



## “Getting the Word Out About Your Program”

*Using Today’s Public Information Tools and the WAPTAC Website*

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## Weatherization Assistance Program Public Information Campaign



*Primary Objective: To implement a coordinated effort to create or raise awareness of the Weatherization Assistance Program comprised of multiple components that work together to communicate a clear message about our work and our success.*

## Why Engage in Public Information?



- Our agencies deserve recognition
- Inform policymakers and stakeholders
- Keep program funding intact
- Build morale across the network
- Increased solidarity
- Greater networking and leveraging opportunities
- Strengthened relationships with elected officials

## Basic Components of a WAP Public Information Campaign

Site Demonstrations	Online Communications	Displays/Energy Fairs
	Press Releases	Community Events
Visits to Officials and Stakeholders		Gubernatorial Proclamations

**The Message: *Weatherization Works!***

## Where to Begin...


- Empathize a positive outcome of the program
  - Energy Savings (particularly in peak season)
  - Improved Quality of Life for Family
  - Innovative Practice that Pays Off
- Thank-you letters and photos
  - Be sure to get permission and a release signed first
  - It’s best not to use full names, numbers, or addresses
- Outside Recognition
  - Awards
  - Studies
  - Reports

## Host a Site Demonstration...

- Showcase the benefits of the WAP
- Focus on those we serve
- Leave strong emotional impact

The usual response:

- “I didn’t know you did all this!”
- “How can I get this done on my home?”



## Plan a Legislative Visit...

- Mayors
- County Commissioners
- State Representatives
- State Senators
- Members of Congress
- Governors



## Celebrate October's Energy Awareness Month October 30th is Weatherization Day

- Policymakers respond to "days"
  - allows meaningful time with community
  - draws attention to specific issue
  - creates policy window
- Best coverage for least effort
  - opportunity to launch coordinated effort
  - offers theme for press



## Traditional vs. New Media Coverage

- Television → **Web Video**  
<http://www.waptac.org/sp.asp?id=1831>
- Newspapers and Newsrooms → **Citizen Journalism & Social Bookmarking**  
<http://www.newsvine.com>
- Magazines & Editorials → **Blogs**  
<http://www.treehugger.com>  
<http://wxprogram.blogspot.com>  
<http://blogsearch.google.com/?tab=wb>

### Distribution and Archives...

- <http://www.prfree.com>
- <http://news.google.com/nwshp?tab=wn>

## Tell Your Story with Digital Video Footage

"Plug and Play"  
Camecorder



- <http://www.theflip.com/>
- <http://www.mysmallwonder.com/>

## Your Public Information Resources

Public Information Campaign Manual    Site Visit Demonstration Kit

Templates, Samples, and Guides for:

- Developing press releases & editorials
- Designing public service announcements
- Weatherization Day 101
- How to gain access to the Media

Specifically focuses on how to plan and implement a demonstration & includes:

- CD with footage of a sample demo
- Suggestions on laying the groundwork
- Criteria for site & guest selection
- Press kit and other material templates

## Your Weatherization Day Resources

### Weatherization Day Planning Kit

Focuses on how to focus PIC activities around October's Energy Month and Weatherization Day & includes:

- Start-to-finish walkthrough
- How to get your story in ink
- Getting your Governor or State Legislature to issue a proclamation
- How to gain access to the Media
- Advice on what to include in a press kit
- Promoting Weatherization Day through the World Wide Web

## Your New Media Resources

### Weatherization on the World Wide Web

Templates, Samples, and Guides for:

- Expanding the WAP Public Information Campaign through the New Media
- Finding the right medium for your message
- Using and creating blogs, message boards, websites, and video sharing resources
- Recording digital video (a layman's guide)
- Applying new technologies to best practices
- Understanding New Media technical terms



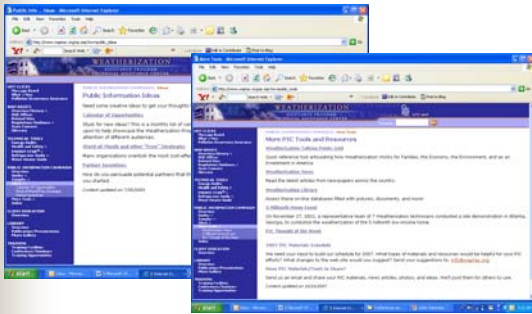
## The Weatherization Assistance Program Technical Assistance Center - WAPTAC



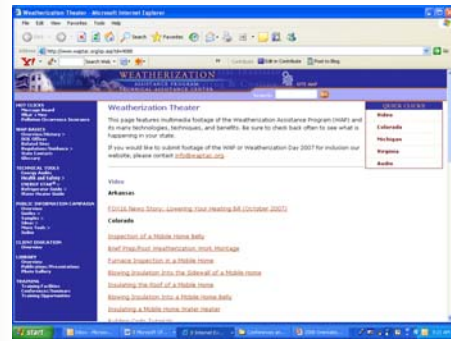
<http://www.waptac.org>

Your "one stop shop" for...

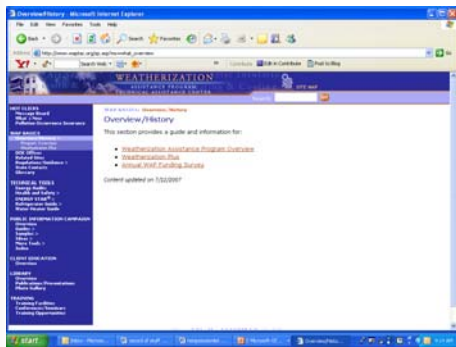
## Public Information Campaign



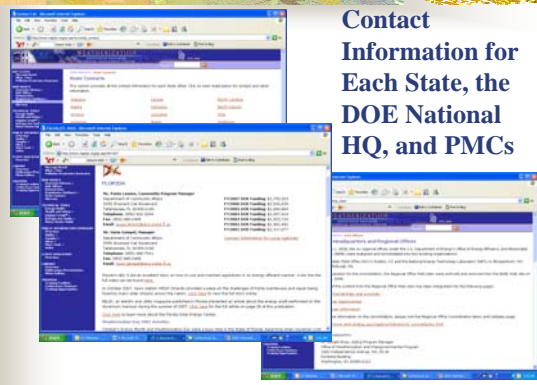
## Weatherization Theater

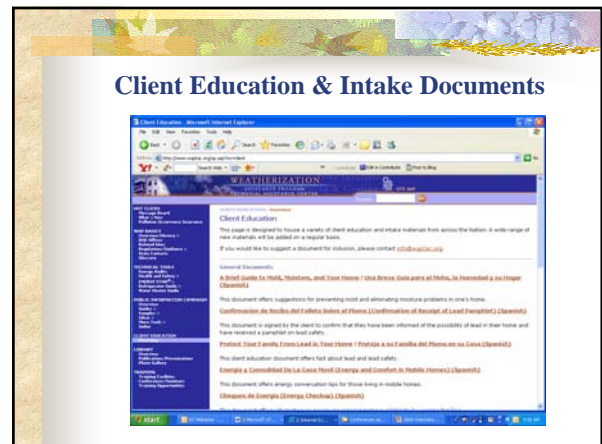
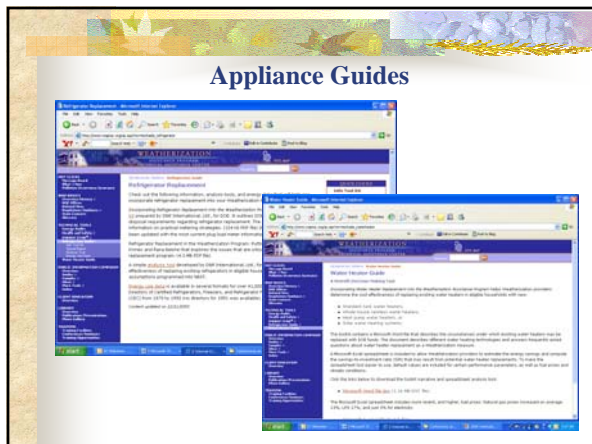
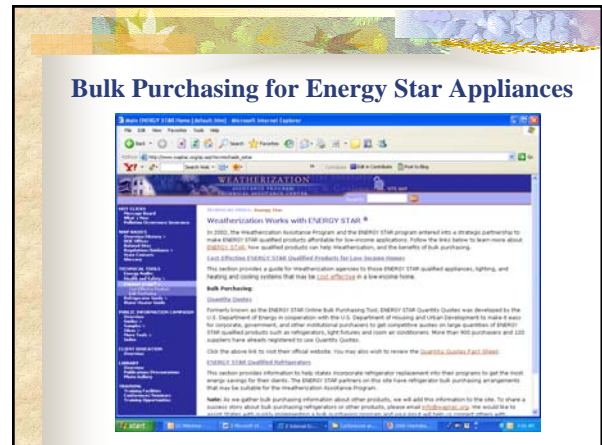
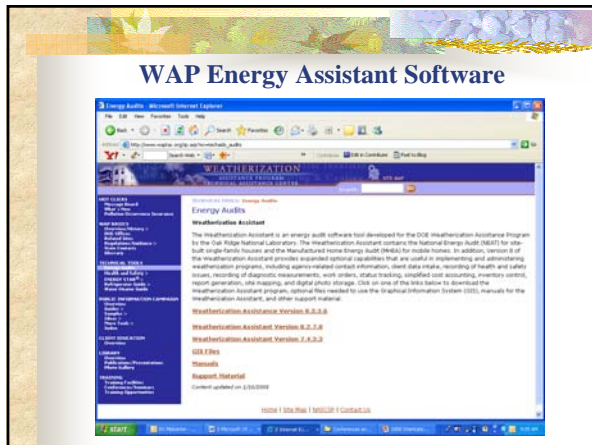
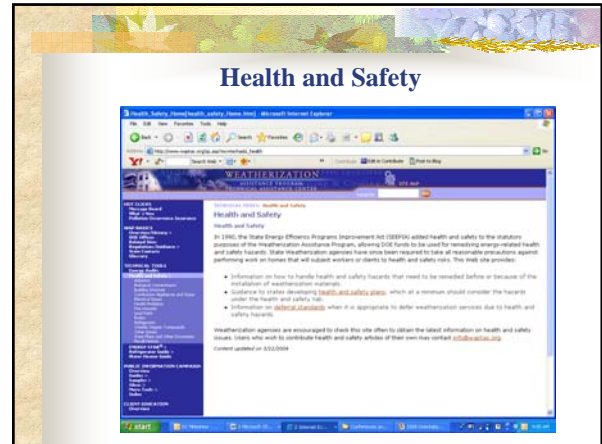
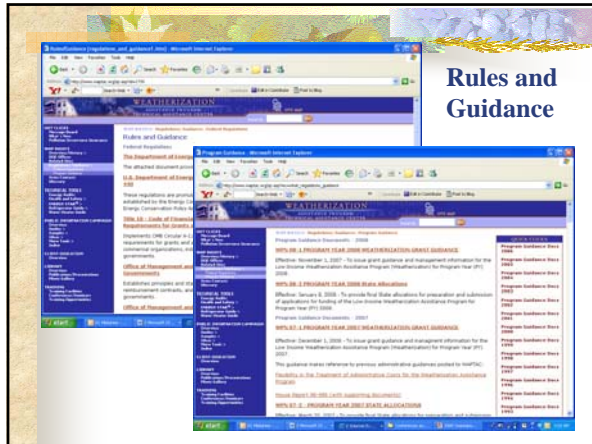


## Program History



## Contact Information for Each State, the DOE National HQ, and PMCs





## Comprehensive Document Library and Photo Gallery

## Training Facilities

## Pollution Occurrence Insurance Information

## WAPTAC Message Board

## System for Identifying New Technologies and Techniques

<http://www.wapsirtt.org>

## What is SIRT?


**Purpose:**

Discovery of New and Innovative Methods and Technologies for the WAP Distribution of Weatherization Advancements Throughout Network

- Share New Ideas
- Introduce New Products
- Reveal New Technologies;
- and Techniques

**Resource for:**

Weatherization Practitioners  
Material Suppliers  
Equipment Manufacturers



**Features**

Virtual Library of Innovation and Technology

- Program Information
- Technical Field Guides
- Templates
- Protocol Advancements
- Best Practices

### Navigating the Site...

<http://www.wapsirtt.org>



- Area for program updates
- Latest WAP- related news from multiple sources
- Contact NASCSP (same as "contact us")
- Keyword search of all materials
- Database of submitted technologies & key documents
- For discussion/sharing of best practices & other data
- Area for submitting application for inclusion of technology/technique

### Online Submissions



To submit data, you must first register and login to wapsirtt.org

**Three-Part Application**

- Each section can be submitted independently
- Materials sent to review board

Name, affiliation, etc.

Energy saved, cost-effectiveness, other benefits

Nature of technology, experience, etc.

### For More Information Contact:

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