

MEMORANDUM

To: Clean Energy Business Leaders

From: Clean Energy for America, Climate Power and Elemental Excelsior

Date: September 26, 2023

Re: Strategic Communications Guidebook in Practice: Looming Government Shutdown

We are at a critical moment for federal investments in clean energy. The federal government is on the verge of a shutdown unless a funding bill is successfully passed by this Saturday, September 30. The Republican-controlled House and the Democratic-led Senate are proposing starkly contrasting approaches to funding federal agencies in both the immediate and long term. Moreover, hardline House Republicans are advocating for several far-right provisions that have zero chance of passing the Senate or being agreed upon by the White House.

The threat of shutdown is real because House Republicans view routine government funding bills as an opportunity to use their leverage to make deep cuts, shape federal policy, and grab headlines. They have indicated they want to use this power to make significant cuts to the Inflation Reduction Act (IRA) and roll back federal investments in clean energy.

We need to show the potential real-world impacts of cutting the IRA and rolling back clean energy investments. Local and national media outlets are always hungry for these real-world examples. In this case, there will be interest in stories about what cuts to the IRA would mean for clean energy companies and their employees. The looming shutdown demonstrates the urgent need for leaders like you to tell your unique story and demonstrate how any repeal of federal investments will slow the progress YOU are making, hurt your community, and hamper advancements in technology.

Congress needs to hear from clean energy companies that cuts to the IRA will deeply harm the American economy and local communities across the country. The [Clean Energy Business Strategic Communications Guidebook](#) provides resources to help clean energy companies generate media coverage around this key moment.

You can use this moment throughout the month of September, and possibly through the end of the year depending on what happens with the shutdown fight. You can communicate your company story to the public as well as to investors, potential employees, elected officials and local stakeholders while simultaneously issuing a warning against cuts to clean energy.

What You Can Do

Contact your U.S. Representative: Pick up the phone or email your local Congressperson to let them know what the IRA (and clean energy investments) means for your company and why it can't be on the table during the shutdown negotiations. Your voice carries great weight with your elected officials.

Find your member of Congress [here](#).

Key Points:

- Let them know you are a local business leader in their district.
- Make it clear how federal investments in clean energy are helping/have the potential to help your company grow.
- Highlight your success stories, important milestones and company wins.
- Stress the negative impacts for your company and the community if federal funding is cut off.
- Ask for the staff member responsible for clean energy so you can follow up.
- Offer to take your member of Congress on a tour of your operation.
- Request an in-person meeting.

Offer a Tour or Meeting: Invite the media, local, state and federal officials, and community allies to tour your facility and learn more about your company. Reporters are searching for visuals to help tell the story of what the passage of the Inflation Reduction Act means in communities across the country.

Example: Dimensional Energy, located in Tucson, AZ, hosted a demonstration of its technology and a tour of its facility. The event engaged local, state and federal officials and laid the groundwork for future 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. The event was a success because it combined government affairs with a sound public relations strategy. See coverage [here](#).

Example: ABB E-mobility, located in West Columbia, SC, hosted U.S. Energy Secretary Jennifer Granholm and Congressman Jim Clyburn (SC-6), to showcase the work being done on its assembly line to deploy its chargers across the country. See coverage [here](#).

Example: ESS, Inc., located in Wilsonville, Oregon hosted a tour of its new production line with Senator Ron Wyden and the Department of Energy to highlight clean energy manufacturing on the one-year anniversary of the Inflation Reduction Act. See coverage [here](#) and a video of the event [here](#).

Publish an Op-Ed or Letter to the Editor, or Do an Interview: This is the most effective way to get your message out to the public AND will be noticed by elected officials. It's an excellent way to highlight your business while also putting pressure on Congress to do the right thing.

Key Points:

- Explain to readers how federal investments in clean energy are helping your company and the jobs that are being created.
- Tell readers about the negative consequences to your company and the community if federal funding is cut off.
- End with a call to action that tells Congress to avoid a shutdown and protect the IRA.

Example: The CEO of CZAR Power in Ohio had some very strong words about the brewing shutdown on Capitol Hill during a [media roundtable](#). "This is the only city in the United States where any of this is controversial. Zero normal people in America [think this is controversial], this is a political thing... There's no reason to talk about politics here. We're talking about families, we're talking about communities, we're talking about onshoring manufacturing again in this country. These things are not controversial, at all."

Example: [Letter to the editor](#) from Navajo Power founder and partner, Clara Pratte about the impact of the Inflation Reduction Act in Arizona. Using the tie-in of a recent visit by the President, she highlighted how clean energy (and the work her company is doing) helps Arizona families.

If you need help drafting or placing an op-ed or LTE, please send an email to:

Business@ClimatePower.us. See [page 24](#) of the guidebook for more information on how to write an op-ed.

Create One-pager or Media Kit: Create a simple document that you can share with your members of Congress, local officials and local media that provides highlights about your company and shows the impact of federal investments. This is a great way to give public officials a quick overview of your work. You likely have something like this already prepared for investors and partners; you should consider paring it down for elected officials and the media.

Templates: [Sample One Pager](#) and [Sample Media Kit](#).