

Weatherization Programs:

Communicating the real value of
our services & benefits to
targeted audiences

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Energy OutWest 2008
Scottsdale, Arizona

Players

State Agencies
Community Action Director Organizations
Program Manager Associations
Training/Certification Organizations
Energy Program Advocates
Advisory bodies
STAFF

Audience

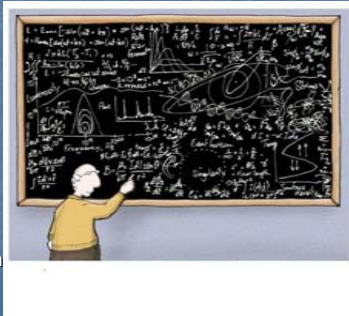
- Legislature (Federal and State)
- Community leadership
- General Public
- Program recipients
- Board of Directors
- Advocates
- Opponents
- Federal Regulators
- Public and Private Utilities
- Sub-grantees
- Grantors
- Governors Office
- Tribes
- Vendors/Contractors
- Vendor/Contractor Associations

Make your information specific to the audience

- Motivation
- Needs
- Interests
- Concerns
- Fears

Convey the value and the benefits

- Energy Benefits
- Household
- Economic
- Environmental
- Utility
- Preservation of housing
- Societal health costs (asthma*)
- Related academic achievement to children



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- Motivation
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- Interests

Educational Process

- Better understanding
- Appreciation for the other benefits
- Transparency
- Transparency
- Transparency

Sound Bites

- Keep it simple
- Executive summaries

“Are you meeting the audiences interpretation of the data?”

