

Making Energy Efficiency News



the hastings group





Media 101

- ✓ Energy efficiency is not unique: Everyone thinks the media doesn't "get" their issue – that it is "just too complicated" for reporters to comprehend.
- ✓ The media owes you **nothing**. It is not the job of reporters, bloggers, and others to cover you. Your job is to make yourself "coverable."
- ✓ The media are a **filter** – not a megaphone. They are not going to simply "run" your news. The trick is understand how the filter works and how to get out of it something that still looks and sounds like your desired message(s).
- ✓ Blogger/social media coverage is now as important as "old media" coverage.

A stack of several newspapers is visible in the top-left corner of the slide. The top newspaper is partially unfolded, showing some text and a small image. The stack is slightly offset, creating a sense of depth.

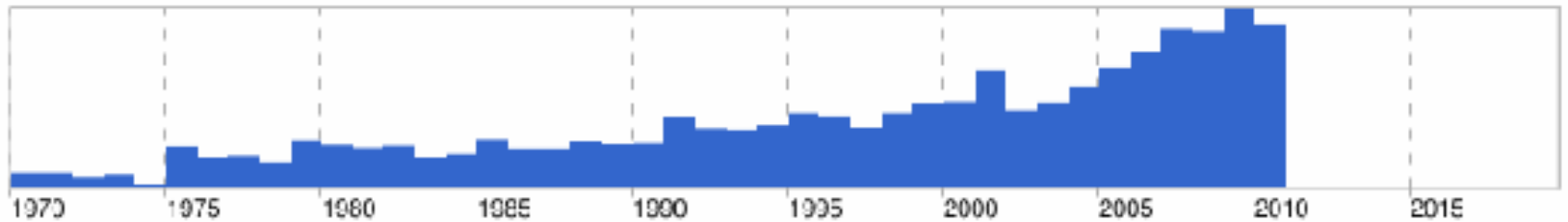
Overview

- ✓ As we will see, energy efficiency may have “peaked” already as a news story.
- ✓ The challenge in such cases is to start ***managing the story*** – rather than letting it simple tumble out in a disorganized fashion that may focus too much on “old news” themes that further turn off the media.
- ✓ Switching from themes that are working (but near the end of their media “shelf life”), can be traumatic ... but it is essential to remaining vital and relevant.
- ✓ Beware the “Energy Star syndrome”! An issue that starts sounding too corporate/too “sales-y” will be discounted by the media.

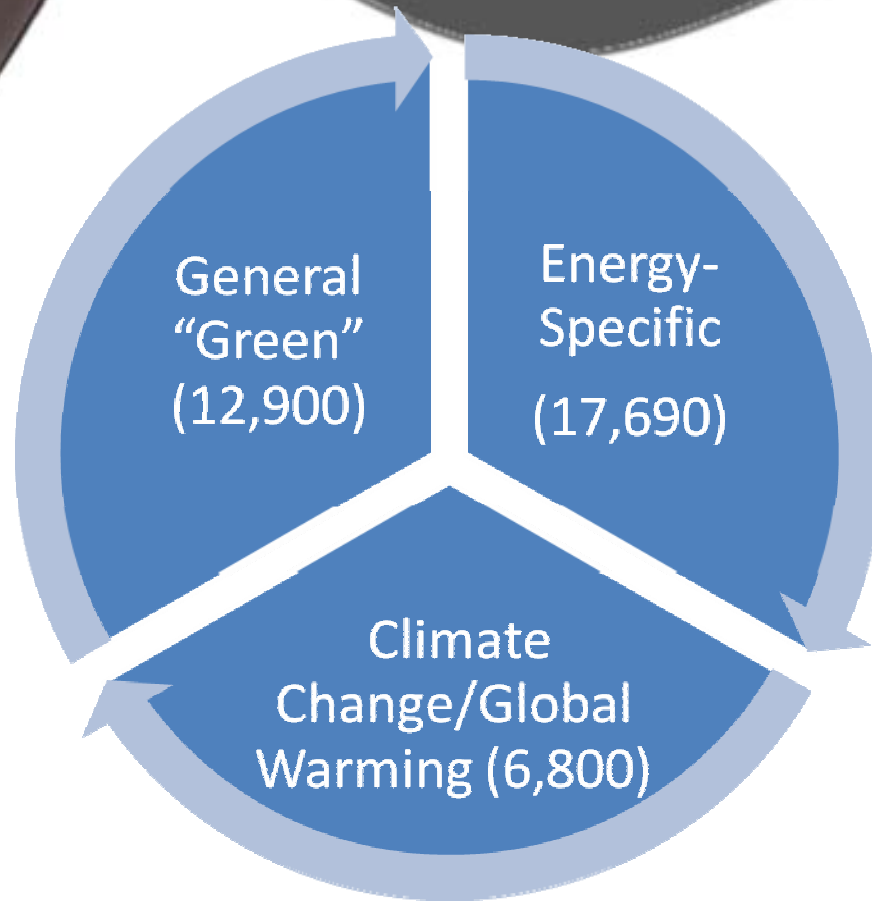


Raw Google Trends

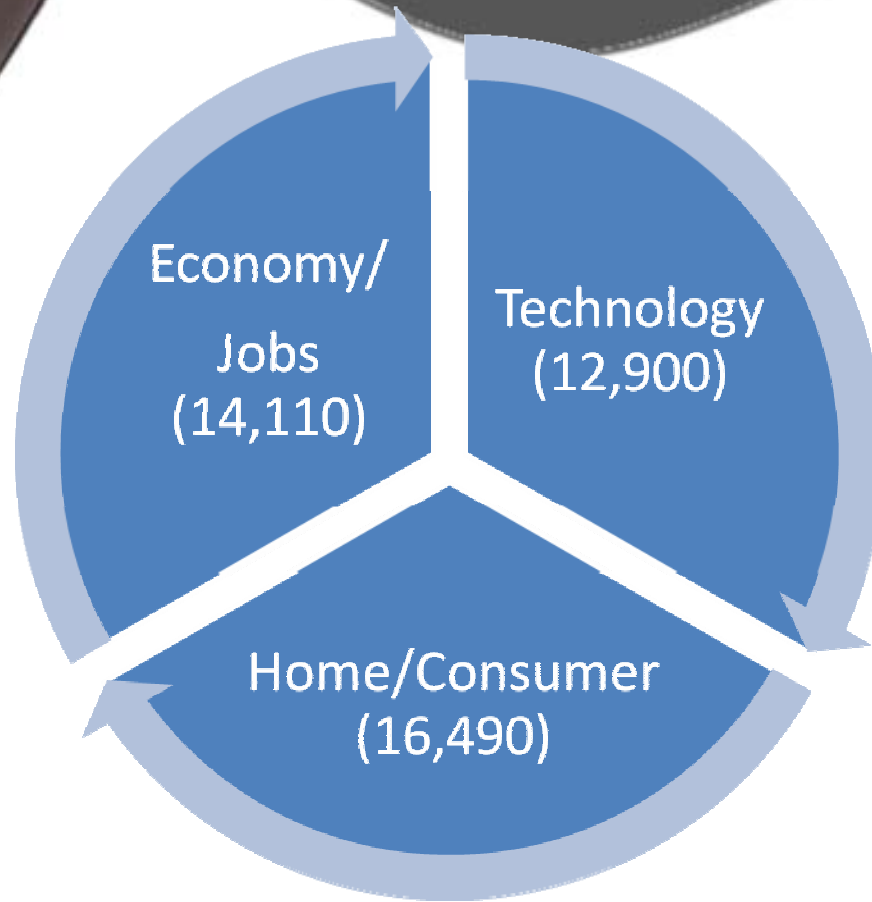
1970-2010 [Search other dates](#)



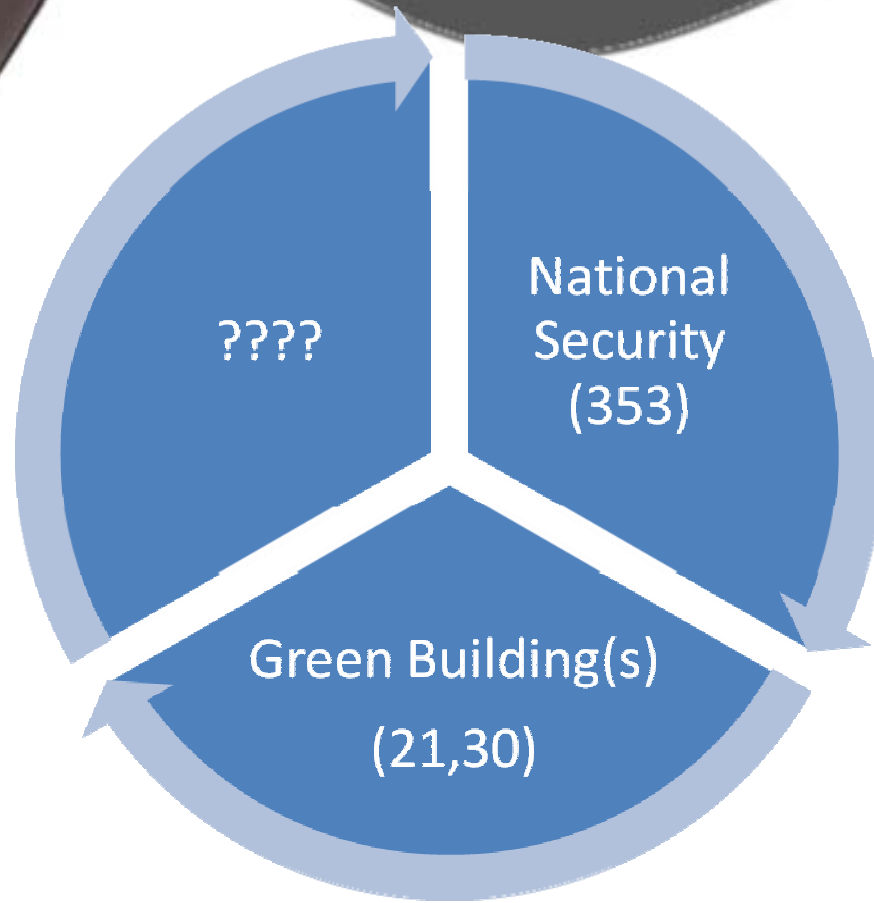
The Obvious Themes



Longer-Running Themes?



Next Up Themes?





Closing Thoughts

- ✓ **Green ... global warming ... climate change.** All important themes – and all possibly near the end of their short-term value for energy efficiency PR.
- ✓ **Technology ... consumer ... household ... economy.** These are the reporter beats it would make sense to focus more on to keep the energy efficiency story going.
- ✓ **We need to see more winners and more losers.** Horse-race stories are a staple of news media coverage and often allow for relatively “unfiltered” messages to get through the media. It’s not enough just to salute good guys who are doing it right – you need to single out the “bad guys” too.
- ✓ **Blogger/social media coverage should be courted every bit as aggressively as old media.** No one under the age of 40 knows or cares about the difference. Information on the Web is a fungible commodity in terms of its “wrapper.” Plus, blogger/social media coverage can drive old-media coverage on a catch-up basis.