

STRATEGIC COMMUNICATIONS GUIDEBOOK

BROUGHT TO YOU BY CLIMATE POWER
CLEAN ENERGY FOR AMERICA
& ELEMENTAL EXCELERATOR



IN COLLABORATION WITH



Breakthrough
Energy

STRATEGIC COMMUNICATIONS GUIDEBOOK

TABLE OF CONTENTS

1. Executive Summary
2. Foreword from CEO
3. Guiding Principles
4. How to Use This Guide
5. Messaging Landscape
 - a. What Do People Want to Hear
 - b. What Kinds of Stories to Tell
6. How to Break Through in the Media
 - a. Reporter Engagement
 - i. How to Pitch a Reporter
 - ii. How to Build a Media List
 - iii. Tracking Media Coverage
 - b. Public Speaking
 - i. Event Speaking Tips
 - ii. How To Prepare for a Media Interview
 - c. Events
 - i. Building a Successful Event
 - ii. Event Ideas
 - iii. Press Event Planning Checklist
 - iv. Do's and Don'ts for a Press Conference
 - v. Staffing Your Media Event
 - vi. Event Follow Up
 - d. Written Communication
 - i. How to Draft an Op-Ed
 - ii. Media Advisory and Pitch Notes
 - iii. Press Release How-To Guide
7. Government Affairs
8. Creating Compelling Digital Content
 - a. Digital Checklist for Announcement
 - b. Tips for Your Company's Social
 - c. Tips for Your Graphic Assets
 - d. Dos and Don'ts
 - e. Tips for Creating a Social Toolkit
 - f. Tips for Setting up a Livestream
 - g. How to Capture Content
9. Case Study
10. Sustaining Engagement

11. Appendix & Templates

- a. [Template One Pager](#)
- b. [Template Preliminary Communication](#)
- c. [Template Save the Date](#)
- d. [Template Advisory](#)
- e. [Draft Press Release](#)
- f. [Draft Fact Sheet / Media Kit](#)
- g. [Draft LTE](#)
- h. [Draft Q & A](#)
- i. [Draft Remarks](#)
- j. [Draft Talking Points for Surrogates](#)
- k. [Sample Social Media Toolkit](#)
- l. [Draft Announcement Follow-Up](#)
- m. [Press Event Planning Checklist](#)

EXECUTIVE SUMMARY:

A MESSAGE TO CLEAN ENERGY CEOS

Bottom Line Up Front

This guidebook is a tool to help your company create and execute on strategies that will communicate your impact. Within, you'll find advice on how to engage reporters, secure positive media coverage, maximize public speaking opportunities, host successful events, and create compelling content. It includes tactics, strategies, best practices, templates, and real-world examples you can use to help your company.

Who Should Use This Guidebook

This guidebook is for CEOs and co-founders of early stage climate tech companies, and their marketing or communications teams (if applicable).

It's intention is to help companies communicate their story. Whether you're new to strategic communications or you're looking to refine your skills, this is a tool that you can keep in your back pocket as you engage with the media, lawmakers, and other critical stakeholders.

Why It Matters

The success of your business is tied to the level of public support for the clean energy sector. Breaking through in a crowded conversation can be challenging. But this guide can help you tell your company's story.

How It Helps You

A strong communications strategy will help your organization gain the trust of investors, attract top talent, earn the support of customers, build relationships with elected officials, maintain a competitive advantage in the marketplace, and inform the public about your groundbreaking work.

The Calculation

If there is strong public support for investing in clean energy from private entities and the government, such investments are more likely to be sustained over time and more likely to help your bottom line.

Next Steps

Have your team use this guidebook and connect with us to share your story with the people who need to hear it most.

FOREWORD FROM CEO

The importance of effective communications for clean energy companies cannot be overstated. Strong media coverage is essential to building community awareness and support for clean energy projects.

Our industry has a powerful story to tell: we're creating good jobs, driving innovation, and helping reshape how the nation, and the world, gets and uses energy. The Inflation Reduction Act has ushered in a moment of incredible opportunity. The acceleration of the clean energy sector depends in no small part on simultaneously building public and political support. Furthermore, informing the public about the successes of new federal investments in clean energy is necessary to continue expanding future investment potential. This is our moment to ensure the powerful stories of clean energy leadership are front and center in the national conversation and narrative.

The most effective way to generate positive coverage for your company is to craft a strategic communications plan and incorporate best practices to break through in the modern media landscape. Our team was able to do just that, and the results are already paying dividends.

The ideas and templates in this guidebook enabled my company to create a media splash during our initial announcement in Arizona. We secured coverage that cast our innovative technology in the best possible light, built critical relationships in the local community, and laid the groundwork for future earned media coverage. You can read all about it in our case study at the end of this guidebook

I want every organization in our space to see the same success we did. All it takes is planning and following through on proven tactics.

The response to our launch event was spectacular. Now I want you to have the same experience for the good of your business and for the entire clean energy sector. By following the suggestions in this document, I'm confident your company will be able to make a media splash of your own.

Jason Salfi

CEO, Dimensional Energy
Elemental Excelsior portfolio company

GUIDING PRINCIPLES

Our collective success depends on growing awareness of and public support for clean energy. Together, we need to garner widespread support and build political will for continued investment in strengthening America's clean energy leadership. A key component of this effort is emphasizing how federal investments are accelerating the progress of clean energy initiatives.

The truth is that business leaders and companies often have more credibility than politicians.

The clean energy sector must demonstrate that we are part of the new "Made in America" energy economy. It's imperative to ensure the American people and their elected representatives understand the groundbreaking technologies being developed and how they drive economic growth and are a source of pride in local communities they represent. The sector must showcase the interconnected web of good-paying jobs and economic transformation nationwide. Building a solid foundation of support for clean energy policies and efforts to combat climate change is essential to establish a governing consensus so we can keep making progress toward our clean energy future.

The bottom line is this: showcasing the benefits of the once-in-a-generation investments in transforming the clean energy economy will help your company.

Strategic Communications: Strategic communications is about effectively communicating with your target audience to achieve specific goals, whether increasing brand awareness, driving sales, or shaping public perception.

Using this document will sharpen your strategic communications by providing you with the tools to develop and implement a comprehensive plan that utilizes a variety of tactics, such as public relations, community engagement, and social media. It will also bring understanding to your primary audience and help you hone messaging that will resonate with them.

Public Relations: Public relations (PR) is about managing the spread of information between an organization and the public. The goal is to create and maintain a positive image and reputation. PR professionals use various tactics, such as media relations, crisis management, event planning, and content creation to achieve this goal. For you, this means building and maintaining relationships with members of the media, stakeholders, decision makers, and the general public and using these relationships to shape how your company and technology is perceived.

HOW TO USE THIS GUIDE

This guide is a resource for any company interested in elevating their strategic communications.

This document provides a toolkit for communicating clean energy success stories and the importance of federal investments to combat climate change and build a clean energy economy. By following the tactics in this guide, you will be better able to get your message out and be heard by the right audience.

As you read, you'll see case studies, templates, and tips on how to craft and execute a communications plan. These are real-world examples your team can use.

MESSAGING LANDSCAPE

When communicating on behalf of your company it is important to understand the current state of play and recognize where people are in understanding clean energy and climate action. After extensive [research](#), we know that the public is very supportive overall of federal action to support clean energy and is optimistic about the growth potential of this important sector of the economy. Data shows that public awareness overall about the new clean energy investments is low. Additionally, public familiarity or comfort with different technologies may vary, so it's important to know your audience.

Telling your company's story about clean energy is starting in a strong position. Our [research](#) shows plenty of room to shape public opinion about the prospects of clean energy investment, its reliability, and how it can be a powerful force for good in communities across the nation. We also know there will be a barrage of attacks on the clean energy industry. Building a bulwark of truthful, positive messaging is the best way to be prepared and to maintain the high ground.

Below are some topline talking points that we recommend for your use in public communications based on our extensive research, polling and messaging.

■ Key Talking Points on the Benefits of Clean Energy Investments

» **Clean energy is happening right now.**

The Made in America clean energy boom is happening all across the country, already creating hundreds of thousands of new jobs and investments in local communities. With continued federal and state investments in clean energy, we can speed up the production of cheaper, more reliable energy right here in America and create millions of new, good-paying jobs. Research shows that seeing is believing, and this is a once-in-a-generation opportunity to show the American people what federal investments mean to them. Companies are racing forward with massive investments to build our clean energy future in small towns and big cities, doubling down on new manufacturing in wind, solar, batteries, electric vehicles, and energy storage projects. The clean energy boom is just getting started.

» **Clean energy is a path to true American energy independence.**

The high price of fossil fuels can often be a challenge for families struggling to make ends meet on tight budgets. As long as we are dependent on oil and gas, we'll keep experiencing big spikes in gas prices and energy costs. History has shown that fossil fuels are volatile and unreliable and can be turned into political weapons. Continuing to rely on fossil fuels and ignoring the climate crisis will worsen global instability—leaving us all vulnerable to sudden price spikes caused by hostile foreign leaders. Real energy independence is possible if we reduce our dependence on oil and gas and speed up the production of cheaper, cleaner energy sources here in America.

» **Clean energy makes communities healthier by eliminating pollution.**

The production and use of fossil fuels pollutes our neighborhoods. Switching to clean and renewable energy will reduce air and water pollution, protecting our children and families from asthma, heart disease, and other health issues. In total, it is expected that the recently passed clean energy plan will cut air pollution by enough to [avoid](#) 100,000 asthma attacks and nearly 4,000 deaths per year.

» **Transitioning to clean energy is more affordable for everyday people.**

Unlike fossil fuels, clean and renewable energy sources like wind and solar energy won't ever run out and will provide a secure and stable energy supply long into the future. Solar and wind are the cheapest energy sources available and getting cheaper every year. Cheaper, cleaner energy spurred by tax credits and public investment will reduce energy bills for families—saving the average household \$500 per year. Experts expect household energy costs to decrease by 63% if the U.S. transitions to 100% renewable energy.

—

What Do People Want To Hear?

The good news is that the public is ready to hear the story we want to tell, as evidenced by the following:

- The public has a high regard for clean energy, believing increased use will bring substantial health benefits, energy independence, and other general “good for the planet” benefits. A great many people believe that transitioning the U.S. to clean energy and away from fossil fuels is not only beneficial but necessary.
- Even knowing little about it at this juncture, the public approves of the clean energy plan signed into law in 2022 by a margin of 50% approve to 32% disapprove. Notably, 19% have no opinion, suggesting a prime opportunity to educate people about the incredible opportunities that investment in clean energy brings.
- Two-thirds or more of people surveyed have a favorable reaction toward each of the four main clean energy components—upgrading the grid, new jobs and job training, financial incentives for clean energy technologies, and expanding manufacturing of such technologies in the U.S. These are areas where companies are leading right now.

Nonetheless, the potential costs to consumers emerge as a top-level concern. People surveyed believe that the transition to clean energy will cost them money in the short term, and many are unsure if there will be longer-term savings (though there is certainly more optimism about the long term). It is imperative to show people how they will save money from a transition to clean energy.

■ **KEY POINT | People need to see the progress in order to believe it.** That means it is critical for you to tell stories and show the real progress happening on the ground.

Adapted from: [Clean Energy Plan Poll Summary](#)

What Kinds of Stories to Tell

Independent research has identified four overarching imperatives for messaging around and communicating about clean energy growth and the need for continued investment:

1. Illustrate the progress being made right now.

To make the promise of future benefits meaningful, the public needs to see action and results in real-time. Creating jobs through new clean energy projects is currently the most credible and impactful way to show the economic benefits of federal and state investments in clean energy.

2. Show the outcomes of the affordable clean energy plan on an ongoing and consistent basis.

After showing the public the magnitude of overall progress—which individual companies can do by highlighting new investments—we need to continually lift up stories of how people and communities are benefiting from clean energy. Personal testimonies (such as from workers about their jobs or from customers about their cost savings) and a steady drumbeat of stories that show the benefits of clean energy in the real world can help create and build critical momentum.

3. Take advantage of the benefits of clean energy that people already believe in—especially less pollution, better health, and energy independence.

These benefits are top-of-mind, intuitive, and aspirational for what the transition to clean energy can achieve. Highlighting actions that are occurring right now—investments, new innovations, or job creation—increases the public's optimism that the promise of these benefits will be achieved.

4. Say and show how the new federal investments will make transitioning to clean energy affordable for everyday consumers, not just the wealthy.

Opponents will relentlessly make the case that clean energy is costing Americans money or that clean technologies are expensive and only for the rich. Aggressively countering these arguments is an essential priority. Research has made it clear that one way to do so is by showcasing clean energy workers. The public wants to see that federal investments in clean energy are paying off, supporting people in their community, and developing products accessible to everyone. Keep in mind many of the things you are already doing as part of your day-to-day business operations are interesting stories for the media and local community leaders.

You should showcase the following:

- Job announcements
- Groundbreakings for new facilities
- Project updates or milestones
- Technology advancements
- Community partnerships
- Successful hires
- Community benefits
- Cost savings for everyday people
- Release of a new study
- Improvements in quality of life

HOW TO BREAK THROUGH IN THE MEDIA

Many things you are already doing are newsworthy and interesting to the media and the public. Your job is to be strategic and identify ways to generate positive news coverage for your company.

There are steps you can take to plan newsworthy events and capitalize on the achievements of your company. In some cases, this may require hiring a public relations firm or in-house communications staff.

Sample Headlines and Story Ideas:

- Jobs Announcement: Company adds 200 new jobs
- Expansion Announcement: Battery plant expands due to new investment
- Partnership Announcement: Clean energy startup teams up with utility company to benefit consumers
- Investment Announcement: Federal government awards grant to local wind power company
- Milestone Announcement: 10,000 clean vehicles produced at local plant
- Worker News: Factory employees see wage increase
- Early Stage Hiring: Startup company hires first employee
- Groundbreaking: Site selected for clean energy company facility
- Local Government Action: County officials hear plans for new energy company
- Announcement of a Tour: Local green energy company hosts federal officials
- Announcement of an Important Visit: Clean energy founder visits Washington, DC
- Technology showcase: New invention could spark jobs
- News of the Day: Clean energy exec touts Inflation Reduction Act
- Event Coverage: Roundtable emphasizes the need for federal investment in green tech
- Partnership Announcement: Local company teams up with major nuclear corporation

Many outlets are hungry for news related to the energy industry and it's your job to package your accomplishments so the media can use them to share your story. Again, the goal is to shape public opinion—and telling stories that highlight local successes is a powerful way to do this.

In the coming pages, we will cover how to deploy key media strategies that can help elevate your work and its impact:

- **Reporter Outreach** - How to pitch to a reporter, build a media list, and track media coverage
- **Public Speaking** - Event speaking tips, how to prepare for a media interview
- **Events** - Building a successful event, event ideas, staffing your media event, press conference planning checklist, Do's and Don'ts for a press conference, event follow-up
- **Written Communication** - How to draft an op-ed, media advisory and pitch notes, press release how-to guide

Reporter Engagement

A good pitch is often weeks (or months) in the making. The better your relationship with a reporter, the better your pitch will be received. A reporter is more likely to cover your company if they are familiar with your company and your team.

For a successful pitch, customize your message for the journalists you most want to target. For example, it might make sense to reference a recent story they've published on clean energy. Keep in mind, not everyone on your media list needs a personal touch.

Address each pitch email to one reporter only, as it's not appropriate to send it as a group email. Don't attach any files, but include the pitch and press advisory or release in the email body. If you don't get a response, it's okay to follow up with a phone call.

Timing is everything! If you can link your pitch to a popular item in the news your chances of success will increase significantly.

Tips On How to Pitch a Reporter:

■ Tips:

- To increase the chances of your pitch being considered, send it in the morning when reporters are planning their schedule. Newsrooms usually have daily morning meetings to plan their coverage for the day.
- Keep your pitch brief and succinct. Be sure to include the headline, the details, and the timing of your event, along with why the reporter should care about covering it.
- If you are not hearing back from one of your targeted reporters, try giving them a follow-up phone call. This is especially important if the reporter is new to your company and you are building a relationship.
- Many reporters have editors or news directors who control their schedule, so don't be surprised by a last-minute response or sudden change of plans.

Making a Pitch by Phone:

- If you aren't excited about what you have to pitch, whether it's an event, announcement, story, etc., the media won't be excited about covering it. Stay upbeat on your pitch calls.
- Be up front. Inform the reporter that you are touching base regarding the media advisory or press release you sent.
- Be respectful of journalists' time, as they work on tight deadlines and juggle multiple stories at the same time. Avoid voicemails.
- Ask the reporter if they are interested in covering the event/issue and allow space for them to give you a YES or NO answer.
- Remember, even if the reporter is unable to attend a specific event, your pitch can be a crucial step in convincing them to cover a future event or announcement.
- When in doubt, and when applicable, follow up to confirm attendance the day before or the day of the event.

- If you have a reporter's cell phone number, sending a brief reminder text message is appropriate, particularly if there are last-minute changes in logistics.
- Do not flood the reporter with too many emails or phone calls.

Template for preliminary communication [here](#).

Templates for a story pitch or source pitch are [here](#).

Building a Media List

The better your media list, the better your chances are of securing coverage. A media list helps you streamline reporter outreach by providing a single source of reporter names, titles, and contact information. It should be a living document that is updated regularly to cultivate effective tracking and reporter outreach. With a little research, you can find the reporters who are most interested in covering your company and the work you do. You can also consider using a service like Muck Rack to refine a list of relevant reporters.

How to Build a Media List

1. Think about what news sources you want to cover your company and work backward from there. Identify the most influential outlets in your market. For example, major newspapers in your town or city, news websites, television news stations, columnists, and popular radio programs.
2. Create a master spreadsheet with name, title, outlet, beat, cell phone, office phone, email, and Twitter handle. You can separate or tag the names by media market. For example, some announcements are only appropriate for the whole state of Arizona, while others are only appropriate for the Tucson, AZ, market.
 - Media outlets will typically list contact information for their reporters somewhere on their website.
 - If you are unable to find the correct contact information on the outlet's website, try searching for contact information online more broadly. For example, if a reporter is on LinkedIn or Twitter, they often include their email address in their bio.
 - It's always helpful to know the name and contact information of the editor overseeing the reporter you are working with. Sometimes this is easier to find.
 - In case you cannot find the contact information of individuals, it's acceptable to include the general information for the news outlet (for instance, newsroom@WXKTmedia.com).
 - As a last resort, you can call the newsroom directly to get the contact information of the target reporter.
3. Do your research to build the best list. You want your list to include the people most likely to cover your story. It does a clean energy company no favors to have a sports reporter on their media list.
 - It's helpful to conduct a thorough search on each news outlet's website to get a feel for who covers clean energy. If a reporter frequently reports on the clean energy sector, their name should be added to your list. If there isn't a dedicated clean energy reporter, a business reporter or the team covering that beat may be a good alternative.

- If you are unsure of the best reporter to reach out to, consider calling the newsroom and asking one of the editors.
 - TV reporters are less specialized and routinely cover a broad range of issues. Therefore, it's helpful to contact the TV news director who will make assignment decisions.
 - When it comes to radio, include hosts and DJs who cover the morning and afternoon drive time on popular local shows. If they can't attend an event, they could still mention your announcement on air. In some markets, radio stations may be able to broadcast from an event, which can be a good fit for a job fair or other similar activity.
 - Reporters who cover community news should be included because they will cover job announcements. Not every name on your media list needs to be a clean energy expert. For example, some of your best coverage may come from a community interest or business reporter.
 - You might want to consider adding political and community leaders to your media list so they are aware of events that are happening. It's purely to give them visibility into your activities and for relationship building.
4. Set up an easy way to send materials to the media, such as using Mailchimp, MuckRack, or Constant Contact.
- You will need the ability to send press releases and media advisories to your entire press list.
 - A large-scale send is essential to ensuring that everyone on your press list receives your advisory or press release.
 - It's also important to track who is opening up your emails. You don't want your company's news stuck in the spam folder.

Tracking Media Coverage

You will want to come up with a system for tracking the coverage you've earned after an announcement and any ongoing media mentions. There are multiple software tools that can make this easy (e.g., Meltwater, TV Eyes, Critical Mention) but it can also be done manually, as described below. Tracking media coverage will allow you to monitor how your company is being covered and what type of press outreach works best. High-quality, positive press clips can even be used to generate new interest in your company or announcement. Good coverage begets good coverage!

But not all coverage will be glowing. In the case of negative coverage, it's even more important to monitor coverage so you can quickly respond.

■ Here are a few tips to keep in mind.

- Set up a Google Alert for your company, or use a consumer intelligence platform like Talkwalker.
- Perform a Google News search after your event and search for your company's name (or the names of speakers).
- Visit the websites of the media outlets who attended your event.
- See what was shared on Twitter by the reporters who attended your event.
- Be sure to check online media, print, TV, and radio.

- Create a system to catalog your media coverage, both good and bad. This can be a simple spreadsheet with the date, outlet name, reporter name (if applicable), whether coverage was positive or negative, and a link to each piece.

Public Speaking

Event Speaking Tips

- Decide in advance how long each speaker's remarks should be, including your own.
- Every event is different. Every audience is unique. Make sure to practice your remarks. Rehearsing your presentation is crucial to developing a smooth delivery, increasing your confidence, and ensuring you stay within your target time.
- Speak authentically and be yourself.
- Start with a strong and engaging opening that captures the audience's attention and establishes your credibility.
- Make one clear point the media and those watching on TV will remember. Try to keep your main point under 15 words: "The one thing I want you to remember is..."
- Using local examples and simple comparisons can help you make your point more quickly.
- Complexity kills a good event or good soundbite. Reporters will not be able to quote you if your answers are too far in the weeds.
- Visual aids such as slides, diagrams, or videos can help illustrate your points but try not to overuse them.
- Jokes can be risky!
- Do not hug the podium. It's OK to use natural gestures. Maintain good posture to project confidence and authority.
- Look 4-6 different people in the eyes during your remarks.
- End with a summary of your key points, a memorable quote, or a call to action.

(Source: [Smart Brevity](#), 2022)

How To Prepare for a Media Interview

Taking the time to do interviews with the media is a critical part of attracting favorable media attention for your company. Interviews help communicate and establish the building blocks for a news story. They also allow you to go into sharper detail about your announcement and hone in on your message.

Properly handling interview requests is important because it's a key way to positively influence a story about your company or coverage of your event. Quotes from an interview are a chance to get your message out in an unfiltered fashion.

A successful media interview starts with proper preparation. Below are helpful tips on how to get ready for your next interview with a journalist.

Understand the Goal:

All interviews should have an overarching goal that you want to accomplish for your company. It's critical that you and your team are on the same page and understand what success looks like.

Study Your Message:

You want to know your message inside and out. Determine your central message in advance of the interview and practice delivering it. Identify the main three points you want to convey and practice repeating them. During the interview, make sure to hit each of your main points and use repetition to drive them home. Repetition is a good thing. It might feel awkward repeating the same points but that is what you need to do in order to be impactful.

Practice, Practice, and Practice:

Practice speaking about your topic out loud. Focus your practice on the main points you want to deliver. It's always a good idea to record yourself so you can hear how your answers sound and, if relevant, get feedback on your body language. Ask a colleague to play the role of the reporter and ask the most likely questions.

Research Your Outlet:

Before an interview, research the outlet and the journalist to get a sense of their style and what questions will likely come up. For TV or radio interviews, watch or listen to previous clips to get a feel for the show's tone and the host's approach. For print or online publications, study the reporter's previous articles so you can anticipate potential questions. Review whether they've covered your industry and any competitors in the past. For a newspaper interview, be sure to look at recent editorials issued in the name of the newspaper's editorial board. It's also helpful to look at their Twitter feed to get a better sense of their perspective.

Tips for Working With Reporters:

It's important to understand the terms used by journalists, including on-the-record comments, background information, and off-the-record discussions, and how to negotiate them. Most of the time you will usually be having an on-the-record conversation with a journalist.

If you don't want something to be made public or be attributed to your company, don't say it to a reporter, and definitely not during an interview.

There might be instances when you need to share information on background and speak off the record. This is an important nuance to understand because there will be things you want in the news but not directly linked to your company. It's critical that you proactively identify those instances and ensure the reporter clearly understands and agrees to your request.

- **On the record:** Think TV interview. When you speak "on the record," everything you say can be quoted and attributed to you or your company. When the "On Air" sign is turned on, you are on the record.
- **Off the record:** Speaking "off the record" means that the journalist cannot use any information from the conversation in a story unless they obtain it from other sources. Once they know this information they are free to pursue other sources to confirm it. If you truly do not want a reporter to report on something, it is best not to say it at all.

- **On background:** This can mean different things to different people. Sometimes it means you can be quoted just not by name (“a source familiar with X”), and other times it means they can paraphrase what you say. Be clear up front about what it means for a particular reporter and how they plan to characterize your comments.
- Keep in mind that not every reporter follows these rules in the exact same way, so if you need to go “on background” or “off the record,” be clear about what you mean. Any attempt to speak anything other than “on the record” must be by mutual agreement between you and the reporter.
- It’s not uncommon for a reporter to write something you don’t agree with. You need to be thinking long term about the relationship between your principal and the media outlet. A heated phone call to a reporter might feel good in the moment but you need to pause and think about the long game.

Other Interview Tips:

1. **Review the topic:** Familiarize yourself with the topic you’ll be discussing and review any questions you’ve been given in advance. It’s normal to ask for questions or topics ahead of time.
2. **Choose your wardrobe:** Choose a professional and appropriate outfit for the interview that makes you feel confident. Avoid loud patterns or bright colors.
3. **Prepare a draft talking points memo:** Create a draft memo outlining the key points you want to make during the interview to stay focused and on message. These are the points you will want to reiterate throughout your interview.
4. **Prepare for common questions:** Prepare responses to basic questions that are likely to come up, as well as more challenging questions that may be difficult to answer.
5. **Prepare for tough questions:** Think about difficult questions you may be asked and prepare responses for them. For example, questions about controversial topics or questions related to a recent scandal. Sometimes it helps to have documentation to give to the reporter and push back on claims. Be confident and not defensive—your tone and posture in answering tough questions will say as much if not more to the reporter about the topic than what you actually say.
6. **Know your limits:** Saying “I don’t know” or “I am not comfortable answering that question” is OK. Entering into areas of uncertainty can lead to significant blowback.
7. **Arrive early:** Show up early to give yourself time to prepare and get settled at the interview location.
8. **Bring materials if needed:** Bring any materials you may need, such as notes or research documents.
9. **Location matters:** For virtual broadcast interviews, find a location that provides a compelling background visual for viewers. Is there a location that provides a natural conversation topic? Ask yourself: what will people see in the background if they don’t hear or read one word of the interview? For on-camera print interviews, make sure there’s nothing in your background that you wouldn’t want a reporter to see.
10. **Always use the last question.** Reporters will almost always end an interview by asking some variation of, “Is there anything else you think is important for me to ask about/that you’d like to share?” This is a great opportunity to restate your core messages in a more concise way given that you will have had the interview to warm up and practice. Doing so ensures the reporter leaves with your best message top of mind. Don’t say, “No, I think we’ve covered everything,” and miss a great opportunity.

11. Don't feel the need to fill dead air: Reporters will often pause after you answer a question in an attempt to get you to keep talking. If you've completed your response, don't feel pressured to continue speaking. It may feel uncomfortable to remain silent, but it's important you stick to your key messages.

How to Prepare for a TV Interview

- **Know where to look:** Before an interview, ask where to direct your gaze. Depending on the interview format, you may need to speak to the interviewer, engage in a group conversation, or look directly at the camera. If someone is speaking to you, you should look at them like you are having a conversation and not directly into the camera. Never look down at the floor.
- **Relax:** Take a deep breath and try to relax.
- **Be conversational:** The more you sound like you are having a conversation with a friend over coffee, the more likely the audience will pay close attention to the story you are trying to tell. You will want to vary your pitch and tone and stay energized throughout the interview. It's OK to pause and take a beat after each question. Pay attention to your speed if you're feeling nervous.
- **Stay focused on your issue:** You are going into each interview with a mission to get your message out. Stay on topic and drive the conversation back to the main subject if you're asked a question that's off-topic. It's up to you to bring the interview back to the message you want to get out. Use phrases like, "I hear that concern all the time, but the facts tell a different story..." or "When people learn that X, Y, Z, they'll see that companies like ours are leading the way..."

How to Prepare for a Radio Interview

- **Use a landline:** Always use a landline for radio interviews. The quality is much better than a cell phone on the air. Do not use speakerphone for an interview.
- **Be conversational:** The best interviews are conversational. They sound like a back-and-forth conversation over coffee with an easy flow. Follow these two important rules: never talk longer than 30 seconds and do not force everything you want to say into one answer.
- **Lead the Interview:** Sometimes it helps to ask the host a question to keep the conversation flowing. For example, "Do you have solar panels on your home or office?" It's also helpful to tell the audience the reaction they will have to the next thing you're about to say. For example, "This announcement will make a lot of people want to move to our county..." or "I bet that your listeners have never heard this before because it's never been done..." or "Your listeners will want to make sure they catch this..."
- **Avoid the weeds:** Avoid statistics and complex ideas. Provide clear signals to help your listeners easily comprehend the information you're sharing, such as, "The Inflation Reduction Act will create jobs and reduce pollution..." or "Clean energy projects create jobs that pay well, will modernize our energy grid, and reduce pollution..."

See template Interview Q&A document [here](#).

Events

Building a Successful Event

Events are a great way to generate positive coverage. A successful event will require planning and resources. Events for your company can range from a traditional press conference to a factory floor tour. Be creative! Inviting the media to your space gives them a greater understanding of your company. A roundtable with an interesting panel of experts can say more than any press release could capture. Keep in mind that so much of media coverage depends on a good visual that reporters can use, which is why events are such a critical tool.

Event Ideas

For an event to receive media attention, you'll need to frame it in a way that will spark the interest of reporters and the public. In other words, you need a news hook.

A news hook is an angle or aspect of a story that makes it relevant and timely to current events or issues. It makes a story newsworthy and gives it the potential to capture attention. Remember that so much of what you are already doing is highly newsworthy.

Using a news hook can help increase the chances of getting media coverage, as it provides a connection between the story and what is happening in the world. Here are some examples of potential hooks for clean energy companies:

- Tour of a facility
- Design plan of a new facility
- Groundbreaking event for a new facility
- Job fair linked to an announcement
- Roundtable with VIPs
- Expansion ribbon cutting
- Community benefit project
- Release of a report or study
- Announcement of a company milestone
- Human interest story featuring one or more employees
- Visit from elected officials
- Announcement for planned expansion
- Briefing on new technology or breakthrough
- Announcement of a new partnership

Template for surrogate talking points [here](#).

Press Event Planning Checklist

With the right preparation and planning, a press conference can be an effective way to inform the public about your company's latest news and announcements. Here are some steps tailored to the clean energy sector to help ensure a successful press conference:

- 1. Identify the purpose and message of the press conference.** Decide what your company wants to convey and create a clear goal or simple mission statement to keep everyone on the same page.
- 2. Select the guest speakers or panel members for the press conference—but don't go overboard.** You'll want to keep the program tight and focused. Find representatives who can succinctly explain the topics discussed at the event.
- 3. Use care in setting a date and time.** Make sure to check with local stakeholders and any VIPs (local elected officials, community leaders, or others) that you want to invite before setting a date and time. Also, check to see if there are any other newsworthy events already scheduled that could compete with your event.
- 4. Invite relevant press outlets.** The goal of a press conference is to get attention from the press and public. Invite the best and most relevant media outlets for your announcement. For example, if the goal of the press conference is to engage a select few reporters, build a list of your top 10 and start inviting them. If the goal is to get a wide swath of coverage across a variety of outlets, consider targeting a larger list. It's very dependent on the setting and context. Consider local television, relevant trade publications serving your area, and local and regional business press. Be sure to follow up to ensure they are coming. For both those who attend and those who don't, you can also follow up after the event to share further details.
- 5. Prepare your materials and resources.** Create presentation materials that are informative and easy for the general public to understand. Have photographs, videos or other visuals ready to enhance your message.
- 6. Choose a location.** The location should be accessible but also private enough that you won't be interrupted or disrupted. Typically, the best location will be the site of your project. It could also be at your corporate headquarters or in a virtual setting (Zoom).
- 7. Communicate dress code.** Think about the dress code you want for event participants. If you expect VIPs or speakers at your event to wear business casual, let them know in advance.
- 8. Tailor the format.** Make a decision on what kind of event you want to have. For example, a press conference, tour, roundtable discussion, webinar, or product demonstration. It's important to pick a format and stick to it throughout the event. It will help keep everyone on track and prevent confusion or unnecessary information. You want to find an event format that allows you to best get your message across.
- 9. Be prepared with answers to likely questions.** Preparing ahead of time will allow you to focus on the answer instead of worrying about what might come up next. Prepare a likely Q&A document and identify company surrogates who can be made available to the media in advance.

- 10. Prepare remarks in advance.** Prepare short remarks that succinctly capture the story you want to tell. Consider the purpose of the event and the message you want to get across. Keep it to two or three main points.
- 11. Develop a thorough planning checklist.** Use a pre-event checklist to ensure that all necessary tasks are completed before the press conference.
- 12. Send a follow-up press release.** Send out a follow-up press release to summarize the event for those unable to attend. This can include photos and video.
- 13. Consider the visuals.** Visuals are important for any event. The staging of your event should help tell your story. The more compelling the visual, the more likely it is that your message will get coverage. Consider hiring a professional photographer and videographer so you can share video clips and photos after the event. (See [Creating Compelling Digital Content below.](#))

See talking points template [here](#).

Do's and Don'ts for a Press Conference

A press conference is a great way to share the latest news from your company. It's an efficient tool to gather media, company VIPs, and community leaders to make an announcement.

The goal of a press conference, or any press focused event, is to make news on your terms. You will have to proactively create an event in order to serve up something for the media to cover.

Below are some simple tips on how to make your press conference a success, including ideas for your next press conference, staffing needs to consider, how to get the media to cover your event, how to follow up after the event, and some tried and true best practices.

Not every press event will require a traditional press conference format (podium, seated audience, etc.). The guidance below applies equally well to a factory tour or worker roundtable event.

Do's:

Message Planning

- Think about the headlines and coverage you want to generate.
- Research and understand the target audience you want to reach.
- Select an appropriate venue that backs up the story you're telling.
- Think about signage and visuals in advance of the event.
- Prepare speakers so they fully understand the message.

Event Planning

- Select a date with stakeholder input—check with VIPs and special guests beforehand.
- Plan a comprehensive outreach plan to invite the right people.
- Be creative with the event format. (Facility tour? Worker roundtable?)
- Engage influencers and VIPs and maintain engagement during and after the event.
- Plan for the necessary equipment and ensure it's functioning as expected.

- Secure and vet speakers and moderators.
- Create an event program with the goal of sharing information.
- Obtain permits and other relevant approvals, if needed.

Media Outreach

- Invite local media for coverage—follow up to make sure they RSVP.
- Prepare a save-the-date and a [media advisory](#) to communicate the event details.
- Prepare a [press release](#) in advance of the event.
- Make sure you have enough staff support to execute the event.

Don'ts:

Public Speaking

- Speak too quickly.
- Use jargon or technical terms that won't be understood.
- Forget to practice.
- Fail to create an agenda/run of show.

Message Planning

- Offer too much information or make your information inaccessible.
- Neglect to create a press kit or leave out other important materials.
- Change the plan without informing all stakeholders.

Event Planning

- Forget to include interactive features.
- Solely rely on technology to convey your message.
- Neglect to prepare backup plans in case of rain or other unforeseen circumstances.
- Overlook cultural norms or customs that may be important.
- Wait until the last minute to make decisions.
- Assign too many tasks to one person.

Media Outreach

- Leave out social media during outreach plans.
- Forget to follow up and maintain the long tail of engagement.
- Forget to research reporters who cover clean energy in your media market.
- Fail to track media RSVPs.

Template for remarks [here](#).

Template for Q&A [here](#).

Template for save the date [here](#).

[Template for Draft Fact Sheet / Media Kit](#)

Staffing Your Event

Depending on the size and scale of your event, you may have a small or large support team. For larger or high-priority events, you may want to bring in outside expertise. Importantly, having a team identified and at the ready will help ensure a smooth and high-impact event. While there is no one-size-fits-all approach, the roles below are examples of the types of support you may need.

ROLE	DESCRIPTION
Event Lead (Internal)	This is the person at your company with overall responsibility for the event. This should be one person with authority to make decisions and charged with overseeing and managing the full event.
Event Lead (External)	If you're working with an events production consultant or vendor, this would be the lead for that team. They are the partner for the internal events lead.
Site Lead	This is the on-site lead for the event overseeing the day-of operations and logistics of the event. All on-site staff and leads will report to this individual during the event itself. This could be your Event Lead, but having a clear on-site leader is essential to a successful event.
Participant Lead	Designating a single point of contact for any principals, speakers, and participants in your event will help ensure the event runs smoothly, that speakers and participants have what they need, and that backstage operations and timing are on track.
Communications Lead	Designating a lead to handle outreach to media pre- and post-event is essential to ensuring your press operation is best positioned to maximize event coverage and maintain engagement with media in the long run. This person can invite media, track RSVPs, manage press check-in, and ensure appropriate post-event follow-up.
Floater	You may want to designate someone to provide support on-site during the event. This individual can fill gaps, serve as an extra pair of hands, and be deployed to address challenges or opportunities as they arise.
Production Lead	If you're working with a vendor or a consultant, they may identify this lead for you. If not, designating someone responsible for the production aspects of the event is helpful. This may include overseeing staging, A/V, livestreaming, or other matters, setting up before the event, and keeping production on track throughout the event.
Content Lead	Designate someone to capture content during the event.
Registration Lead	It's always a good idea to have someone charged with checking people into and potentially out of an event. Participants, guests, elected officials, community leaders, and any key stakeholders or VIPs should check-in. You'll want to greet them, thank them, and most of all, know who is at your event.

Event Follow Up

A sound communications plan doesn't end the day of the event. Some of the best opportunities to tell the story of your company or communicate the positive outcomes your work is delivering in the community will come from continued engagement following your event. To amplify and maintain impact, you may want to consider layering on the following tactics after your event:

- Send out a press release with an update from your event—ideally, day—of, but no later than one day after the event.
- Publish an op-ed to underscore the human and community benefit of your announcement.
- Pitch individual story ideas to reporters: worker profiles, follow-up coverage, etc.
- Be available for media interviews or invite media to return for more in-depth coverage.
- Leverage local influencers for long-tail engagement.
- Capture content (video, photos, etc.) to be used for further online engagement.
- Serve as a leading voice for the local clean energy industry.
- Build deeper relationships with the media and local stakeholders.

Written Communication

How to Draft an Op-Ed

Writing an op-ed is an excellent way to establish your company's executives as industry thought leaders. A successful op-ed also allows you to become a future source of news in the clean energy space. Here are some tips on how to craft an effective op-ed to get your message out.

Your op-ed should include an attention-grabbing headline. For example, "5 things you don't know about Biden's new clean energy plan..." or "The largest job gains aren't what you'd expect..." You will need to elaborate on your main point with facts and firsthand experiences; remember, you are writing as an expert. Typically op-eds end with a call to action—think about what this is as you craft your piece.

- 1. Identify the message you want to deliver.** Focus on delivering a clear message to explain the importance of your announcement and its significance to your business and customers. Tell the story of how this will benefit your community, region, and the country as a whole.
- 2. Determine your audience and write for them.** Some op-eds are for the general public, while others are for opinion makers (i.e., policymakers, community leaders, labor leaders, and media elites).
- 3. Research potential publications.** Choose a news outlet (national or local) that best fits your objective for the op-ed, and learn more about their style and guidelines. For example, find out the word limit and who will read it. The Hill is very different from USA Today, and the same goes for local and state outlets.
- 4. Use accessible and engaging language.** Usually you'll want to write in a conversational tone that draws readers in, so make sure your message comes across as friendly and informative. Think about how you would talk to your neighbor about the issue. Don't sound like a policy wonk that no one can understand.
- 5. Don't just rattle off facts.** Target information to the interests of your audience and keep your comments relevant to the topic. Use your expertise to simplify the content.
- 6. Keep it short.** Many local news outlets have limited space for op-eds, so keep your piece somewhere between 500 to 750 words. This will vary by publication. Keep in mind that a powerful message is concise.
- 7. Most op-eds start by explaining the status quo and go on to explain how a new idea or change will impact the future.**
- 8. Try to find an author who will get attention and has credibility on the issue your company wants to discuss.** Many times this will be your company's CEO.

Getting Your Op-Ed Published:

- When it comes to placement, timing is key. Finding a news hook for your op-ed will give outlets greater incentive to publish it.
- Think about the audience you want to reach with your argument and pick a publication that makes sense.
- Find out the submission guidelines. All publications will have guidelines that tell you the word limits and directions on how to submit.
- Don't be afraid to call the opinion page editor and inquire about the guidelines. A former U.S. Senator might be given more space than a lesser-known local professor.
- It's usually expected that an op-ed submission is exclusive to a single publication, as most outlets won't publish the same op-ed as multiple competing publications. Send your final op-ed to one media outlet. You might want to give them a deadline to respond so you can move onto another outlet.
- Be persistent and don't give up! Sometimes you will need to pitch your op-ed to multiple outlets before finding the right fit. Media outlets will only run so many op-eds on the same topic, so you'll want to check if they've recently run pieces on clean energy.

See template LTE [here](#). See a published op-ed [here](#).

Media Advisory and Pitch Notes

A media advisory is the main way to get the word out to the press about your event or announcement. Media advisories serve the purpose of notifying your press list about local events, announcements, and opportunities for interviews.

When writing an advisory, be brief, make it interesting, and sell the media on why they should be interested in covering your event. See example [here](#). Common elements of a media advisory include:

- 1. Who:** Provide details regarding the participants, relevant contact information, and organizations associated with the event.
- 2. What:** Provide a brief description of the event and its purpose.
- 3. Where and When:** Include the location and time of the event.
- 4. Why:** Explain why this event is important, newsworthy and/or relevant.
- 5. Visuals:** Mention any visuals, demonstrations or other materials that will accompany the event.
- 6. Additional Information:** Provide any other details that might be of special interest to the media.

How you send out a media advisory can be just as important as the advisory itself:

- It's a good idea to customize an advisory with a brief pitch note to select reporters. You can reference a reporter's recent relevant coverage.
- There might be instances where giving one or two trusted reporters an advance heads-up on an advisory makes sense.
- Try to give reporters at least one week's notice before the event to allow them to plan their coverage.
- Newsrooms are busy. It's OK to send out an advisory more than once to make sure it has greater visibility among your reporters.
- Send an advisory ahead of an event, giving media outlets enough time to plan for it. The timing of the advisory can vary depending on the event and media market, ranging from one week to 12 hours in advance.
- Send out a last-minute reminder. Resend your advisory one day before the event to serve as a final reminder for reporters and to catch those who may have missed your initial outreach.

See template [here](#).

Press Release How-To Guide

A press release is a brief document, usually no more than one page, that reports on an event that has been held or announces something newsworthy. Press releases are sent to media outlets and are often published on companies' websites for broader public awareness.

A press release should include the following information clearly and concisely. See example for an event [here](#).

- 1. **Headline:**** An attention-grabbing headline and informative title that summarizes the main point of the press release. You can also include a sub-headline that elaborates on the main point. You want someone to be able to understand the story based on the headline.
- 2. **Dateline:**** The city and state where the story is happening.
- 3. **Introduction:**** The first paragraph should briefly summarize the announcement you are making or the event that was held. Imagine that the reader can only scan one line to understand your company's news. Make it clear why the media and the public should care.
- 4. **Details:**** If you are highlighting an event, provide all pertinent information about the event, including who, what, when, where, why and how.
- 5. **Quote:**** Include a quote from at least one important figure related to the story, such as the CEO or a worker. An elected official quote or another community voice can provide additional

credibility. If showcasing an event, consider securing quotes from VIPs who weren't able to attend. Aim for 2-3 quotes max.

- 6. Contact Information:** Include the name, phone number and email address of a company contact person who can provide additional information.
- 7. Boilerplate Company Information:** At the bottom of the release, include a brief description of your company with a link to your website. You can reuse this language every time you send a release.

See press release template [here](#).

See sample release for news announcement [here](#).

Publishing your press releases:

- You will want to consider posting the press release on the company website and on social media.
- Consider paying for a newswire service, like Business Wire, for major announcements. It's a paid service to distribute your press release to a larger audience and drives new eyeballs to your company.

GOVERNMENT AFFAIRS

A sound government affairs plan is essential to reinforce your company's contributions to the local community. In doing so, you can promote policies that support the growth of clean energy and demonstrate the industry's positive impact in local communities. The public and elected officials need to know more about the clean energy industry in order to appreciate the successes of recent public investments.

Here are some examples of how your business can participate in public policy:

- Intervening in a regulatory or rulemaking action.
- Supporting a specific legislative action and its positive impacts.
- Showcasing success or an innovation that helps the public.

WHAT IS GOVERNMENT AFFAIRS?

Government affairs is the practice of influencing decisions made by government officials, agencies, and legislators. It can include lobbying elected officials, producing policy analysis (whitepapers), commenting on proposed agency actions, and communicating with agency officials and their staff members, among other activities. The goal of government affairs is to shape public policy in a way that positively impacts the organization or industry they represent.

Your company can engage a government affairs firm to handle this for you or use in-house public policy and government affairs staff. It might also be valuable to engage with one or more trade associations that represent your industry and can share up-to-date information on government actions. It is also a good practice to discuss any planned policymaker engagements with your company's legal counsel ahead of time.

A sound government affairs strategy should accomplish the following:

1. Build relationships with government officials and policymakers. This includes local, state, and federal officials.
2. Cultivate relationships with community leaders and organizations to educate them about the benefits of clean energy and gain their support. This can include churches, schools, unions, and nonprofits.
3. Increase your visibility and credibility with partners and investors by understanding policy opportunities and risks that can impact your company.
4. Organize events, such as site visits, clean energy job fairs, and workshops, that educate the public and build support for clean energy initiatives that benefit your business.
5. Coordinate with stakeholders to demonstrate broad-based support for clean energy and amplify support for good policies that benefit clean energy.
6. Provide evidence of the economic and environmental benefits of your company. Consider whitepapers, economic impact studies, speaking with industry trade publications, etc.
7. Demonstrate public support in favor of your company, including communications with government officials, media, and organizations that support clean energy.

Templates for [Draft One Pager](#) and [Draft Fact Sheet / Media Kit](#).

CREATING COMPELLING DIGITAL CONTENT

Digital content is a key part of strategic communications. It will allow you to share your story and build a narrative around your company. Digital communications must be integrated into your overall plan because many times it is the first impression the public will have of your organization. It has the power to target key decision makers and members of the media who will have an impact on the reputation of your company. Social media and digital content must be considered for all external communications.

Digital Checklist for Announcement

- An official announcement post for each platform
 - » Twitter
 - » Facebook
 - » LinkedIn
 - » Instagram - Graphic asset and text
- At least one graphic asset about the announcement
- Social toolkit for partners and collaborators
- Livestream for event

Tips for Your Company's Social

- **Think about your audience:** Depending on how you've built out your social platforms, your followers may be more interested in a specific topic or angle to your announcement. Tailoring your language to your followers' interests will help posts get more engagement. Here are some things to consider:
 - » Does your audience skew older or younger? National or local? Technical or not?
 - » Do reporters or opinion leaders with large followings interact with your content? What kinds of information do they regularly engage with?
- **Highlight your best information first:** Unlike a press release or a news conference, social platforms are limited by the attention span of your audience. Choose the very best topline bits of information to include in your announcement posts, such as the total dollar amount invested or the total number of jobs created.
- **Include an asset:** Generally speaking, posts with an attached graphic, photo, or interesting link can be more likely to catch the attention of your audience. So, be sure to include a graphic with your announcement post and ensure the press release on your website has an engaging meta description and image attached.

Sample Social for a Generic Announcement

- BREAKING: @MillerSolar is announcing a \$2.1 million investment in Normalville, IL— supporting 2,000 new jobs and creating 2 gigawatts of clean electricity.

Our clean energy future is here and we're building it in America ⚡
» [Add link to Press Release]

- NEW: At @MillerSolar, we're committed to building the future in America.

That's why today, we're announcing a \$2.1 million expansion to bring more jobs and more clean energy to Illinois.
» [Add Graphic]

- Today, @MillerSolar is announcing a new investment in the future of Illinois:

🏭 A new \$2.1 million factory
⚡ 2 gigawatts of clean electricity
👷 2,000 jobs
» Add link to Press Release]

Effective Examples:

- Freedom Solar: <https://twitter.com/FreedomSolarPwr/status/1611438606614204433>
- Dimensional Energy: https://www.linkedin.com/posts/dimensional-energy_new-tucson-factory-may-help-solve-climate-activity-7009279857792602112-CxLw



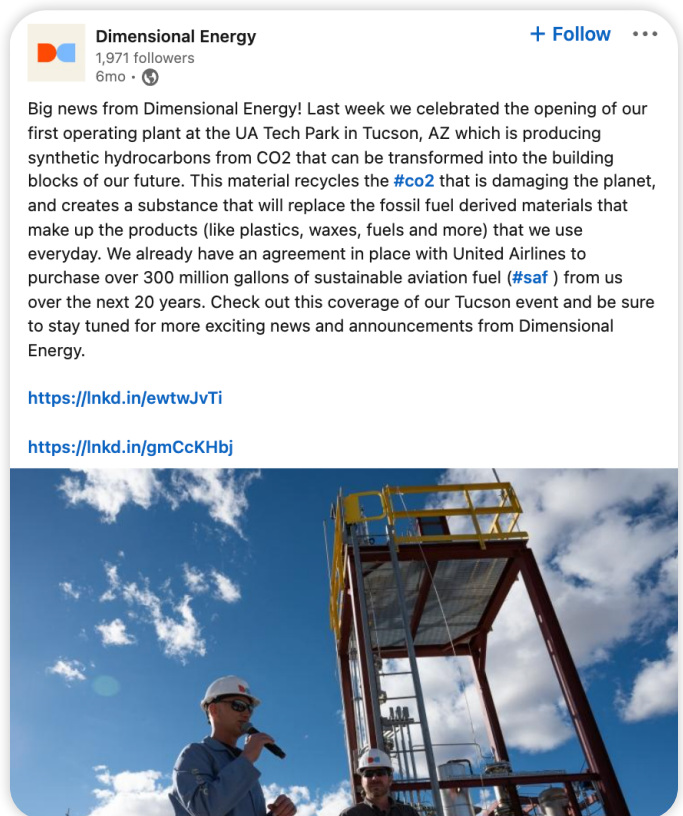
Freedom Solar
@FreedomSolarPwr

#FreedomSolar has recently landed boots on the ground in #NorthCarolina!

Check out our hard-working Raleigh team installing our trusted #SunPower panels on residential property.

freedomsolarpower.com/blog/a-new-sol...

#GoSolar #ClimateAction



Dimensional Energy
1,971 followers
6mo · 🌐

+ Follow ...

Big news from Dimensional Energy! Last week we celebrated the opening of our first operating plant at the UA Tech Park in Tucson, AZ which is producing synthetic hydrocarbons from CO2 that can be transformed into the building blocks of our future. This material recycles the #co2 that is damaging the planet, and creates a substance that will replace the fossil fuel derived materials that make up the products (like plastics, waxes, fuels and more) that we use everyday. We already have an agreement in place with United Airlines to purchase over 300 million gallons of sustainable aviation fuel (#saf) from us over the next 20 years. Check out this coverage of our Tucson event and be sure to stay tuned for more exciting news and announcements from Dimensional Energy.

<https://lnkd.in/ewtwJvTi>

<https://lnkd.in/gmCcKHbj>

- Qcells: https://twitter.com/Qcells_NA/status/1618296551327268865

Tips for Your Graphic/Photo Assets

- **Keep your copy simple:** Graphics are meant to be eye-catching and too much copy can weigh down the graphic elements. Do not have more than 20 words on your graphic.
- **Incorporate visual elements related to your announcement:** Images of workers, solar panels, or manufacturing machinery will help prime your audience for what they're about to read.
- **Vary text sizing:** Readers are drawn to the largest text so make sure that you make the most important piece of the announcement the largest. For example, a graphic that reads "MillerSolar announces the creation of 2,000 new jobs in Savannah, GA" should make the phrase "2,000 new jobs" the largest text on the graphic.
- **Consider catchy words:** Adding words like breaking, announcement, or new can all help add urgency to a graphic.
- **Include your logo:** Especially if you expect partners to repost your graphic, be sure to have your brand represented on it.

Effective Examples:

- Qcells: https://twitter.com/Qcells_NA/status/1618296551327268865
- Ford Motors: <https://twitter.com/jimfarley98/status/1625204953525456903>



Do's and Don'ts

- DO engage partners, policymakers, influencers, and friendly local celebrities before the announcement and ask them to lift the announcement on social after it is posted.
- DO ask that your senior staff and other employees repost your company's social posts.
- DO tag your company in all outbound social.
- DO retweet, repost, or engage other accounts talking positively about your announcement.
- DO use emojis and other tools native to platforms. This helps boost your content for the algorithm.
- DON'T tweet or post on LinkedIn only once about the announcement. Make sure it becomes a regular topic of your outbound social.
- DON'T engage with trolls or naysayers on the company platform. Lifting up negative coverage, even to fact-check it, will typically do more harm than good.

Tips for Creating a Social Toolkit

- **Engage beforehand:** Aside from your own social posts, the most important piece of a digital rollout is the partner and policymaker engagement you do beforehand. To this end, creating a toolkit is a good way to ensure these partners have all the information they need in one place.
- **Keep it simple:** You don't need to include every bit of information on the announcement or the project, just what will be helpful for partners when they are drafting their own social.
- **Give options:** You should include sample posts that link back to your announcement tweet, your graphics, your press release, positive press coverage, and any other assets your partners may want to link.

Social Toolkit Template:

- You can make a copy of this [sample toolkit](#) to get started. Simply replace the italicized text with your company information.

Tips for Setting up a Livestream

If you are doing a press conference or announcement event, it can be helpful to also set up a livestream on your social accounts. You can learn how to set up a livestream on [Facebook here](#), on [YouTube here](#), on [Instagram here](#), and via third-party on [LinkedIn here](#).

- **Create a Facebook Event:** One way to hype up your announcement event is to create a [Facebook event](#) on your page. You can use this to track RSVPs and answer real-time questions from consumers.
- **Add Engaging Information:** To optimize engagement, be sure to create a graphic about the event, set the graphic as the cover photo of your event, and draft a clear description.
- **Frame the Event:** Decide where the camera for the livestream will be. You should test this camera's frame and audio BEFORE you begin the livestream.

How To Capture Content

Video is a powerful medium for storytelling. Creating the opportunity for your community, partners, and the media to see your company and workforce in action can help create deeper engagement with and understanding of the work you do and its impact.

You may want to consider hiring a professional photographer or videographer for your event. This will allow you to have footage that you can share with press and other interested parties. In addition, you can potentially dedicate time to capturing evergreen footage—content that will always be relevant in the future and provide a window into your manufacturing or installation process and introduce your workers (including their testimonials) to new audiences.

There are plenty of tasks your company is doing that are worth capturing on film for the media and public to see. For example: How is your product made? What does the new factory look like? What does the assembly line look like? How do you test the final product?

The more video content you capture the better.

CASE STUDY

Below is a real-world example from Dimensional Energy that will feel familiar to many of you reading this and was designed and executed in partnership with Climate Power, Elemental Excelerator and Clean Energy for America

Dimensional Energy was preparing to make a major announcement in Tucson, AZ, highlighting new developments in its manufacturing process—its innovative product is a gamechanger for sustainable aviation fuel. Elemental Excelerator, which invested in Dimensional Energy in 2021 as part of its 10th cohort, was in conversations with the company about the upcoming announcement. Through coaching with Elemental's Policy Lab, the opportunity arose to identify and elevate this moment to drive key goals including:

- Advancing business development, policy and other important scale goals for the company and its technology, including a spotlight on key commercial partnerships with United Airlines Ventures.
- Showcasing to policymakers and community stakeholders how Dimensional's technology and major corporate partners are bringing climate solutions to the local Tucson area and having local legislators share support in a public setting.
- Deepening the conversation and ensuring coverage in press outlets about how climate tech is spurring job creation, economic development and just transition opportunities.

Elemental brought in the communications, storytelling and advocacy expertise in Climate Power and Clean Energy for America to complement and boost the company's capacity and resources for the event, and a collaboration was born to bring this moment to a new caliber. By following the tactics and strategies outlined in this document, the company was able to put on a successful and highly effective event that yielded positive media coverage simply by sharing its unique story.

The event engaged local, state and federal officials and set the groundwork for future events and opportunities to tell the story of the exciting new technology and the impact it will have on the local community and the state of Arizona.

Centered on a tour and demonstration of the technology, the event was a resounding success because it combined government affairs with a sound public relations strategy. It also opened the door for follow up by stoking interest in the next steps of the project.

THE EVENT

Dimensional Energy staged an all-day, invitation-only event consisting of private meetings, public remarks, a site tour and networking breaks. Invitees included 60 reporters; federal, state and local lawmakers and staff; investors; corporate partners like United Airlines Ventures, and other valued partners such as the University of Arizona Tech Park in Tucson. The event took approximately two months to plan, requiring several hours each week of dedicated time across several Dimensional and partner staff. The event also required approximately one to two full-time employees to execute in the final two weeks.

In addition to dedicating the support of an operations manager and other senior team members' time, Dimensional recruited an outside media consultant and worked closely with the aforementioned partner organizations. These partners shared the company's mission to create a more prosperous climate future and provided their experience in storytelling, communications and policy to support the event, from helping with event planning, to talking points and press release creation to outreach to governmental officials and media outlets.

A challenge arose with President Biden in Arizona on the same day, hosting an event in Phoenix while this event had long been planned in Tucson. Dimensional leaned in with its partners to get remarks and quotes from key federal policymakers, such as Arizona U.S. Senators Mark Kelly and Kyrsten Sinema, as well as engaging local advocates that assisted in securing media coverage while backing support for the project.

AGENDA

- Morning-early afternoon: Welcome gathering and networking with food and beverage
- 1:30–2:15 p.m.: Public presser (livestream available) with remarks from Dimensional Energy CEO, United Airlines Ventures President and DOE ARPA-e official
- 2:15–3 p.m.: Site tour (open to press)
- 3–4 p.m.: Networking on-site
- 5 p.m.: Small dinner reception

The mainly outdoor event was held in Arizona in December, when the weather is typically the most mild and cooperative. Dimensional team members prepped and set up the site in the morning with an eye toward what would make for impactful press footage. This included making the company's branding visible throughout the site and on equipment and moving equipment as possible so that it would be accessible for photographs and the site tour. During the tour of the facility, Dimensional team members described what was going to happen before it happened, and each step of the tour included supplemental written and visual resources to further explain the process of converting CO₂ to fuel in simple terms accessible to a variety of stakeholders. The tour also had samples of the product (the zero-emissions wax crude) in glass vials for participants to visually see and interact with the company's product.

Together, these aspects helped ensure the media, stakeholders and policymakers in attendance had the clearest and best possible understanding of the technology, its climate impact and its value to the community.

THE PITCH

The News: A company new to Tucson is making jet fuel out of thin air, bringing jobs and reducing air pollution. Journalists face so many demands from their editors and producers for new content. But this was a compelling and relatively straightforward story to tell.

Execution: Dimensional Energy principals made themselves available during and after the event. CEO Jason Salfi was easy to talk to, patient with reporters and showed authenticity. The Dimensional team answered follow-up questions quickly and provided a livestream link, photos and resources to reporters and news outlets from Phoenix who couldn't attend the event in

person. They also leveraged a videographer to capture footage featuring the event, testimonials with workers, investors and partners, and the production facility that could be used in the future by the company and partners to do additional storytelling.

THE RESULTS

New Tucson factory may help solve climate crisis by creating jet fuel from CO2

Startup in Tucson working to recycle CO2 into fuel

Grass for gas? Researchers, businesses weigh options for sustainable aviation fuel

Dimensional Energy plans hiring after sustainable fuel company opens Arizona facility

sustainable aviation fuel <https://www.azcentral.com/story/news/local/arizona-environment/2023/01/11/how-sustainable-aviation-fuel-could-help-address-climate-change/69786788007/>

- **Arizona Daily Star: This startup is making jet fuel from air and sunshine in Tucson** https://tucson.com/news/local/startup-in-tucson-working-to-recycle-co2-into-fuel/video_bc890ae9-6151-53a0-a52e-a37da1d49625.html
» **Video: Startup in Tucson working to recycle CO2 into fuel** https://tucson.com/news/local/startup-in-tucson-working-to-recycle-co2-into-fuel/video_bc890ae9-6151-53a0-a52e-a37da1d49625.html
- **Tucson Sentinel: New Tucson factory may help solve climate crisis by creating jet fuel from CO2** https://www.tucson sentinel.com/local/report/120722_dimensional_energy/new-tucson-factory-may-help-solve-climate-crisis-by-creating-jet-fuel-from-co2/
- **Phoenix Business Journal: Dimensional Energy plans hiring after sustainable fuel company opens Arizona facility** <https://www.bizjournals.com/phoenix/inno/stories/news/2022/12/07/dimensional-energy-tucson-facility-opens.html>
- **KGUN ABC Good Morning Tucson:** https://youtu.be/wrG3_gZ5Yuo
- **KVOA NBC:** <https://youtu.be/5ZY3yBQjhXY>
- **KGUN ABC Evening News:** <https://youtu.be/FQliR-d2mpl>

POST EVENT OUTCOMES & RESULTS

The media attention following this event has helped Dimensional Energy gain more credibility in the sustainable aviation fuel sector and increased its brand identity and public awareness of the groundbreaking technology. It created overwhelming interest from the community and secured more commitments from local, state and federal officials to tour the facility. The announcement and associated event became a strong building block for future coverage and deepening relationships with the the media, stakeholders and local community, which will be especially important as the company looks to expand its footprint in Arizona and bring similar production facilities, and the jobs and benefits they will create, to other states and communities across the U.S.

SUSTAINING ENGAGEMENT

No successful communications plan can stop after one major press event or a single announcement. In reality, all strategic communications plans find ways both large and small to stay relevant and keep the public engaged. The goal is to keep a steady drumbeat of positive news flowing to your targeted audiences.

Many of the day-to-day operations of your company are newsworthy and interesting to the media. It's critical to capitalize on things you are already doing.

Suggestions and Ideas:

1. Press releases on project updates and job announcements.
2. Monthly email newsletters.
3. Thought leadership/op-eds.
4. Tours with elected officials.
5. Announcements of internship opportunities with local schools.
6. Highlighting sponsorships in the community.

APPENDIX & TEMPLATES

1. [Template One Pager](#)
2. [Template Preliminary Communication](#)
3. [Template Save the Date](#)
4. [Template Advisory](#)
5. [Draft Press Release](#)
6. [Draft Fact Sheet / Media Kit](#)
7. [Draft LTE](#)
8. [Draft Q & A](#)
9. [Draft Remarks](#)
10. [Draft Talking Points for Surrogates](#)
11. [Sample Social Media Toolkit](#)
12. [Draft Announcement Follow-Up](#)
13. [Press Event Planning Checklist](#)