

Watch Your Words: Evaluation as a Second Language

Define the term on the paper you were handed.

Be prepared to participate.

You will not be graded.

- Program effects
- Market effects
- Non-energy benefits



Watch Your Words: Evaluation as a Second Language

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Introduction

- What do you mean by that?
- Energy in the Media: Information Gone Awry? Not Always What We Want to Hear.
- How do we address these challenges?



What do you mean by that?

Same terms, different definitions

- Devil is in the details
- Who cares about the details?
 - Evaluators
 - Implementers
 - to the extent that they affect goals
 - Regulators (in some states)
 - Funders (sometimes)
- Comparisons difficult

Different Reporting, Different Audiences

- Long, detailed report – audience of few
- Executive summary of long report – many
- Powerpoint presentation of executive summary – regulators, legislators, top management
- Sound bite – media, public



Energy in the Media: Information Gone Awry Not Always What We Want to Hear

What makes news?

- New and “sexy”
 - generation options, not efficiency
 - Renewables- wind, solar, biogas
 - Fuel cells
- Green, green, green
- Problems
- Scandal
- Human Interest

CFLs: Human Interest

Fluorescent Bulbs Are Known to Zap Domestic Tranquillity: Energy-Savers a Turnoff for Wives
(Washington Post, April 20, 2007)

Study of CFL lighting in the Northwest resulted in newspaper and t.v. accounts of gender bias.

“Still, many consumers – especially women – do not seem to be buying in.”

“Experts on energy consumption call it the ‘wife test.’ ”

CFLS - quality

Any Other Bright Ideas? By Julie Scelfo

Published: January 10, 2008

NY Times: Home and Garden Section

“complexion . . . shifted, from tan and fit to rosy to pallid to alabaster.”

“. . . slight buzzing . . .”

“. . . the most ardent dissenters were those who feared compact fluorescents would turn their home into a place with all the charm and warmth of a gas station restroom.”

“. . . most of the compact fluorescents were deemed unacceptable by the panel . . .”



CFLs - mercury

No Joke, Bulb Change Is Challenge for U.S.
By [CLAUDIA H. DEUTSCH](#)

Published: December 22, 2007

“They contain mercury, and few recycling centers will accept them. So at the end of life, they still pose an environmental hazard.”

“ fluorescents doubled in 2006 over 2005, and doubled again this year. . . . account for 15 percent of bulbs in use in homes.”



The Dark Side of Green Lights - op ed piece on mercury and disposal

What's on You Tube – an unscientific look

- Benefits of CFLs
- CFLs as characters or performers (e.g. Flight of the CFLs, Sex and the CFL, The Singing CFLs,etc.)
- CFLs – mercury and disposal
- CFLs and weed (the illegal type)
- Sharpen your pitchforks – it's not about the environment, it's about control by the liberals

Money talks

Saving the Planet? Not With My Money

By [CLAUDIA H. DEUTSCH](#)

Published: March 26, 2008

“ 46 companies had lost a total of \$16 billion in market capitalization – 0.0 percent of their market value – after joining Climate Leaders.”

“The pattern was clear – the more aggressive the goal, the more the stock price fell,” Professor Thornburn said.

Experiences to share?

Observed

- Good news – lots of interest
- Little focus on savings
- Examples NY Times – generally better journalism
- Spin determined by press – experts
- Green, green, green
 - risk of



What's a program manager to do?



What Are We to Do?

- The obvious
 - Be clearer in our communications
 - Anticipate issues proactively
 - Acknowledge there will be spin and create it ourselves

We have to try to drive the bandwagon!

- But who is “we”?

Who gets the message out?



We Are Not Singing Solo

- Interested parties
 - Consumer and Environmental Advocates
 - Political Figures
 - Market Vendors
- What are folks talking about?
 - Potential savings available (which one?)
 - Savings achieved (net or gross or ??)
 - Program successes (as defined by?)
 - Program problems or missed opportunities (according to?)

Another CFL Example

- Controversy over new transmission line in Madison
 - 60 MW line
 - 190,000 households in the metro area
- Opponents: 2 CFLs per household will eliminate the need for the line
 - That's works out to about .16 kw per bulb
 - Focus on Energy claims 0.004 kw per bulb
- How does Focus respond without undercutting the real impacts of CFLs?

And CFLs Aren't Our Only Challenge

- Net savings
- Annual vs lifetime savings
- Impacts associated with
 - Setback thermostats
 - Building a new home that's 22% more efficient and 23% larger than existing homes
 - Industrial process improvements that reduce kwh per widget but increase productivity (and total usage)
- Potential savings associated with small behavioral changes

So What Has Worked For You?

Some Media Strategies

- Simplicity trumps absolute accuracy
- Stories over statistics
- Non-energy benefits
- Emphasize green
- And?

Closing Thoughts

- Watch your words
 - do you and who your talking to mean the same thing
- Taking message to the public requires both strategy and spin



End sheet

Thank you for your attention.