WHAT TO SAY AND **WHAT NOT TO SAY** WHEN TALKING TO VOTERS ABOUT PRESIDENT BIDEN'S CLEAN ENERGY PLAN AND CLIMATE ACTION

SPELL IT OUT

DO SAY:
- ✔ Clean Energy PLAN
- ✔ Affordable Energy PLAN
- ✔ Climate PLAN

DON'T SAY:
- ✖ Inflation Reduction Act (or any other nondescript bill name like Bipartisan Infrastructure Law)
- ✖ Acronym (e.g. IRA or BIL)

IT'S ABOUT EXPANDING - NOT TAKING AWAY

DO SAY:
- ✔ what people will get: more options for affordable energy that are made right here in the U.S., like wind and solar.

DON'T:
- ✖ fall into the trap of saying more clean energy options mean less of something else.

TALK ABOUT EVERYDAY IMPACT

DO:
- ✔ talk about how since the Clean Energy Plan passed in August of 2022, the U.S. has added over 270,000 jobs in the clean energy industry. These are good paying, family wage jobs in the new wave of manufacturing that don't require four year degrees. Point to projects that are happening in your home state today.
- ✔ talk about how investing in homegrown energy that won't run out - like wind and solar - will increase our energy independence, drive down gas prices, and lower energy costs.
- ✔ talk about how holding Big Oil accountable for fueling the climate crisis and closing pollution loopholes means mitigating costly extreme weather events that have become all too frequent.
- ✔ talk about how reducing carbon pollution means cleaner air to breathe and water to drink. This means fewer asthma attacks for our kids and lowered health care bills.

SHOW, DON'T TELL

DO:
- ✔ talk about personal stories and specific examples.
  - "In Turtle Creek, PA, a battery storage company called Eos is reinvigorating a community hit hard by layoffs. When Westinghouse, which employed tens of thousands after WWI shut down, those jobs went with it, but thanks to historic clean energy investments, jobs are coming back."
  - "Dana Radic, a mom and product manager at Eos is receiving good wages and benefits to support her family."

NAME VILLAINS, ASSIGN MOTIVE, USE DIRECT LANGUAGE

DO:
- ✔ speak about a clear, concrete, localized, and tangible villain like Donald Trump.
- ✔ assign motive to villains like: "Donald Trump promises to end Biden's Climate Plan because he wants to give more tax handouts to the Big Oil companies that are already making record profits."
- ✔ use direct language like: "MAGA Republicans have voted to gut the Clean Energy Plan."

DON'T:
- ✖ use soft language or euphemisms like: "MAGA Republicans want to roll back the Clean Energy Plan."