

IX.4 Increasing H2IQ: A Public Information Program

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Start Date: January 2006
Projected End Date: Project continuation and
direction determined annually by DOE

- **Milestone 11:** Develop set of introductory materials suitable for a non-technical audience. (4Q, 2006)
- **Milestone 12:** Launch “Increase Your H2IQ” Public Information Program. (4Q, 2007)

Accomplishments

- Completed media strategy and messaging plan.
- Completed media market research.
- Completed writing and producing dual-message audio spots for radio and other distribution.
- Wrote and produced series of podcasts.



Introduction

This project is a communication program created to increase public awareness about hydrogen and fuel cell technologies and the DOE Hydrogen Program. It is composed of a phased communications and outreach effort using a mix of tactics, including print, radio, television and new media.

The program is phased to allow for greater choice of media and costs. Media tactics can be implemented either concurrently for immediate impact, consecutively to build awareness over time, or separately for budget consciousness. Implementation is based on timing, location or internally (DOE) generated events. Messaging is developed to introduce hydrogen and fuel cell technologies. All elements (messages, message delivery tactics) are developed with the general public in mind. Positive, simple, resonant messaging is the order of the day.

Approach

The overall approach is to coordinate closely with the Technology Validation key activities and focus initially on locations where hydrogen and fuel cells demonstrations are planned for the near future or are ongoing. The primary target audience is the general public. The intent is to use simple messaging only—bites, not meals, of information—that is positive, has consistency of brand and message and is channeled using multiple media. The approach is to use print, radio, television, satellite media and new media tactics to reach our audience. The goal is to tie-in with DOE program educational targets and diffuse DOE educational materials by leveraging various delivery mechanisms.

Objectives

- Develop and disseminate resonant messaging oriented to the general public.
- Support the DOE brand.
- Build recognition of hydrogen and government efforts to advance the development and use of hydrogen and fuel cell technologies.

Technical Barriers

This project addresses the following technical barriers from the Education section of the Hydrogen, Fuel Cells and Infrastructure Technologies Program Multi-Year Research, Development and Demonstration Plan:

- (A) Lack of Readily Available, Objective, and Technically Accurate Information
- (B) Mixed Messages
- (C) Disconnect Between Hydrogen Information and Dissemination Networks

Contribution to Achievement of DOE Education Milestones

This project will contribute to achievement of the following milestones from the Education section of the Hydrogen, Fuel Cells and Infrastructure Technologies Program Multi-Year Research, Development and Demonstration Plan:

Results

Deliverable results include production of two audio spots of 60-second length, seven podcast audio files, and research of radio markets.

Conclusions and Future Directions

For FY 2007, the future work includes continuing to build relationships with potential industry and government partners, including for the purposes of radio outreach and the distribution of radio spots. Additionally in 2007, we will distribute podcasts within the DOE/EERE network, as well as externally to general market distribution (iTunes, etc.). Upon completion, we will measure public response, including web traffic and use of the “information toolbox.” This includes web page usage (hits and time spent) and documented and audio file downloads, as well as information center requests.

For FY 2008, the intent is to expand the program to include additional phases and markets, develop and produce a vidcast, expand the podcasts series, produce additional radio spots, broaden distribution of existing spots, and also consider implementation of print media outreach.