

Effective Communications about Clean Energy Solutions



What we'll cover:

- 1) KySEA messages**
- 2) A framework for carrying those messages**

What makes communicating about clean energy difficult?

- 1) A powerful existing frame
- 2) The issue is complicated, “wonky”
- 3) The “lingo” of clean energy doesn’t often resonate with most people

What do we know that works in communicating about clean energy?

Positive Language Wins... EVERY TIME	
<i>Which of the following paragraphs about energy would most convince you that we need to do something about dirty energy NOW?</i>	Total
Imagine a future where energy in the U.S. is abundant, affordable, and clean. <i>Imagine feeling secure knowing that our nation can produce its own energy instead of relying on Middle Eastern oil. Imagine an economic boom that creates high-paying, permanent American jobs. We don't have to imagine it – clean, safe energy already exists. All we have to do is use it. So let's start. Now.</i>	60%
Using dirty energy – like that from coal-fired power plants – is like eating greasy food at every meal... <i>It works as fuel, but it's damaging to our health in many ways. The longer we feed our economy with unhealthy energy, the sooner we'll begin to experience the painful side-effects. Just as there are healthier ways to feed our bodies that will help ensure we live long, productive lives, so too are there healthier ways to feed our economy – and the sooner we switch to clean, durable energy the better.</i>	20%
We see the visible damage to the environment because of dirty energy every day. <i>Climate swings. Tsunamis across the globe. Hurricane Katrina right here on American soil. More children sick with asthma. Polar Ice caps melting. These aren't assumptions. They are facts. Investing in cleaner, safer, more secure energy now will cost a few cents more a day, but if we don't, imagine the consequences.</i>	19%

What do we know that works in communicating about clean energy?

“Forward looking, no-regrets solutions.”

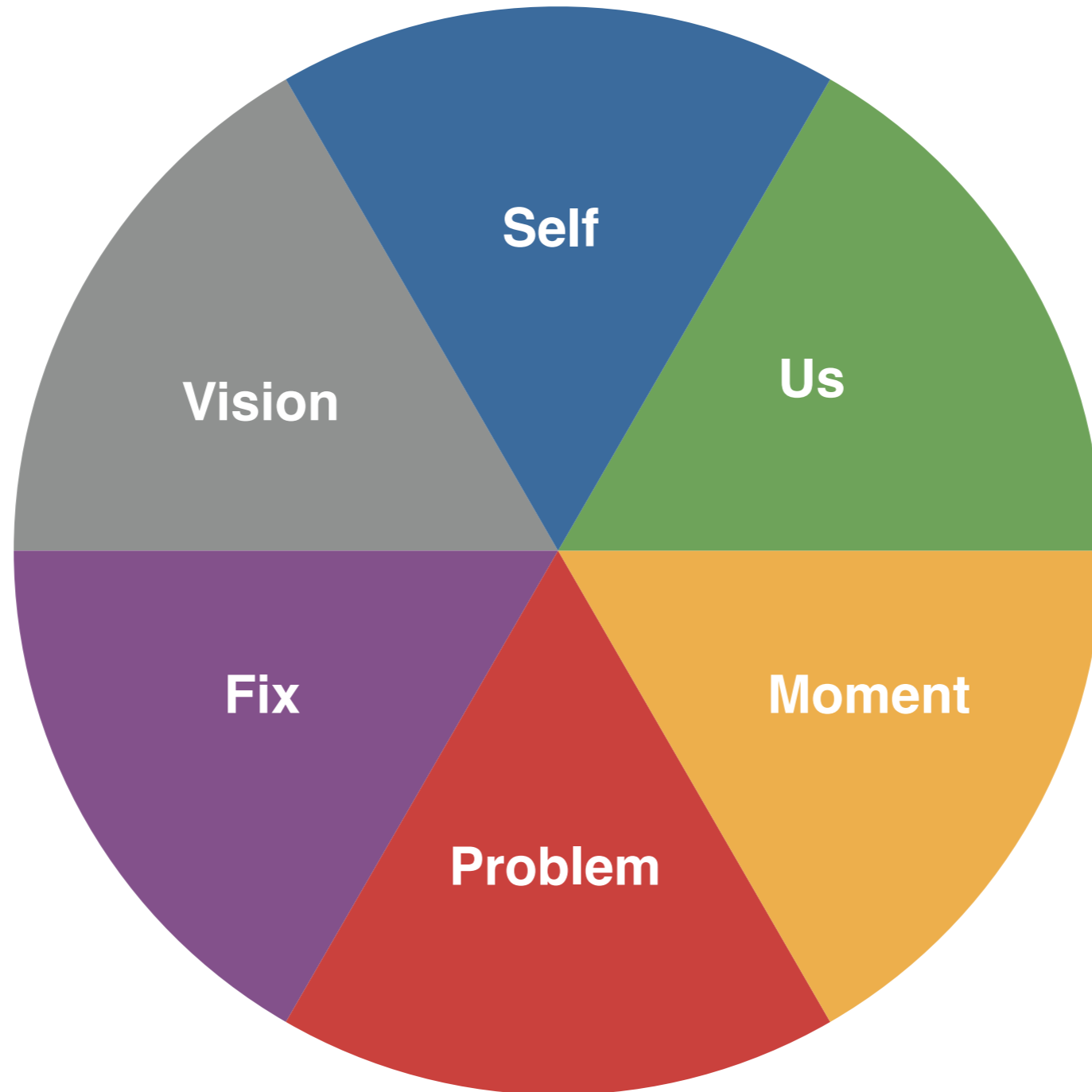
Focus should be on the benefits of taking action.

Two of the benefits valued most are:
good health and American jobs.

KySEA Messages:

- 1) Create local jobs and grow Kentucky's economy
- 2) Save money for Kentucky's families, farms, & businesses
- 3) Improve Kentuckians' health and environment
- 4) Build on Kentucky's clean energy momentum

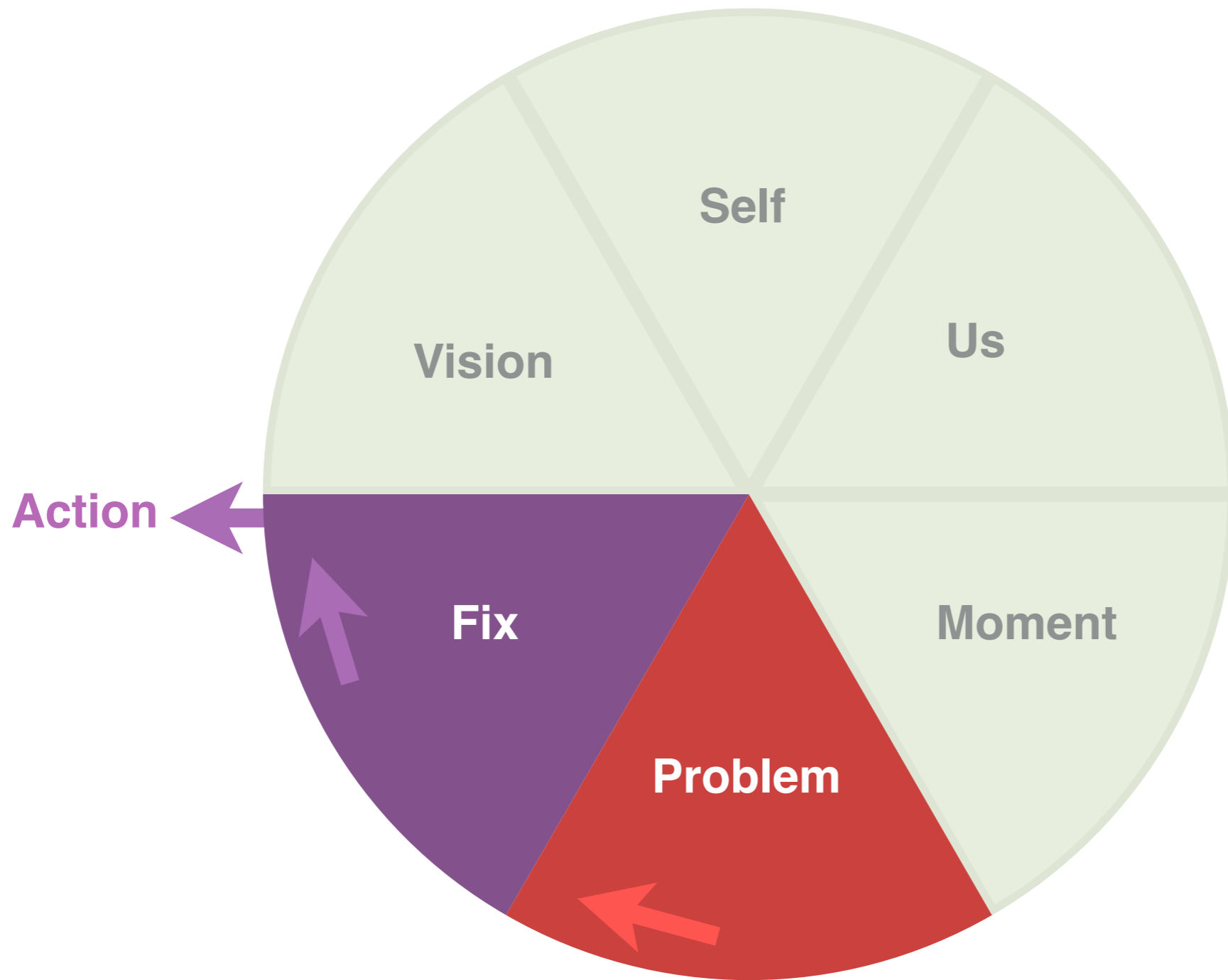
The New Power Narrative



Before we begin communicating about clean energy...

**...some things to
think about.**

- **Audience**
- **Objective**
- **Values**



Action

Self

Vision

Us

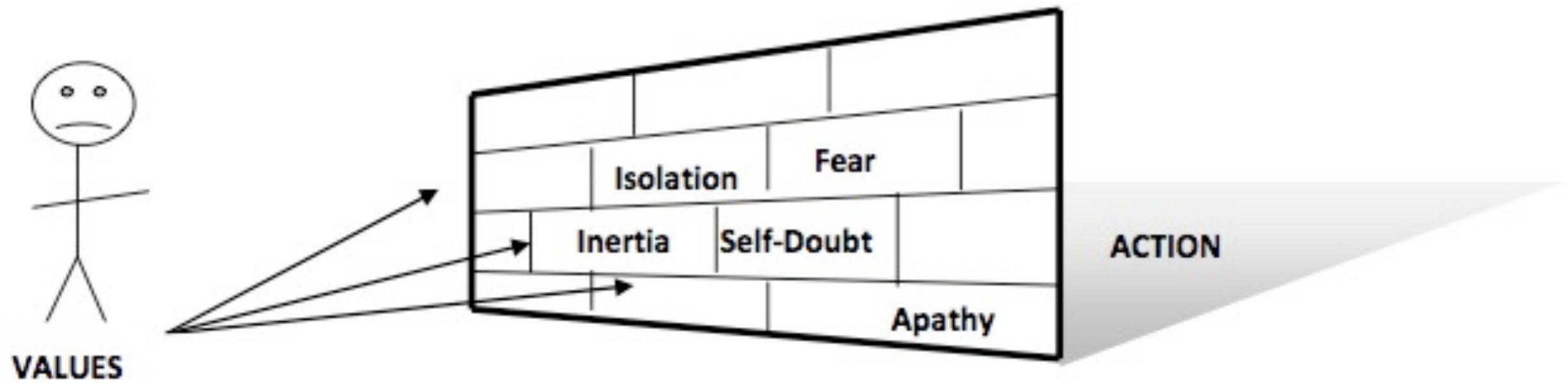
Fix

Moment

Problem

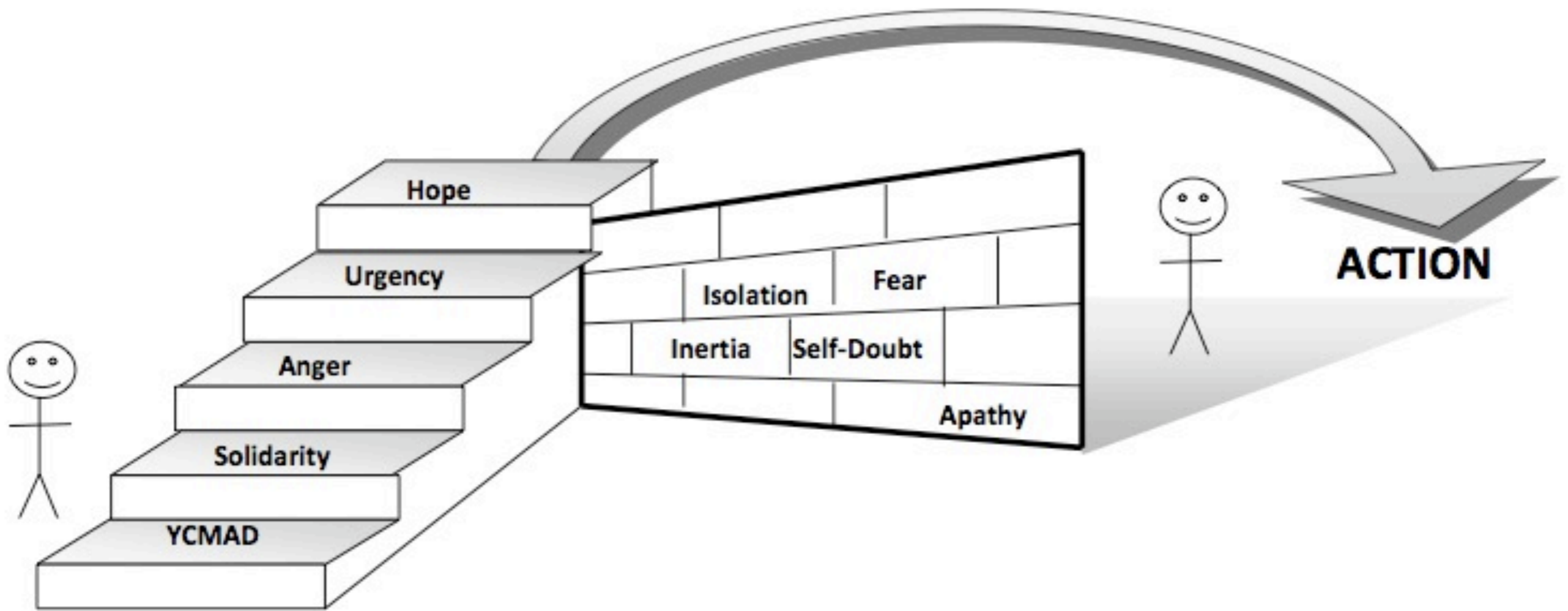
Problem-First Narratives

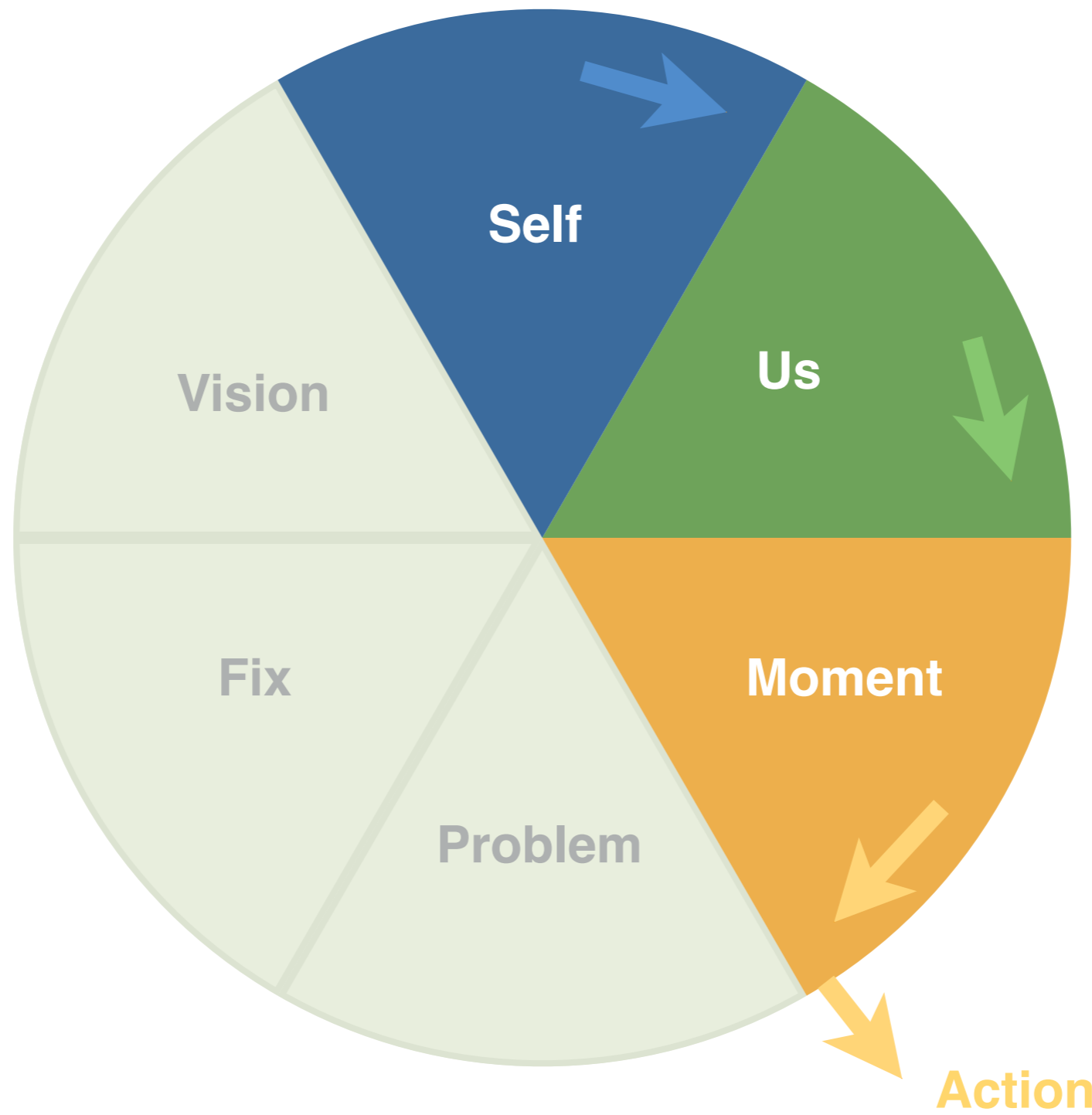
EMOTIONAL BARRIERS TO ACTION

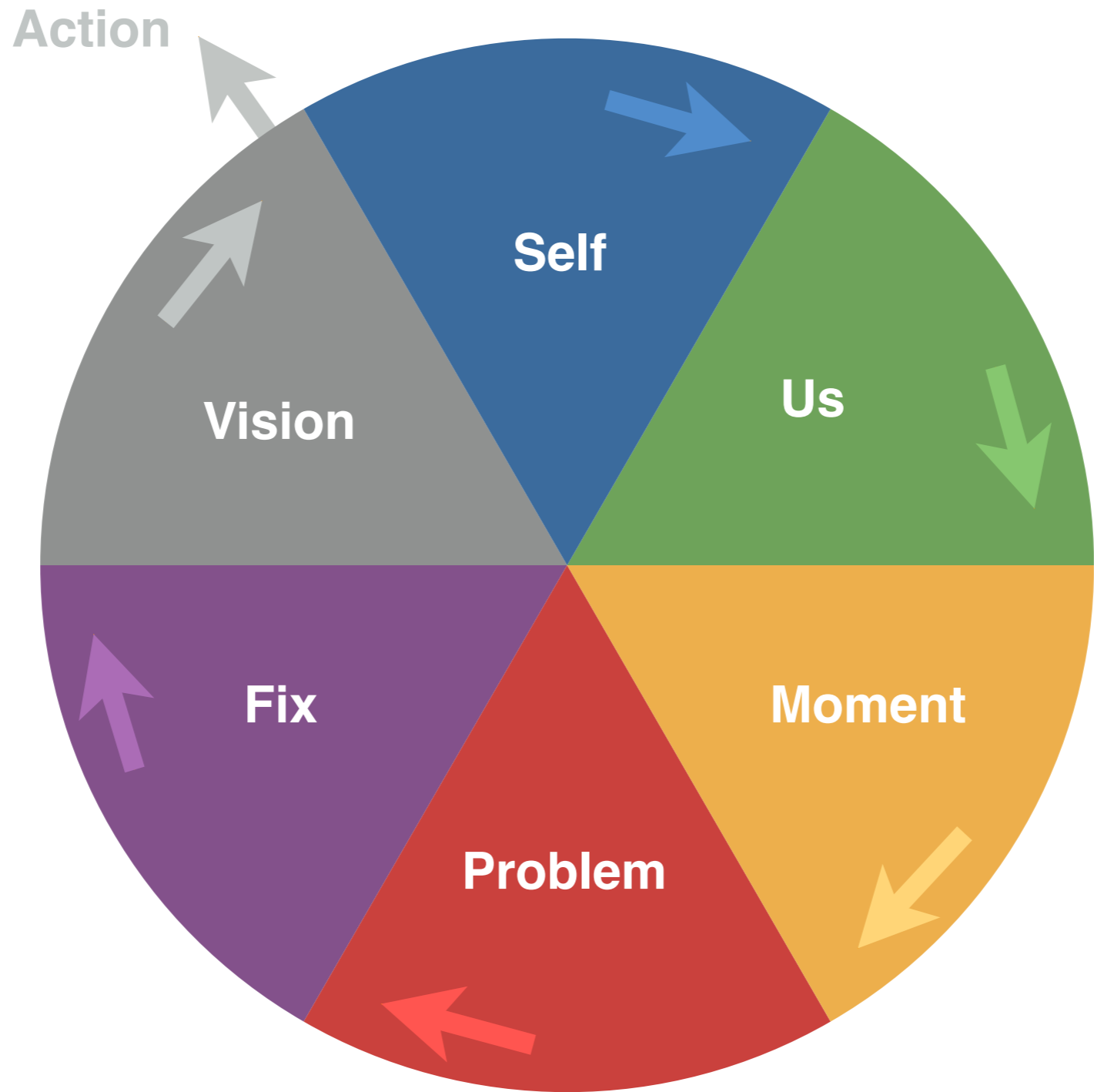


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EMOTIONAL CALLS TO ACTION







Action

Self

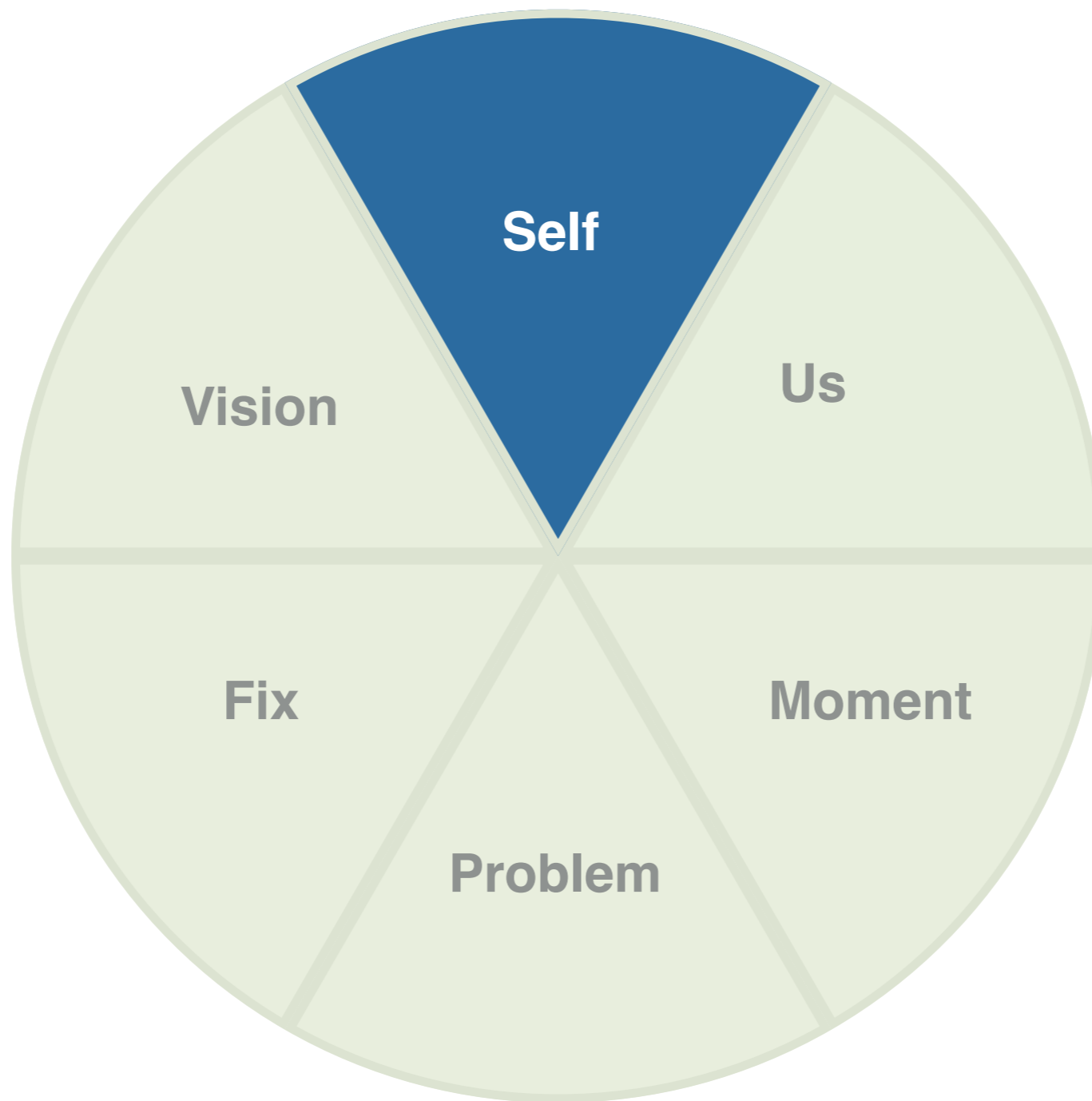
Us

Moment

Problem

Fix

Vision



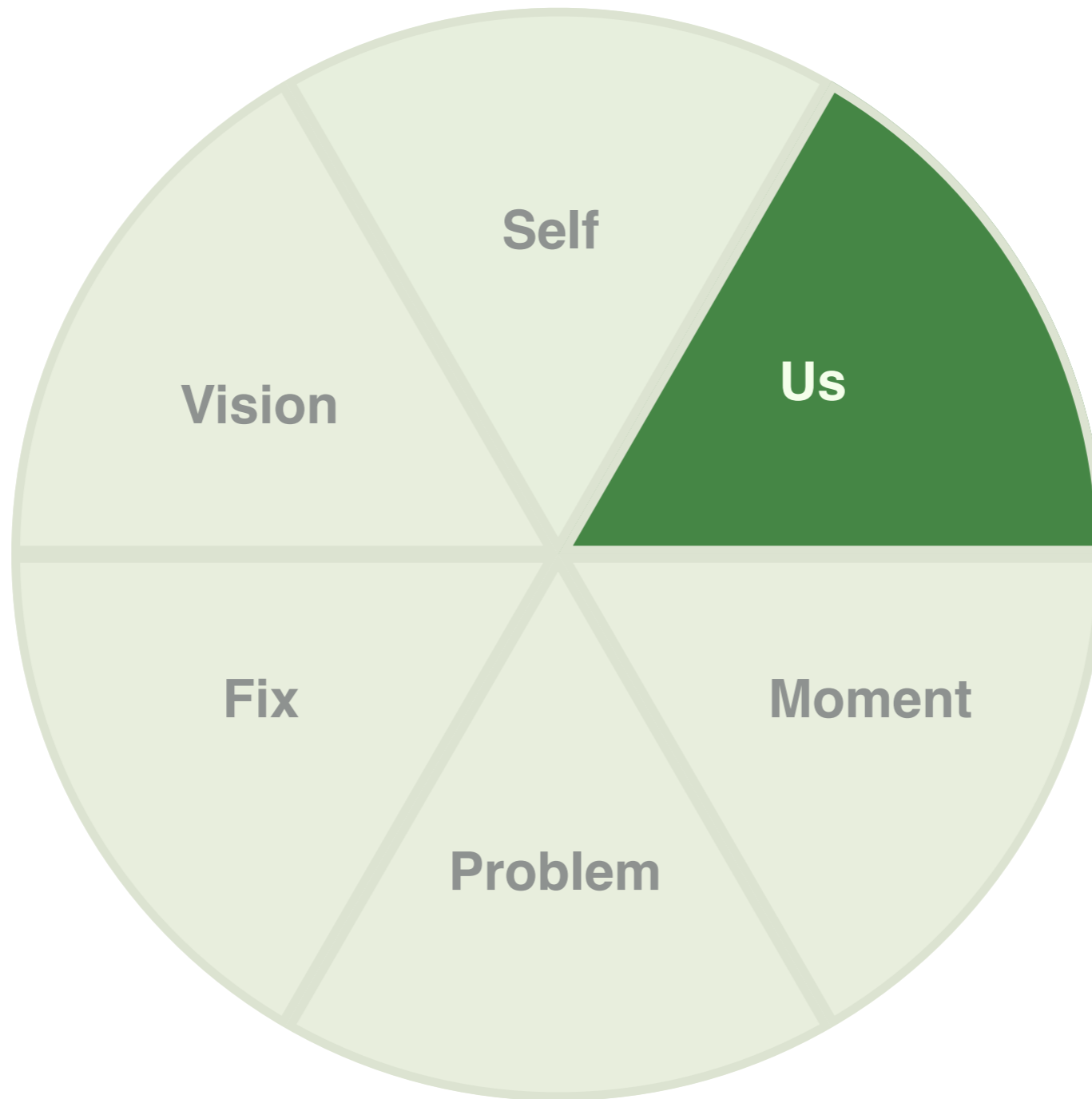
September 16, 2010

"My name is Stanley Sturgill, and I've lived in Lynch since 1972 and I love our little coal camp town. My wife and I have reared our three children in Lynch and two of my children, a daughter-in-law and one granddaughter also live in our city because they enjoy living in the small town atmosphere. Lynch is a good place to live."

"I took a good long walk around our community of Lynch yesterday and again today, just the same as I do most every day. I've got an old friend that walks with me, but most of the time he walks me. The walks probably help keep us both healthy, which is good...."

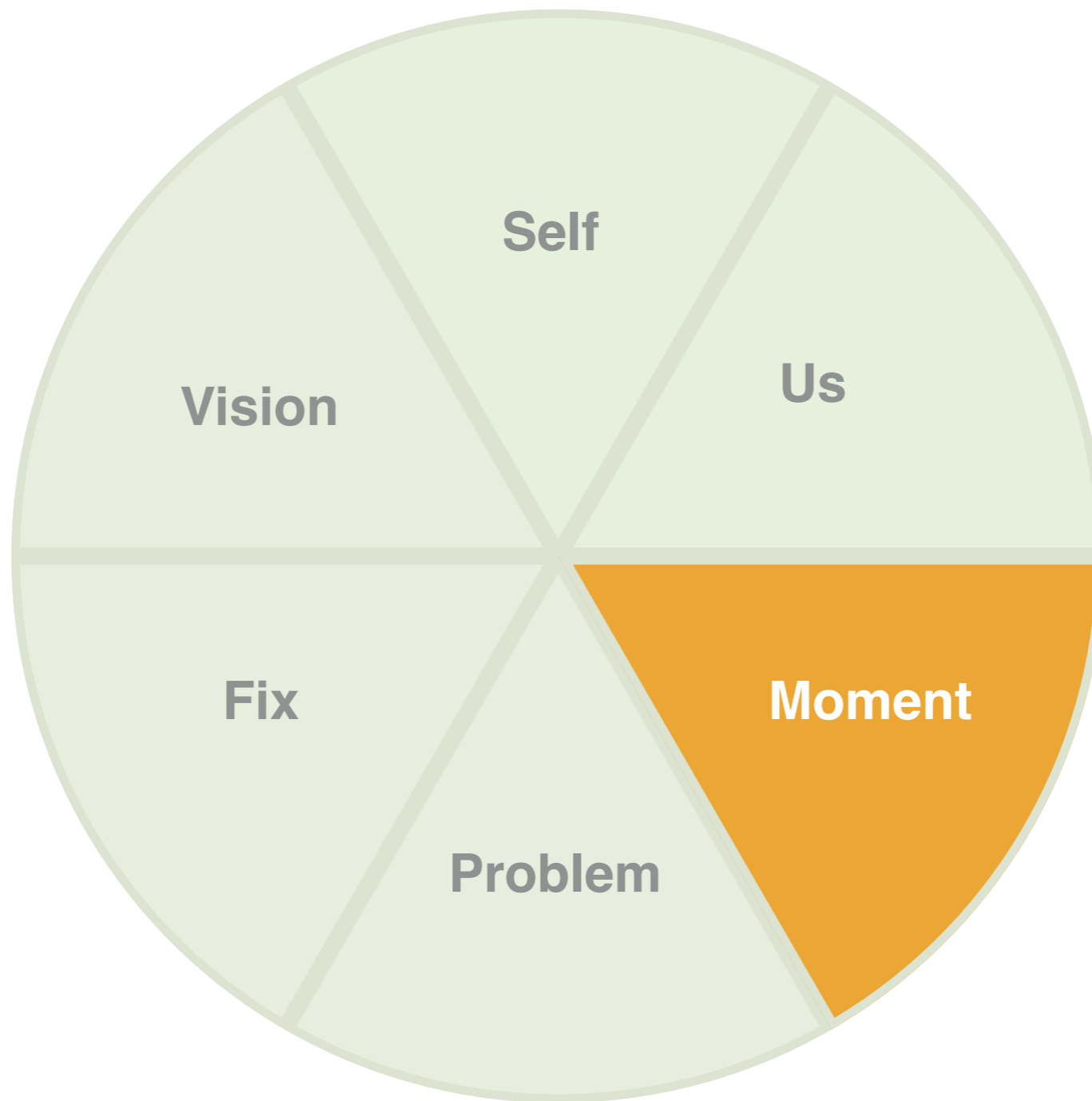


Stanley Sturgill
Harlan County



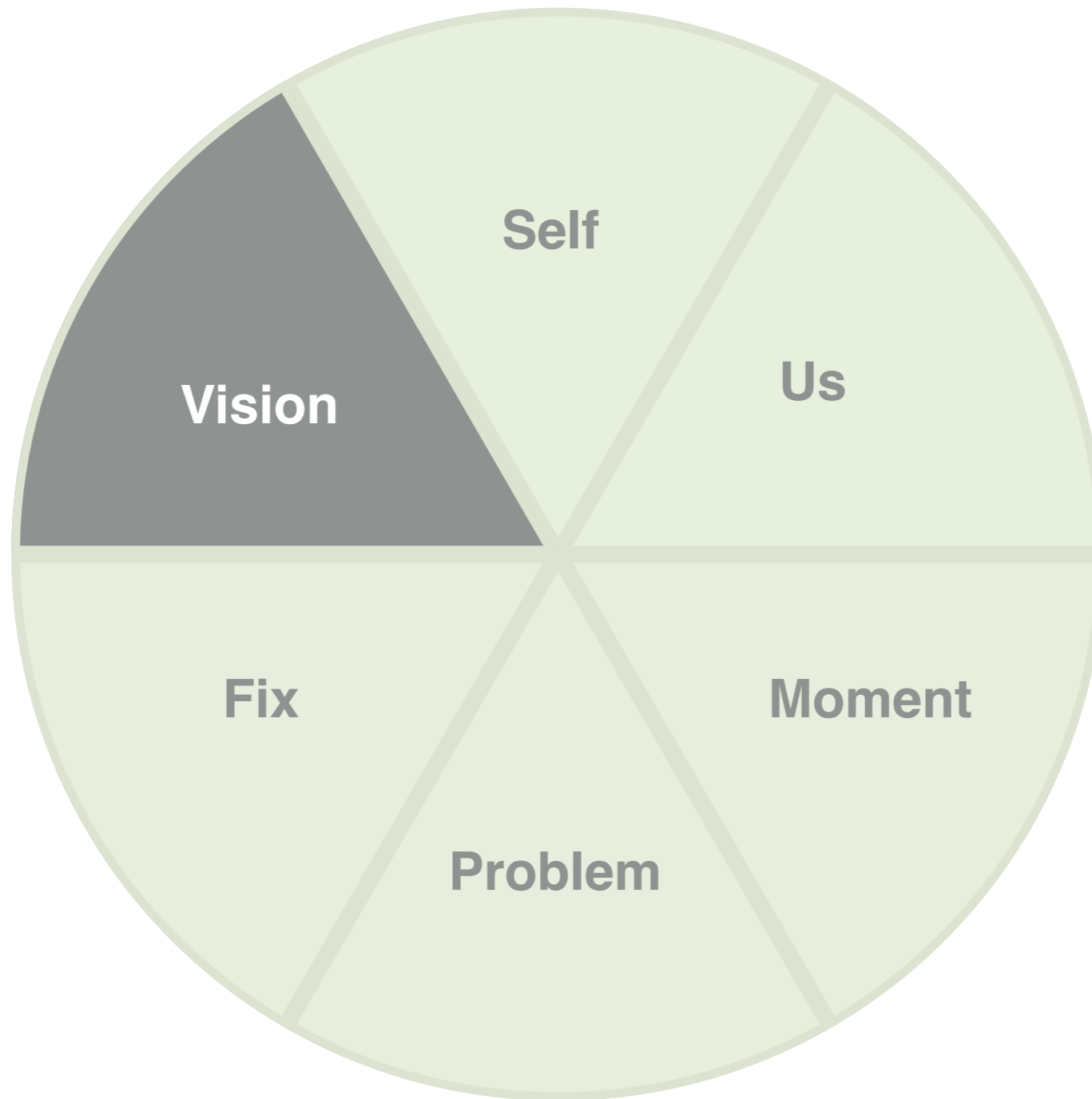
The Story of Us

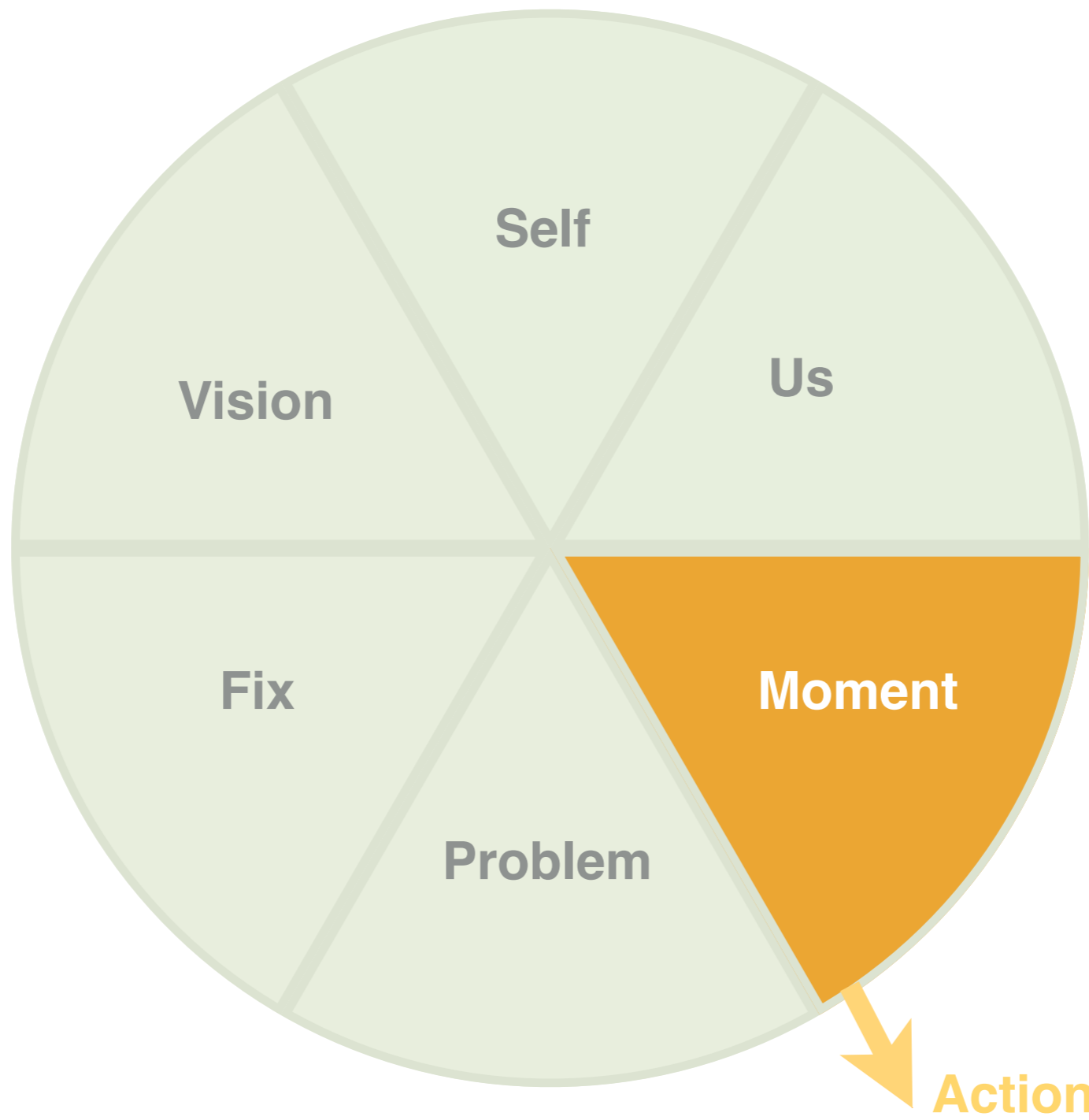


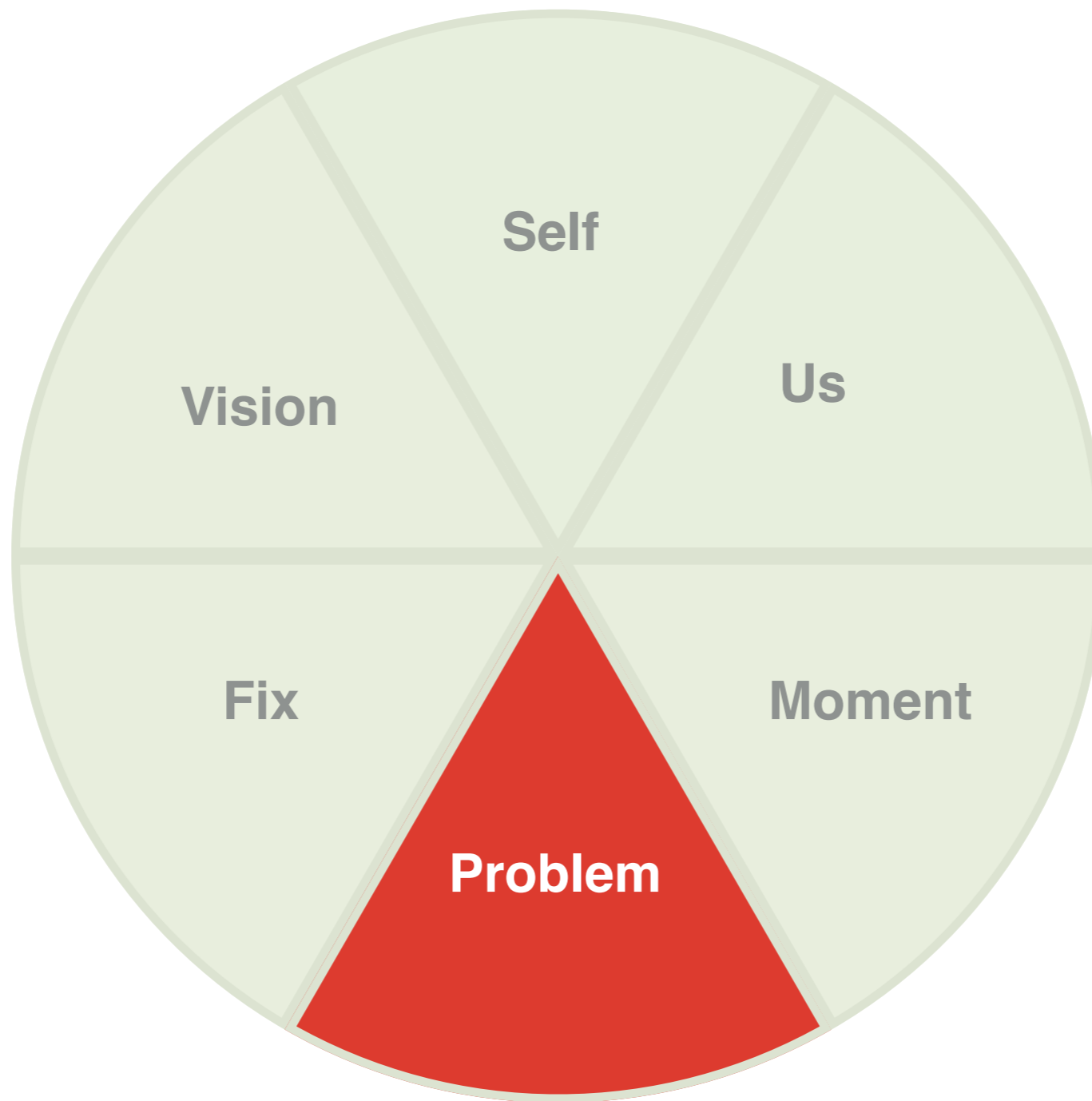


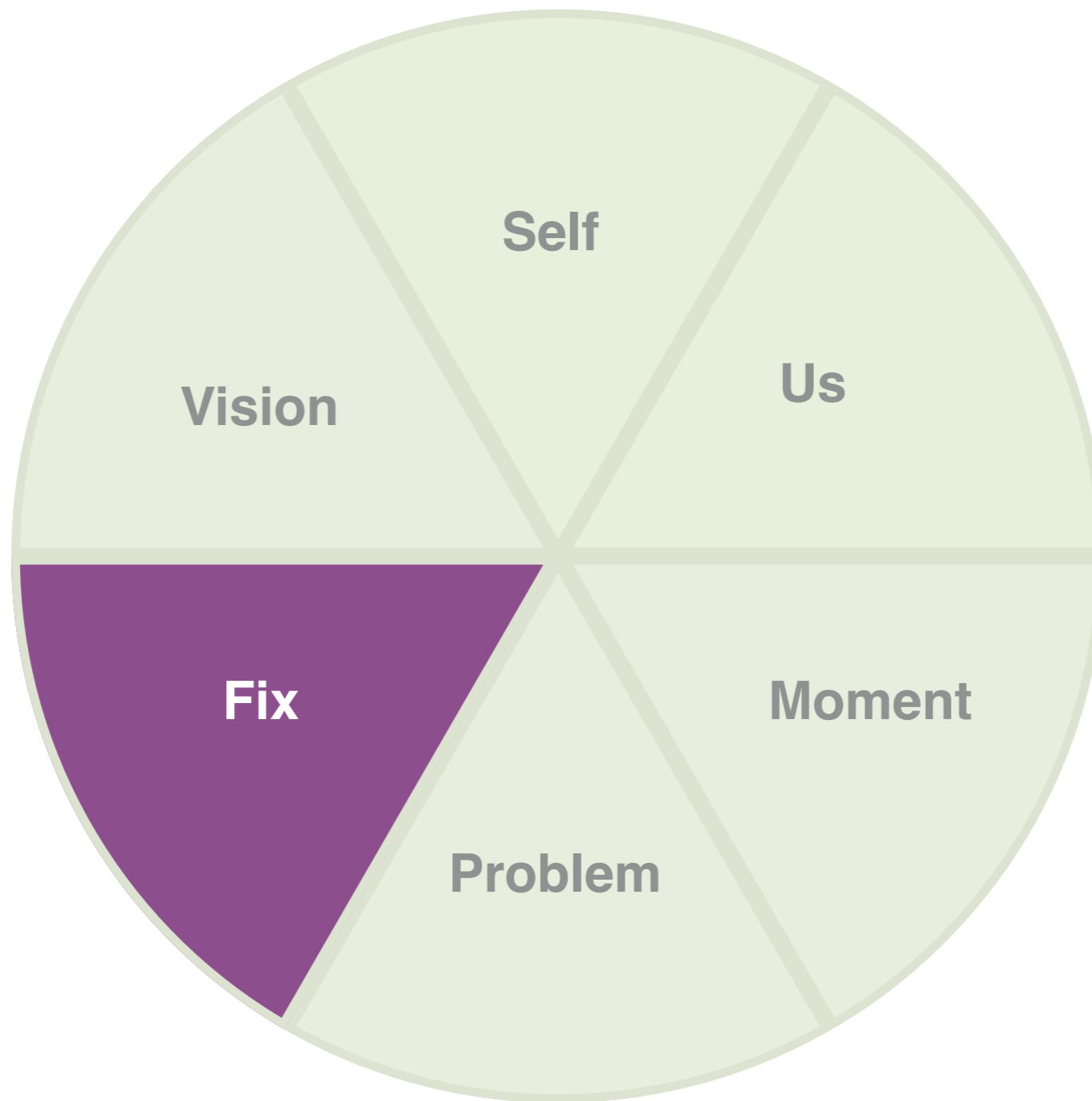
The Story of the Moment

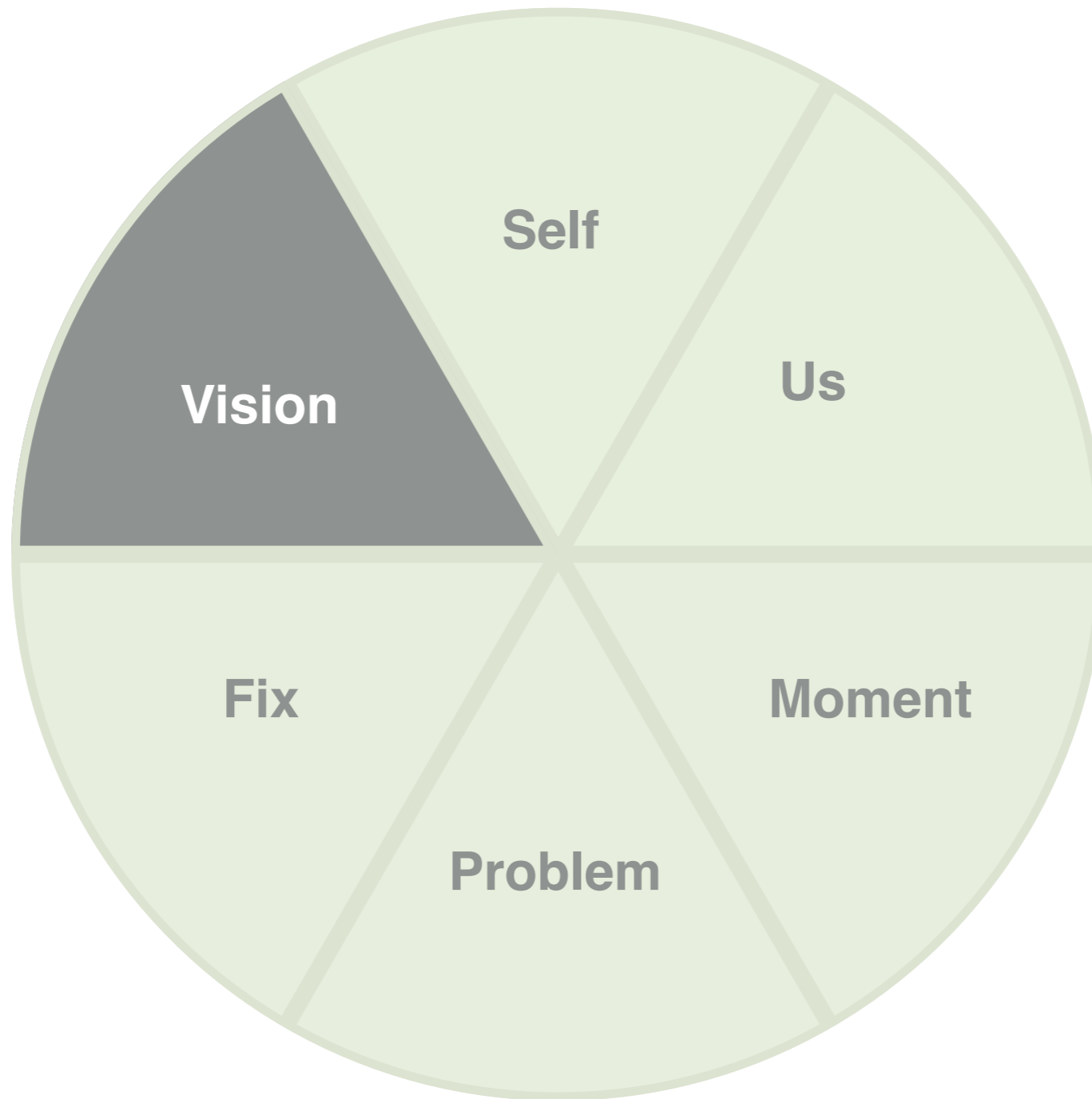
**Opportunity
&
Urgency**

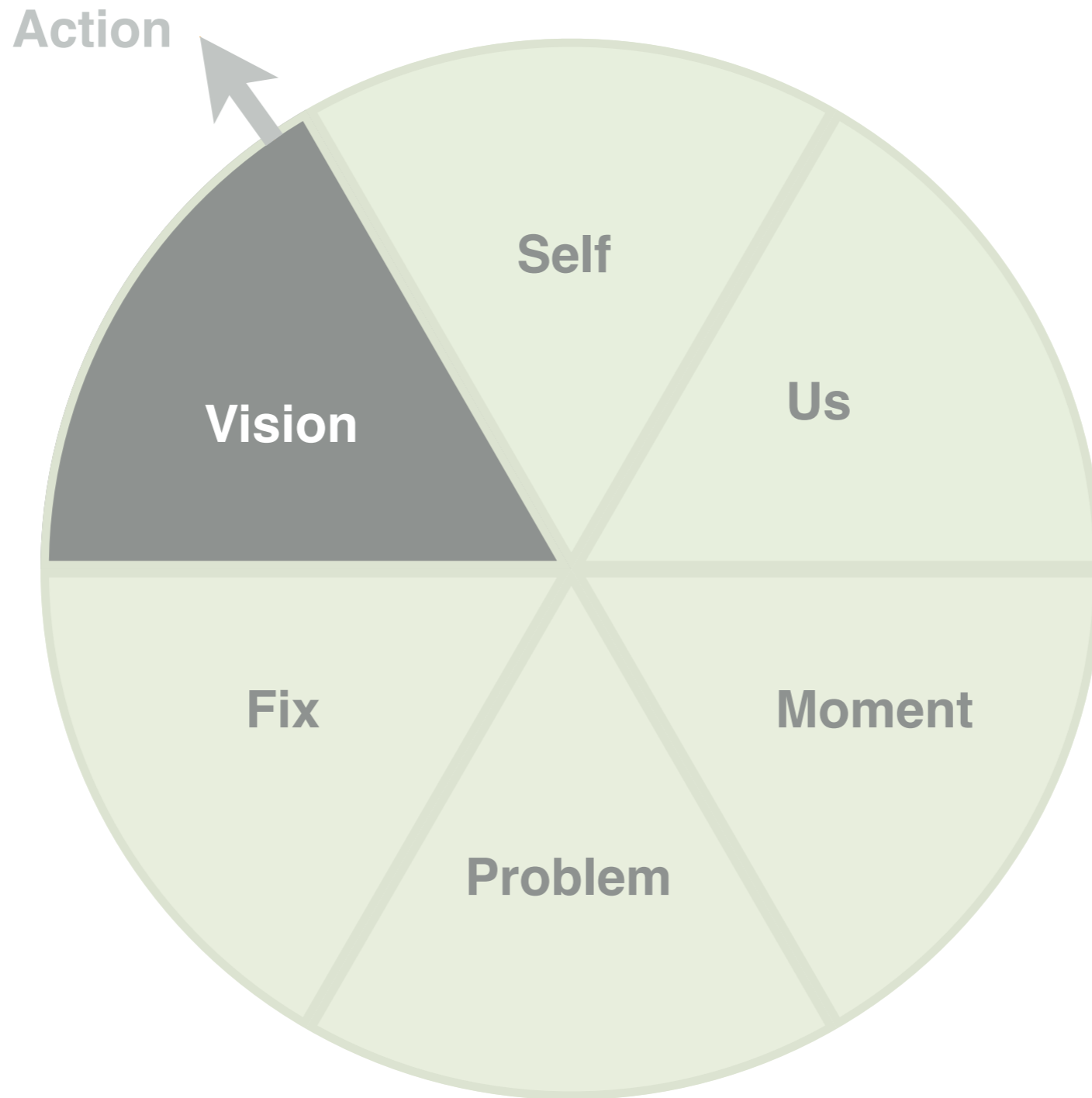












The New Power Narrative

