

Increasing “H2IQ”: A Public Information Program

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Overview

Timeline

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

Budget

- Total DOE Hydrogen Program funding to date FY06-FY07): \$150K
- Initial seed money for project planning provided by DOE EERE Office of Technology Advancement and Outreach

Barriers addressed

- (Barrier A) Lack of Readily Available, Objective, and Technically Accurate Information
- (Barrier B) Mixed Messages
- (Barrier E) Regional Differences

Partners

Currently negotiating with potential state and industry partners

Overview, continued

A Public Information Program Using Strategic Messaging and Media

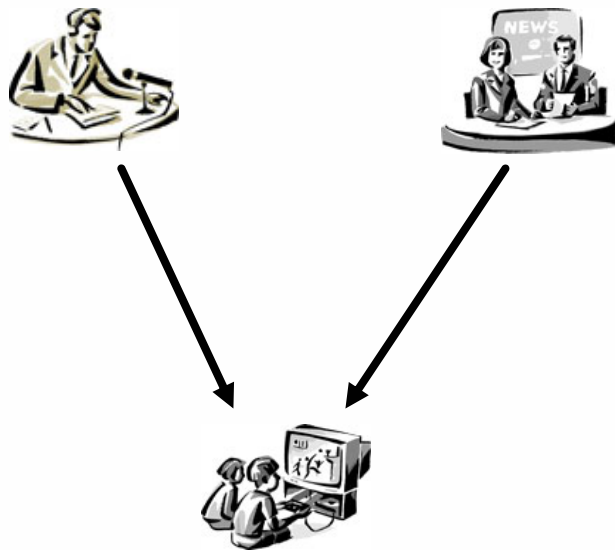
- A phased communications and outreach effort using a mix of tactics including radio and new media
- Phased to allow for greater choice of media and costs
- Media tactics can be implemented either concurrently for immediate impact, consecutively to build awareness over time, or separately for budget consciousness
- Implementation based on timing, location or internally generated events
- Messaging developed to introduce hydrogen and fuel cell technologies
 - De-mystify a complex subject for the general public
 - Engage the public to learn more

The Importance of “Engagement”

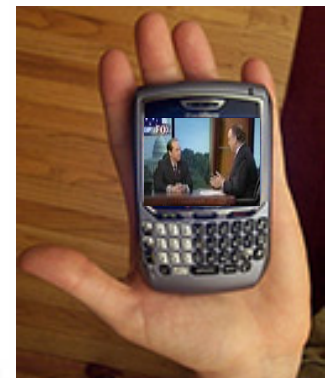
- Information is nothing if it doesn't engage...if it doesn't tell a story...
- The most successful public communications efforts tell powerful stories.
- They make their work easy to understand and leave a lasting impression on the imagination of their audience.

Adapting Public Communication Campaigns

The old way of communicating:



Today: Anywhere/Everywhere Media



Objectives

- Transmit our message via communications channels audiences use
- Develop and disseminate resonant messaging that communicates to the general public basic facts about –
 - Hydrogen as a fuel/form of energy
 - Fuel cells as an alternative to traditional power technologies
 - The DOE Hydrogen Program
- 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 in the mind of the public
 - Build recognition of hydrogen and fuel cell technologies
- Make the most of DOE resources and provide a gauge of success

Overall Approach

- Coordinate with Technology Validation and market transformation effort
 - Focus initially on Hydrogen Learning Demonstration project areas/locations
 - Identify and coordinate efforts with state initiative partners
- 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 education targets
- Educational material fulfillment

The Communications Blueprint

Objective: Communicate basic facts, raise awareness, dispel myths, increase info 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 mean energy independence and a cleaner environment

Think Now Target’s Current Mindset:

- Unfamiliar with hydrogen and fuel cells
- May think hydrogen is dangerous
- Unaware of the DOE Hydrogen Program

Differentiating Propositions

- Clean, safe fuel; fuel cells convert hydrogen into electricity
- Produced from diverse resources
- Reduced dependence on imported oil
- Public/private partnerships at work
- DOE is a resource for information

Think Future TARGET’S FUTURE MINDSET:

- ✓ Viable alternative
- ✓ Safe and clean
- ✓ Fuel cells use hydrogen to produce electricity
- ✓ Aware of the DOE Program/want to learn more

Deliverables: Podcasts, Vidcasts, Radio
SUPPORT – DOE is a resource for information and assistance

Strategic Approach

Strategy 1: Radio

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

Strategy 2: New Media

- Write and produce series of Podcasts introducing hydrogen and fuel cell technologies and the DOE Hydrogen Program
- Write and produce Vidcasts showing early market opportunities for hydrogen and fuel cell technologies

Podcasts/Vidcasts

- **Podcasts:** Syndicated audio files (Mp3)
- **Vidcasts:** Syndicated video files
- **Podcasting/Vidcasting:** A way of publishing audio/video broadcasts via the Internet, allowing users to subscribe to a feed of new files.
- Allows automatic downloading of audio/video onto portable players or personal computers.
- You listen to a Podcast on a computer, Mp3 player, or SmartPhone/PDA.



Accomplishments and Progress

May 2006 – May 2007

- Down-selected tactics based on
 - Budget
 - Highest-impact with lowest barrier to entry (budget/workload)
 - Broadest reach
 - Program needs
- Drafted and produced two 60-second radio spots
 - National broadcast quality
- Completed market research on three radio markets
- Drafted six Podcasts
- Drafted Vidcast on early markets for fuel cells

Let's Listen

- Radio
 - The Hydrogen Assignment
 - Cars
- Podcasts



THE MEDIA NETWORK, INC.

A Broadcast & Social Marketing Company

Future Work

FY 2007 –

- Continue to build relationships with potential industry and government partners
- Run radio spots in up to three media markets
- Upload and distribute Podcasts and Vidcast(s)
 - iTunes, other Podcast search sites
- 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



Summary

- **Project Relevance to DOE Hydrogen Program:**
Raising awareness by introducing the concepts of hydrogen and fuel cell technologies and applications to the general public, focusing on communities where hydrogen demonstrations are located
- **Approach:**
A phased communications and outreach effort using a mix of radio and new media tactics
- **Progress:**
Completed production of radio and drafts of new media tools
- **Collaborations:**
Coordinating with potential partners in industry and at the state level
- **Future work:**
Implementation, deepen and broaden phases and markets