

Increasing “H2IQ”: A Public Information Program

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Overview

Timeline

- Project start date: January 2006
- Project end date: Ongoing

Budget

- FY06 DOE Hydrogen Program funding: \$75K
- Initial seed money for project planning provided by DOE EERE Office of Technology Advancement and Outreach

Barriers addressed

- (Barrier A) Lack of Awareness
- (Barrier C) Institutional Barriers and Access to Audiences

Partners

Currently negotiating with potential state and industry partners

Overview, continued

A Public Information Program Using Strategic Messaging and Media

- A phased communications and outreach effort using a mix of tactics
 - print, radio, television and new media
 - 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 based on timing, location or internally generated events
- Messaging developed to introduce the concept of a hydrogen economy and hydrogen technologies

Objectives

- Develop and disseminate resonant messaging that communicates to the general public basic facts about –
 - Hydrogen as a fuel/form of energy
 - The coming hydrogen economy
 - The DOE Hydrogen Program and Hydrogen Fuel Initiative
- Generate interest and increase public requests for more information
- Give the Hydrogen Program a communications mechanism with a flexible framework for reasons of timing and budget
 - Support the DOE brand
 - Help position the Program and Initiative in the mind of the public
 - Build recognition of hydrogen and government efforts to build the hydrogen economy
- Make the most of DOE resources and provide a gauge of success

Overall Approach

- Coordinate closely with Technology Validation key activity – focus initially on Hydrogen Learning Demonstration project areas/locations
- Primary target audience is the general public
 - Simple messaging only - bites, not meals, of information
 - Positive messaging only
 - Consistency of brand and message
 - Multiple media
- Tie-in with DOE program educational targets
- Educational material fulfillment

Implementational Approach

Phase 1: Print

Provide print stories (press releases, fact sheets, and story ideas) to publications

- Contact print publications in selected markets
- Work with editors and journalists to craft articles and run press releases

Phase 2: Radio

Create radio spots for target markets (local/regional/national); paid and unpaid runs

Phase 3: Television

Develop and produce video news release – contact TV stations, pitch story ideas and provide interview opportunities for DOE, provide targeted B-Roll footage.

Phase 4: Satellite Media Tours

- Produce Radio Media Tour
- Produce TV Media Tour

Phase 5: New Media

Approach, continued: The Communications Blueprint

Communications Objective: Communicate basic facts about hydrogen/hydrogen economy, the DOE Program, and Hydrogen Fuel Initiative; increase awareness of activity, dispel myths, inform roundly, generate interest, increase information requests.

Target Profile: General market adult (25-54) consumers and general media

The “What’s In It For Me”/ “So What” Factor:

Hydrogen fuel cell technologies will mean energy independence for my country and a cleaner environment for me and my family

Think Now

Target’s Current Mindset:

- I am unfamiliar with hydrogen as a form of energy
- I am unfamiliar with hydrogen terms, “hydrogen economy”, etc.
- I think hydrogen is dangerous
- I am unaware of the DOE Hydrogen Program and the Hydrogen Fuel Initiative

Differentiating Propositions

- DOE is working to make the hydrogen economy a reality
- Hydrogen is a clean fuel & fuel cells convert hydrogen into electricity
- Hydrogen can be produced from diverse resources (plant/fossil/water)
- Using hydrogen reduces dependence on foreign sources of energy/increases energy independence
- Hydrogen is non-toxic and safe
- Public/private partnerships working together
- DOE is a resource for information

Think Future

TARGET’S FUTURE MINDSET:

- ✓ Hydrogen is a viable alternative
- ✓ Hydrogen is safe
- ✓ Hydrogen is clean
- ✓ Fuel cells use hydrogen to produce electricity
- ✓ I am comfortable with the idea of a hydrogen economy
- ✓ I would like to know more about hydrogen
- ✓ I am aware of the DOE Hydrogen Program and Hydrogen Fuel Initiative
- ✓ I know where to learn more

SUPPORT – DOE is a resource for information and assistance

Hydrogen Program Website – Other resources

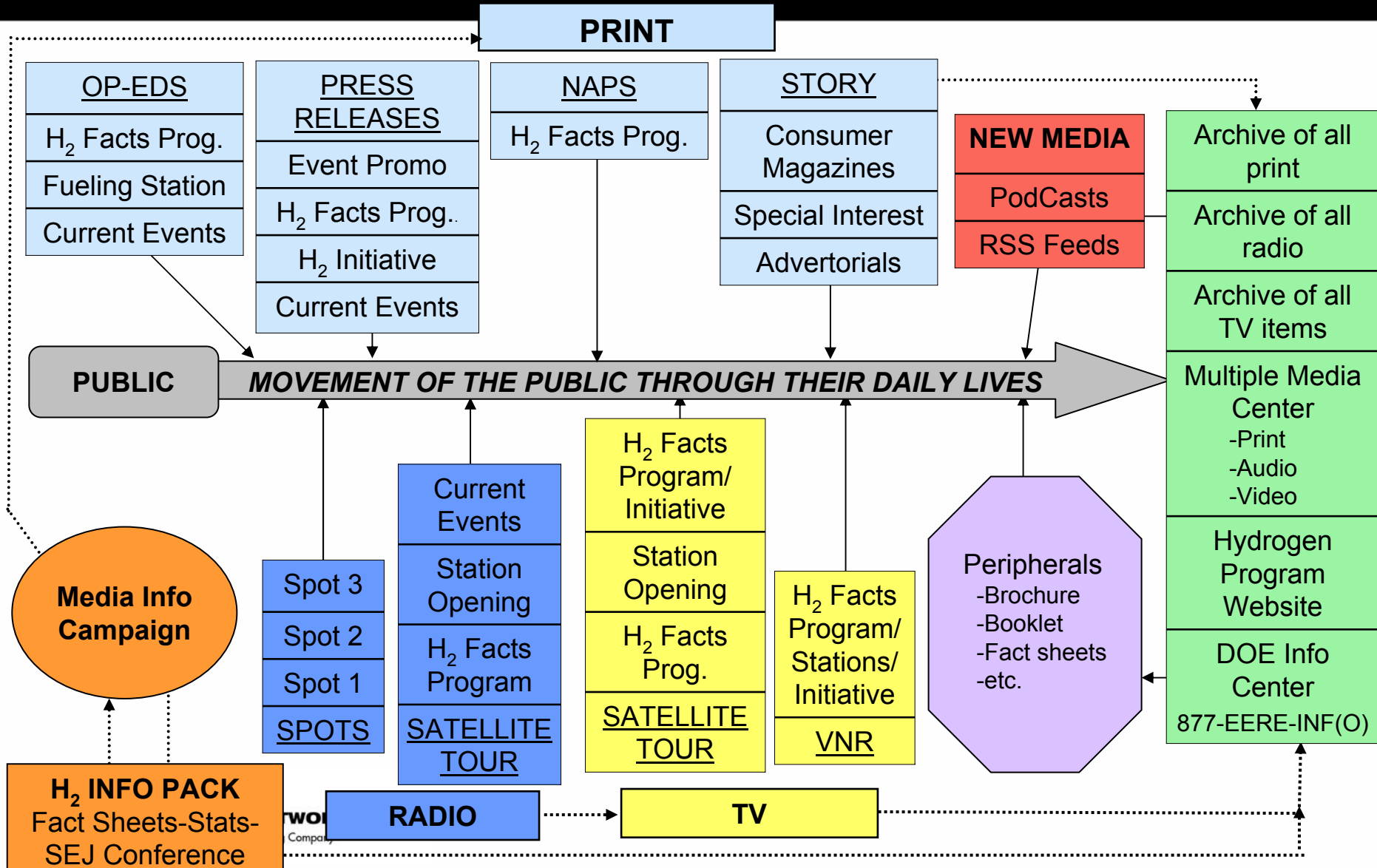
Tone/Manner of Creative Message

Consumer friendly – Positive – Confident – Informative – Exciting – Modern

Creative Deliverables

Message catalyzer (H2IQ) – Print Insertions (press releases/ paid insertions) – Radio (free and paid spots) – TV (VNR/ press release/on-site coverage/soundbites) – PodCasts/RSS/Vidcasts

Approach, continued: The Program Model



Accomplishments and Progress

January – May 2006

- Message development process completed
- Messaging and Strategic Media Plan completed and approved by DOE management (including Communications office)
- Initiated media market research
- Initiated radio script development

Future Work

FY 2006 –

- Continue to build relationships with potential industry and government partners
- Complete development of radio spots
- Test spots and attendant messaging in focus groups
- Run radio spots in up to three media markets
- Plan, develop, and execute two satellite radio tours
- Measure public response
 - Web traffic and use of “information toolbox”
 - Web page usage (hits and time spent)
 - Document and audio file downloads
 - Information Center requests

FY 2007 – Expand program to include additional phases and markets

- Develop and produce video news release
- Plan, develop, and execute satellite media tour
- Consider implementation of print media outreach
- Develop and produce audio Podcasts
- Build into new media markets

Summary

- **Project Relevance to DOE Hydrogen Program:**
Raising awareness by introducing the concept of a hydrogen economy and hydrogen technologies to the general public, focusing on communities where hydrogen demonstrations are located
- **Approach:**
A phased communications and outreach effort using a mix of tactics – print, radio, television, and new media
- **Progress:**
Message development/media planning/script development and media market research
- **Collaborations:**
Coordinating with potential partners in industry and at the state level
- **Future work:**
Implementation, deepen and broaden phases and markets



Back-up Slides

Publications and Presentations

Overview presentations to the following organizations:

- DaimlerChrysler (March 16, 2006)
- Chevron Technology Ventures (March 17, 2006)
- Hydrogen Executive Leadership Panel (March 30, 2006)
- Florida Department of Environmental Protection (April 10, 2006)
- Ford Motor Company (scheduled for May 2, 2006)
- General Motors Corporation (TBD)