

DOE Webinar

# Public Relations for Energy Sustainability

A framework for engaging your stakeholders  
productively around new energy projects



# Lisa Calhoun

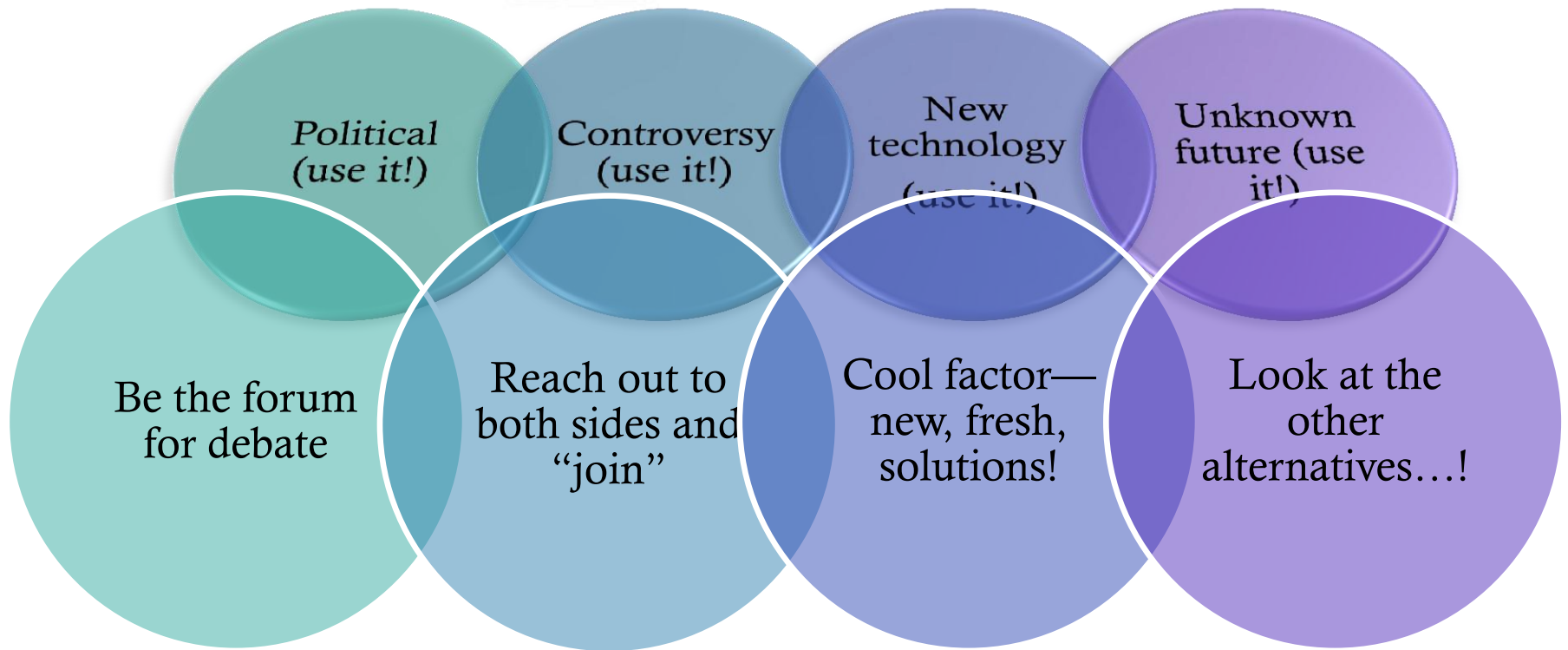
## CEO, Write2Market

- ✓ Leads a team of experts in getting **energy and tech** companies the reputations they deserve
- ✓ Invented Triple A **Industry Leadership** methodology
- ✓ University of Texas (MBA), Baylor (BA)

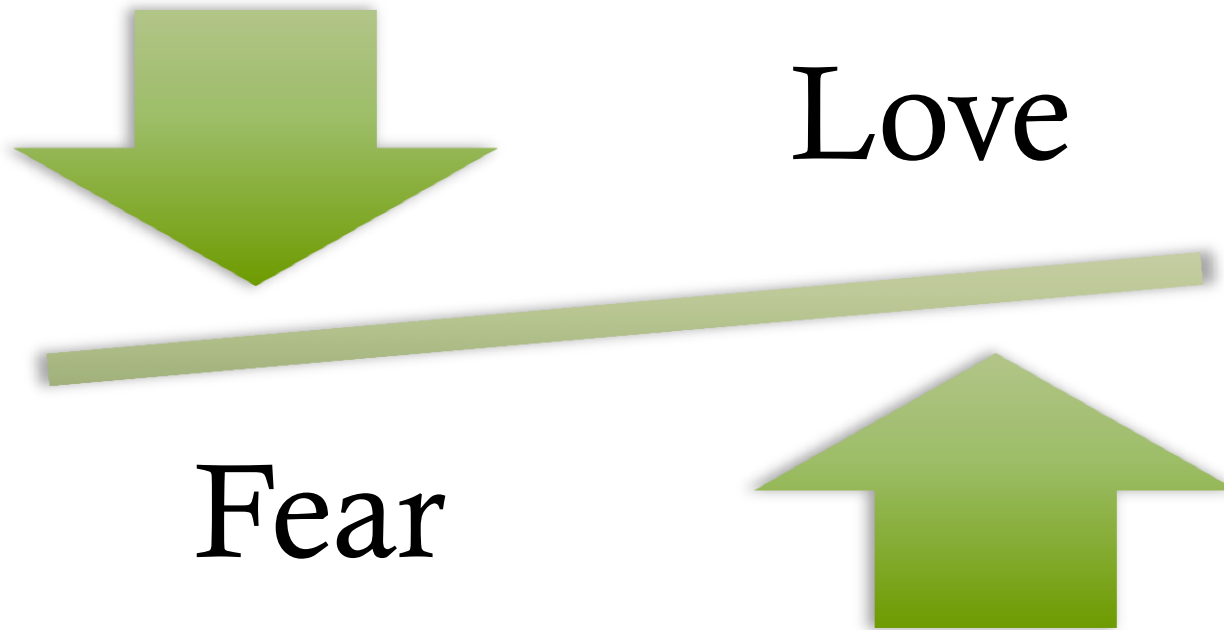


@lisa\_calhoun or @write2market

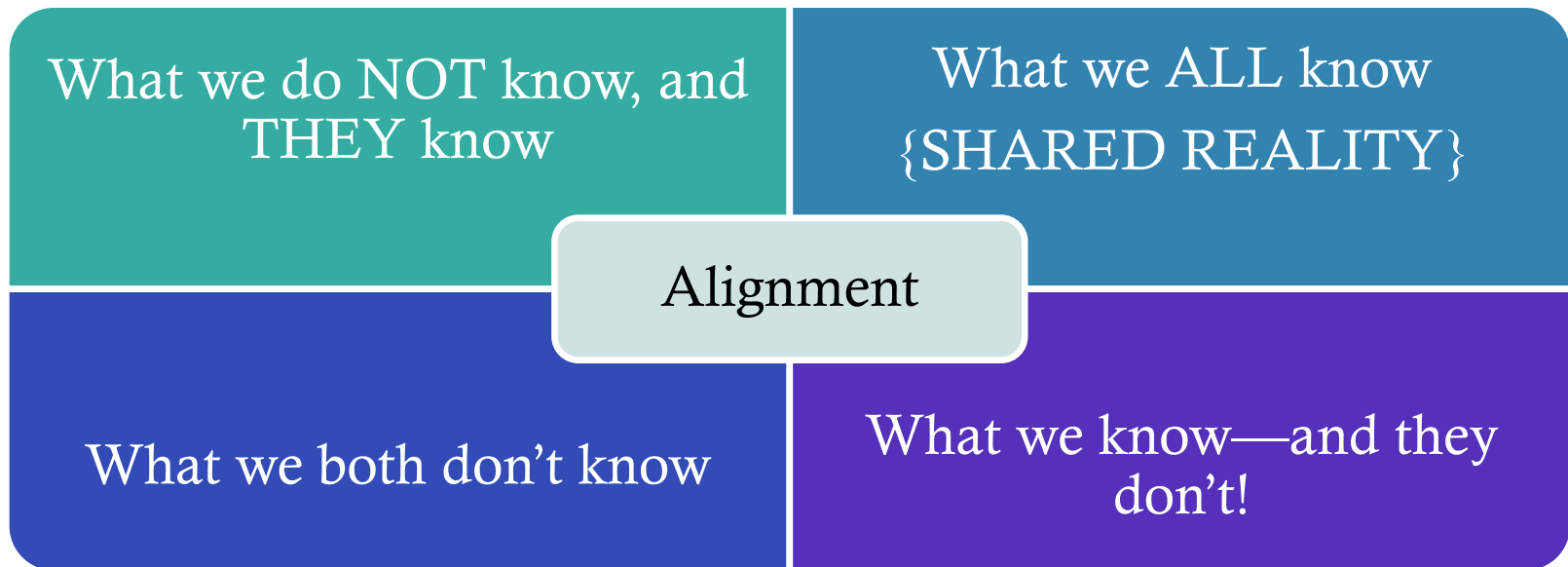
# Why are sustainability projects different?



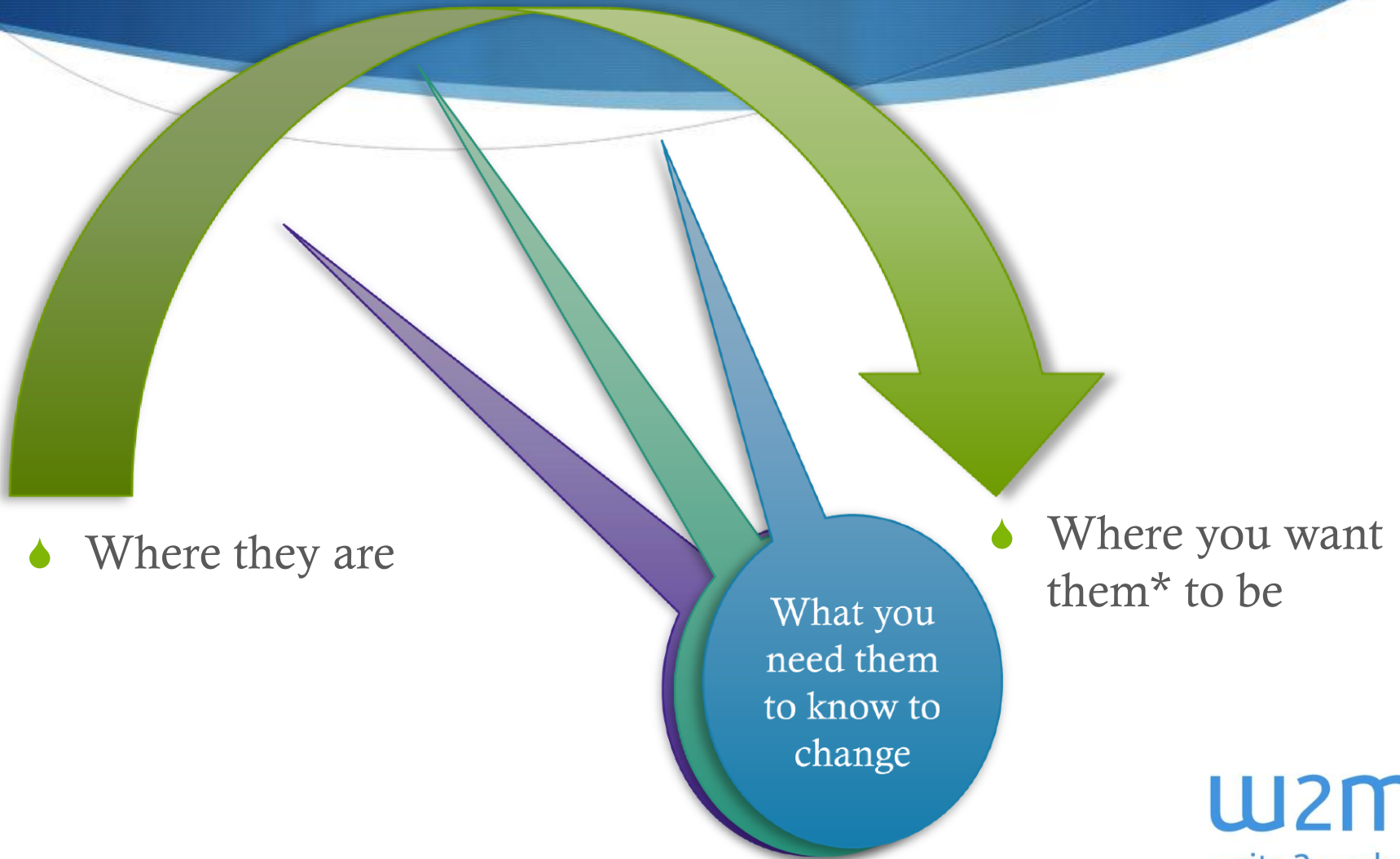
# Two ways to work alignment



# Moving up and to the right



# Building the messaging plan



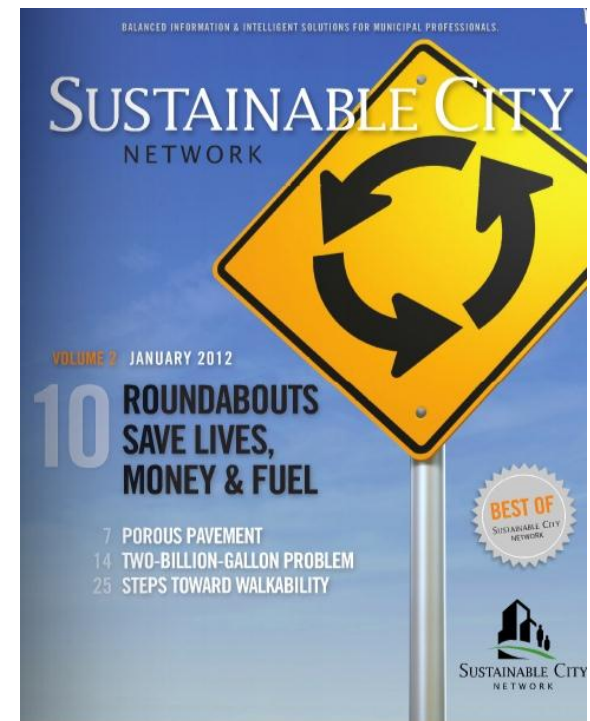
# Messaging elements 101

- ◆ What do you want them to know
- ◆ Which distribution channels can help you tell them? Social media (bloggers, Twitter)
  - ◆ Local media (press clubs too)
  - ◆ Local luminaries (pastors, associations, Rotary, Lion's Club)
- ◆ Your communications schedule
- ◆ Tours, demos and desk side briefings
- ◆ Video, web, surveys?



# Going national

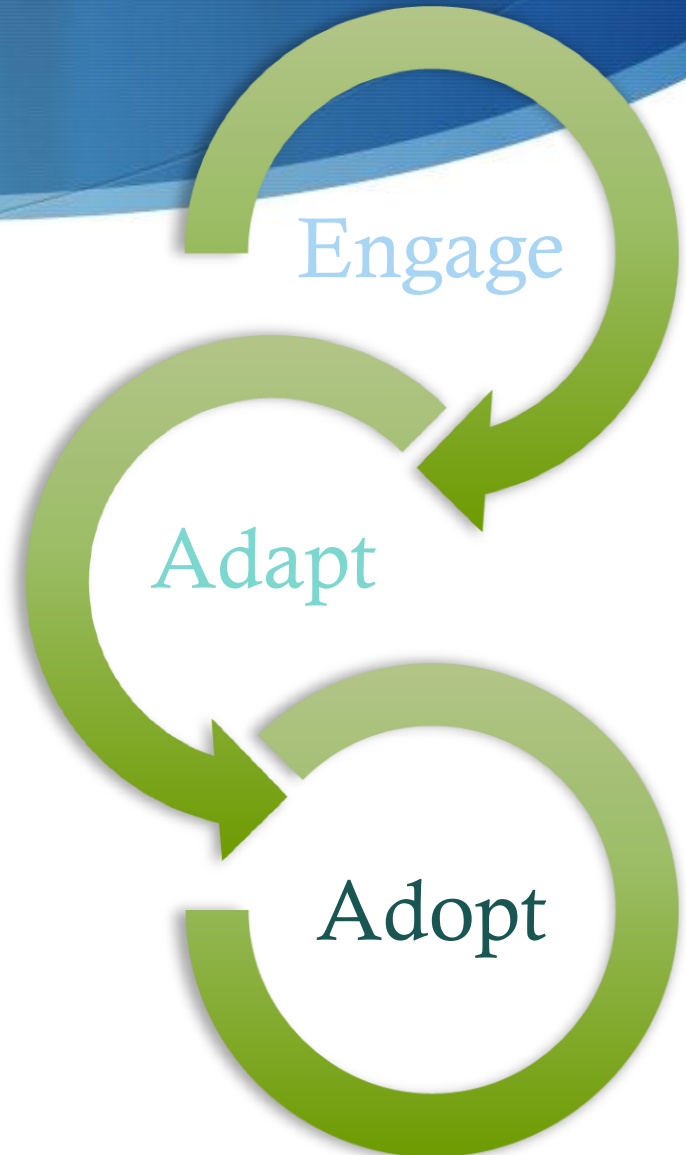
- ◆ Never underestimate the value of national media
- ◆ Your innovative project may have legs as a national story too . . .
  - ◆ Sustainable City
  - ◆ GigaOm
  - ◆ Environmental Leader
  - ◆ Greentech Media
  - ◆ Economist





# Clarifying the behavior

- ◆ **Be specific about the behavior you want to encourage**
  - ◆ Sign ups for a beta trial of a new device?
  - ◆ Signatures on a document to lobby government?
  - ◆ Showing up for a demo?
- ◆ Behavior-based communications give you something to track



# Chris Miller

## Ecologix Environmental Systems

- ◆ Marketing strategist experienced in energy and technology communications, with a special focus on water management and sustainability.
- ◆ Actively engaged in web development, social media, SEO, analytics, and industry leadership.



 @cdmiller86

[www.iamchrismiller.com](http://www.iamchrismiller.com)



ECOLOGIX™  
ENVIRONMENTAL SYSTEMS

# Ecologix Experience

- ◆ Inside every challenge lies an opportunity
- ◆ The frac water problem
- ◆ Our position in the industry



# Ecologix audiences

- 3 Core Audiences:
  - Environmental regulators
  - Oil & gas companies
  - General public



# Where they stand

## Environmental Groups

- unknown chemical cocktail
- earthquakes/pollution

## O&G Companies

- increase production
- reduce costs/boost profits

## Public

- protect our drinking water
- don't pillage our towns



# What they want

Environmental  
Groups

- Shut it down!

O&G Companies

- Shut them up!

Public

- Leave us alone!



# How we help



- ◆ Position ourselves as the mediator
- ◆ Needs are not mutually exclusive
- ◆ Multi-lateral win with the right solution

# How we communicate

- Trade publications
  - Environmental Leader
  - Oil & Gas Financial Journal

- Content marketing:

- Blog
- Video

- Social media

- Twitter
- LinkedIn

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LEADER**  
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February 3, 2012

Ecologix Launches Fracking Water Treatment System



INTEGRATED TREATMENT SYSTEM  
for Frac Water Treatment

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Frac Water Treatment - like a boss. [goo.gl/10dAk](http://goo.gl/10dAk) #water

#fracking #environment

Expand



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ENVIRONMENTAL SYSTEMS



# Where we want them to be



● At Peace

# Measuring milestones

- ◆ Consider milestones on the “arc” that you can measure so you build feedback into the system
  - ◆ Followers on Twitter (% increase month over month)
  - ◆ Sign ups for demos
  - ◆ Requests for more information
  - ◆ Coverage of your initiative or platform
  - ◆ Visits to the project’s web page
  - ◆ Views of your project’s overview video
  - ◆ Media interviews given

# Robert Shively CEO, Metadigm Services

## Empowering Paradigm Shift

“Several years ago I saw the need for a utility services company with a mission – a passion – to help utilities get smart about their assets. While utilities and other owners (municipalities, cooperatives, telcom and cable companies) do a fine job running their businesses, *keeping track of assets and knowing what is connected to what is an area of opportunity.* Working with utility executives, I crafted a plan to combine utility service businesses in a manner that would build a **best-in-class service company** designed to assist owners of disparate assets in a smarter way. . .”

**METADIGM™**

Changing The Energy Paradigm. Smarter.



# Metadigm's audience

- ◆ Current clients include Georgia Power, Cobb EMC, AEP, Oncor
- ◆ There's another **3,000 critical decision makers**

Our 90  
customers  
(3%)

Everyone Else

3087 utilities

- 202 IOUs
- 877 Coops
- 2008 Muni's



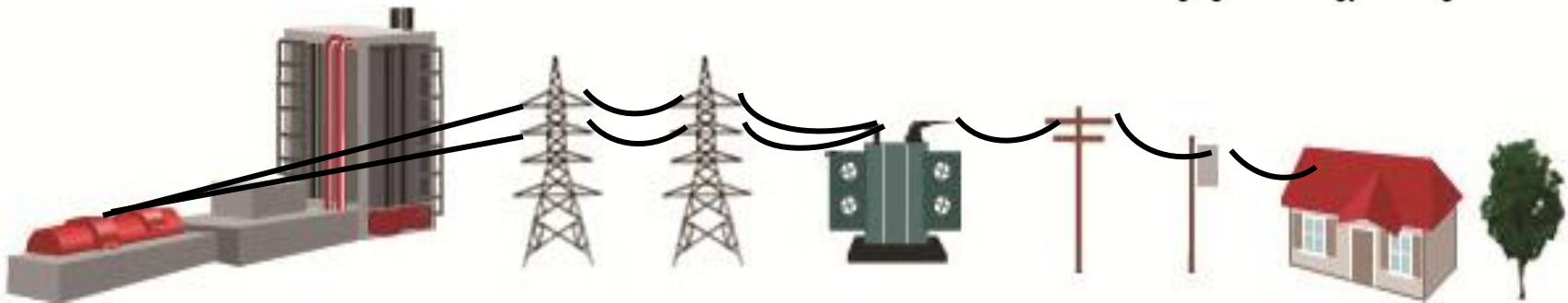
Changing The Energy Paradigm. Smarter.

# What “they need to know”

- Over half the energy produced in North America is lost
- We can help utilities solve that problem from the substation to the meter



Changing The Energy Paradigm. *Smarter.*



Generation

Transmission

Substation

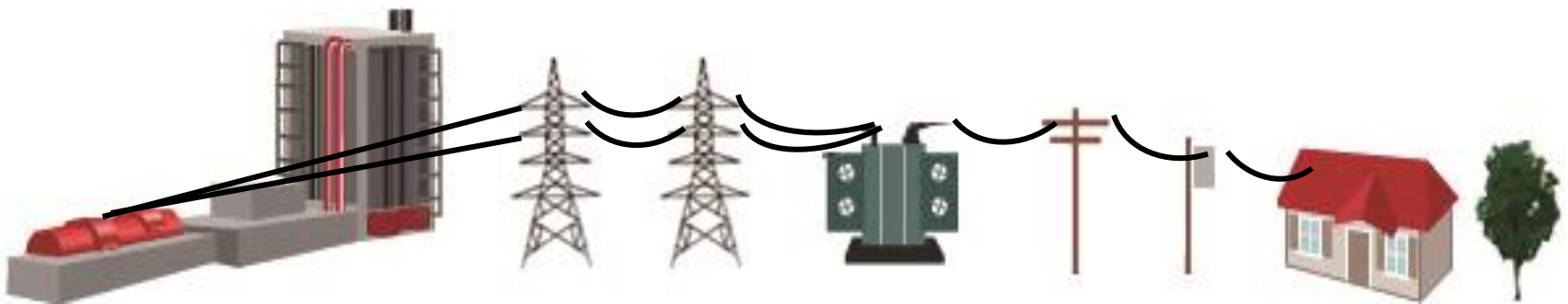
Distribution

Meter

# Metadigm's message

## “what we want people to know”

- ◆ We can inventory, install, manage, program, and track any physical or digital assets from the substation to the meter
- ◆ Our solution is different – it leverages technology for smarter asset tracking, project management and communications



Generation

Transmission

Substation

Distribution

Meter

# What they know now

- ◆ In the middle of a “smartgrid” boom—utilities can be unsure of the new technologies they are called upon to master
- ◆ There is real fear of making customers angry or alienated
- ◆ There is too much “noise” in the market to sift through—EMCs, IOUs, etc. need a PARTNER
- ◆ For Metadigm, we have additional challenges getting our brand recognized..



Changing The Energy Paradigm. *Smarter.*



# Our approach to our audience

- ◆ Doing industry education—meeting people face-to-face in educational sessions
  - ◆ SmartGrid conferences
  - ◆ Carilec
  - ◆ Utilimetrics
  - ◆ Tradeshows like Distributech
- ◆ Participating in events: webinars, press conferences, small group sessions
- ◆ Conducting research and polls at trade shows
- ◆ Completing extensive travel to gather feedback
- ◆ Publishing articles
- ◆ Issuing regular press releases





# Redefining a market

- ◆ Results?
- ◆ Customer engagement is changing our business
  - ◆ We have a fast, growing national pipeline and are rapidly expanding across North America
  - ◆ We are inspired to create new products to solve asset management problems
    - ◆ MetaCare
    - ◆ Dynamic Dispatch



Changing The Energy Paradigm. Smarter.



# Communication is a conversation

- ◆ You can be the quiet person in the room—but you won't learn much, and no one will learn from you
- ◆ Fail faster—transparency is the new gold standard in messaging
- ◆ Be a joiner—join your audience “where they are”
- ◆ Keep the message arc in mind—where is the audience now, and where do you want them to be?
- ◆ Don't overcomplicate the steps to get from “there” to “here”

# Be the change you want to see in the world

- The distribution channels you marshal in this effort will vary based on what your AUDIENCE prefers.
- Message by message, walk them from where they are (fear) to where you want them to be through a regular message rhythm
- Use multiple touchpoints, from in person to media, from social media to speaking engagements.
- Enjoy the journey



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# Questions & (Attempted) Answers

If we weren't able to answer your question in the live webinar, please feel free to send it to us:

- ◆ Lisa Calhoun, CEO Write2Market, can be reached at [lisa@write2market.com](mailto:lisa@write2market.com)
- ◆ Chris Miller, Marketing Director Ecologix, can be reached at [cmiller@ecologixsystems.com](mailto:cmiller@ecologixsystems.com)
- ◆ Rob Shively, CEO Metadigm Services, can be reached at [robert.shively@metadigmservices.com](mailto:robert.shively@metadigmservices.com)

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- [Data Center Efficiency](#)
- [Energy Assessments](#)
- [Energy Management and Financing](#)
- [Energy Systems](#)
- [AMO Program Overview](#)
- [AMO Software Tools](#)
- [New and Emerging Technologies](#)
- [Partnerships](#)

#### Data Center Efficiency

- April 23, 2009 – [Data Center Assessment Case Study: Verizon](#)
- November 13, 2008 – [Assessing Data Center Energy Use](#)

#### Energy Assessments

- October 11, 2011 – [Unveiling the Implementation Guide](#)
- May 7, 2009 and April 16, 2009 – [Energy Assessment Results: Most Commonly Identified Recommendations](#)
- February 19, 2009 – [Energy Assessments: What are the Benefits to Small- and Medium-Size Facilities?](#)
- February 12, 2009 – [Energy Assessments: What are the Benefits to Large Facilities?](#)
- November 6, 2008 – [Energy Assessments: What are the Benefits to Small and Medium Facilities?](#)
- October 16, 2008 – [Energy Assessments: What are the Benefits to Large Facilities?](#)

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# Next Month's Webcast

**Please  
join us  
for our  
next  
Webcast.**

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Topic: How to Become a Certified Practitioner and Certified Energy Manager

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**Date and Time:** Tuesday, September 11 at 11:00 a.m. PDT/2:00 p.m. EDT

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**To Register:**

<https://www1.gotomeeting.com/register/250301793>

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