8 billion per year and reduce our country's annual greenhouse gas emissions by an amount equal to removing 12 million cars from the road, or all the cars in the states of Washington, Oregon, Idaho, and Nevada combined.

Energy Savings at Home

Americans spend about 90 percent of their time indoors. The average American household spends nearly \$2,000 per year on energy used in the home, but \$200 to \$400 of that could be going to waste due to drafts, air leaks around openings, and outdated heating and cooling systems. Energy efficiency improvements can result in increased comfort at home, better indoor air quality, and lower energy bills:

- Insulating walls and attics reduces heat loss, regulates temperature, and increases comfort.
- Sealing holes and cracks reduces drafts, dust, moisture, pollen, and noise. A well-sealed home improves air quality and reduces the indoor pollutants that can cause asthma.
- More efficient heating and cooling systems for your home make the indoor air less humid and prevent wasted time and resources waiting for hot water to reach the tap.
- ENERGY STAR® qualified compact fluorescent light bulbs use about 75 percent less energy and last 10 times longer than incandescent bulbs, saving consumers more than \$40 in electricity costs over the lifetime of each bulb.
- ENERGY STAR® qualified clothes and dishwashers save water as well as energy.

Getting a home energy evaluation helps identify the steps for saving energy and improving the comfort and value of a home. BetterBuildings communities make it easy for homeowners to undertake home energy efficiency improvements by providing energy evaluations, access to qualified service providers, financing options, and, in some areas, incentives to complete upgrades.

Energy Savings at Work

Commercial buildings account for roughly 20 percent of all the energy used in the United States. Many businesses are paying for energy they don't need due to inefficient mechanical systems and building leaks. BetterBuildings is helping businesses reduce operating costs by finding cost-effective energy solutions that improve commercial, institutional, and multifamily buildings.

Media Questions-and-Answers



- Use the media question-and-answer document to prepare for your next BetterBuildings program interview, or send it to the press as background on the program.

A screenshot of a document titled "Questions and Answers About DOE's BetterBuildings Program". The document includes the Better Buildings logo at the top left. The content is organized into sections with bolded questions and detailed answers. The questions cover the program's purpose, funding sources, and its relation to the President Obama initiative. The answers provide specific details about funding amounts, dates, and program goals. A page number "1" is visible at the bottom right of the document.

BETTER BUILDINGS
U.S. DEPARTMENT OF ENERGY

Questions and Answers About DOE's BetterBuildings Program

What is the BetterBuildings program?

BetterBuildings is a national program supported by the U.S. Department of Energy (DOE) that is working to transform the marketplace for energy efficiency upgrades in homes and businesses. At the local level, BetterBuildings has provided seed funding to more than 40 state and local energy efficiency programs across the country that are helping consumers reduce energy use, save money, and support the development of local jobs. The majority of BetterBuildings programs are focused on residential single family and multifamily buildings.

What are the funding sources and statutory authority for this program?

In 2009, the American Recovery and Reinvestment Act provided \$3.2 billion in one-time funding for the Energy Efficiency Conservation Block Grants (EECBG) program, \$482 million of which was competitively awarded to the BetterBuildings program. EECBG represents a Presidential priority to deploy one of the cheapest, cleanest, and most reliable energy technologies we have—energy efficiency—across the country. States and local communities received grants to help meet the nation's long-term energy independence and climate change goals. In June and August 2010, DOE awarded \$482 million to 34 grant recipients with a variety of approaches, and in November 2010, awarded \$21 million from annual appropriations to six states through the State Energy Program.

How is this related to the Better Buildings initiative President Obama announced in February 2011?

On February 3, 2011, President Barack Obama challenged the private sector to support energy efficiency improvements by reforming tax and other incentives for commercial building upgrades. The President's Better Buildings Initiative will make commercial buildings 20 percent more energy efficient over the next decade by catalyzing private sector investment through a series of incentives to upgrade offices, schools and other municipal buildings, universities, hospitals, stores, and other commercial buildings.

Why is another energy efficiency program needed—aren't there plenty in existence already?

While many programs focus on promoting the purchase of energy-efficient appliances, electronics, and new homes, it has been difficult to get existing home and business owners to engage in the process of making energy efficiency investments due to a lack information regarding the benefits, access to qualified energy professionals, and financing. BetterBuildings is focused on three key areas: 1) increasing demand for whole-building energy upgrades; 2) supporting the development of a qualified, local energy efficiency workforce; and 3) making attractive financing options easy and more accessible to home and building owners.

1

Facts and Tips for the Media



- Insert some of these fact and tips for the media in your next press release or local article about your BetterBuildings program:
 - The average American household spends nearly \$2,000 per year on energy used in the home, but \$200 to \$400 of that could be going to waste due to drafts, air leaks around openings, and outdated heating and cooling systems.
 - By making upgrades that improve a home's heating, cooling, and air quality, families can reduce their annual energy use by 15 to 30 percent and make their homes more comfortable.

How to Work with DOE



- There are a variety of outlets through which DOE is able to promote your events and achievements
 - Formal announcements
 - Online resources
 - The BetterBuildings website: www.betterbuildings.energy.gov
 - The DOE website: www.energy.gov
 - DOE's Energy Blog: blog.energy.gov
 - Features relatable personal interest stories
 - DOE Twitter accounts
 - Energy bloggers
- Submit material for formal announcements or blog features to BetterBuildings@ee.doe.gov

How to Work with DOE



- **Press Releases***
 - Major announcements, funding opportunities, milestones, etc.
 - Written from DOE perspective and issued by Public Affairs Office
- **Progress Alerts***
 - Brief release for smaller milestones or funding opportunities
 - Generally do not include a quote from a DOE official
 - Office of Energy Efficiency and Renewable Energy subscriber list
 - Stakeholders and trade publications
 - General public
- **Local Statements**
 - DOE releases to local media on day of event
 - Includes reusable quote from Secretary Chu or other DOE official

*DOE Office of Public Affairs decides whether announcement is a press release or a progress alert.

How to Work with DOE



Working with DOE and the 10 Rules of Media Outreach Putting it all Together

- 1. Have a strategic plan**
- 2. Pick tactics aligned with goals**
3. Embrace social media
- 4. Work with others**
5. Do your homework
- 6. Find the “ah hah”**
7. Groom your spokespeople
8. Ensure flawless implementation
9. Be ready for the unexpected
- 10. Foster relationships**

Find the “Ah Hah” Moment for a DOE Press Statement



- When you fill out the Press Statement Template, think about the “five Ws” —who, what, where, when, why (and how):
 - Who is participating in the event? Who benefits from this effort?
 - What happened or was completed that is worth noting?
 - Where will the event take place or did the news occur?
 - When is the event or the timeline for completion?
 - Why is this being done, or should people care?
 - How will this make a difference, or will the program succeed?

Find the “Ah Hah” Moment for the DOE Energy Blog



- Is this a breakthrough to announce? Program achievement? New program goal?
- What’s the innovation or breakthrough? What nut got cracked for the first time?
- What’s special about the benefits provided to the community? Is it a new concept in your area?
- What is the news? Why is this relevant to a broad audience?
- Who was impacted, and how? Was it tax dollars? Jobs created?
- What are your program’s future goals?
- What can this effort lead to (don’t overstate)—better lifestyles? Significant energy savings?
- What is the timeframe? Has anyone (including your program) announced this already? Where?
- Is there an interesting family, home, or business owner who can provide a compelling story?

Questions?

What can we do to help you with
your media outreach efforts?