

Oneida Communications Plan Snapshot

Tagline: **ONEIDA POWERED. Our Energy ... Our Way.**

INTERNAL AUDIENCES

OTHER AUDIENCES

Tribal leadership and staff

Concerned citizens/
Oneida Advocates

Tribal elders

Tribal youth

Utilities – WPC
and WE Energies

Hunters and
sportsmen

Environmental
groups

COMMUNICATIONS GOALS

Goal 1

Educate and inform key audiences about the solar project.

Goal 2

Instill a sense of community pride and ownership in the solar project and an energy program.

Goal 3

Inspire key audiences to embrace the tribe's broader energy vision and goals to generate support for future investments.

GOAL 1 STRATEGIES

Create opportunities for audiences to learn about the project and solar technology.

Communicate project benefits to key audiences where they work and live.

Alleviate concerns about perceived project risks.

GOAL 2 STRATEGIES

Create opportunities for community engagement.

Get key audiences actively involved in the project.

GOAL 3 STRATEGY

Share project successes.

GOAL 1 TACTICS

- Post DOE “Energy 101” video and solar basics curriculum to tribal website and Facebook pages .
- Include solar factoids in tribal and school newspapers.
- Hold a town-hall meeting to introduce the project.
- Host energy fair; community and tribal staff events.
- Launch an outreach campaign.
- Develop talking points that address perceived risks.
- Deliver audience-specific messages directly through targeted leadership, staff, and community meetings.
- Develop a regular Q&A blog or column that addresses community concerns/risks proactively.

GOAL 2 TACTICS

- Host solar project groundbreaking at Turtle School.
- Organize poster contest to encourage creativity and involvement in the project.
- Engage college graphics design department and/or journalism departments in developing a logo and outreach campaign for the project.
- Provide opportunities for community members to assist developer in installation/maintenance.
- Create school curriculum activities focused on the solar project.

GOAL 3 TACTICS

- Track solar generation and cost savings; communi-cate results widely (e.g., create results posters to display in tribal buildings with solar arrays).
- Write and distribute success story articles/blogs/ videos through various community outreach vehicles (e.g., “This Week in Oneida” video project).
- Host 1-year anniversary party to celebrate achievements.

