



Office of Technology Advancement and Outreach (TAO)

January 2006



Overview

- TAO is taking a comprehensive approach to communicating the efforts within the Office of Energy Efficiency and Renewable Energy (EERE)
- TAO utilizes a variety of channels to disseminate activities and core message to EERE's audience.
 - Radio
 - Television
 - Print Materials
 - Internet and Online Tools
 - Regional EERE Offices
 - State Energy Offices

Recent Campaign

- Energy Efficiency Campaign
 - *Powerful Savings*
 - *Easy Ways to Save Energy*

Energy Efficiency Campaign

- DOE/Alliance to Save Energy
 - *Powerful Savings Campaign*
 - May 21, 2005 kick-off
 - Year-long public education and awareness campaign
 - Provide consumers with information and tools to help them make smart energy choices

Energy Efficiency Campaign

- Print Media Coverage
 - Gas tips
 - Nearly 70 stories
 - 4,852,808 total circulation
 - Home tips
 - More than 200 stories
 - 11,563,937 total circulation
- 3 Radio Public Service Announcements
 - Featuring tips for Home Heating, Energy Star, and Saving Gas

Energy Efficiency Campaign

- Results

- Print: 60,523,129+ readers
- TV: 36,686,320
- Radio: 20 million-plus listeners

Energy Efficiency Campaign

- *Easy Ways to Save Energy*
 - October 3, 2005 kick-off
 - Much broader campaign than *Powerful Savings*
 - Announcement of:
 - *Energy Savers* booklet (updated version)
 - Energy Hog (Phase 2 of campaign)
 - Energy Saving Assessment Teams (ESETs)

Energy Savers: *Tips on Saving Energy and Money at Home*

- Results*
 - 3 Million copies produced by private sector partners over last 8 years
 - Over 31,000 booklets shipped by DOE since October 2005 Website visits (www.energysavers.gov)
 - 144,104 page views since site was launched on July 11, 2005

*As of December 22, 2005



Energy Hog

- First launched in March, 2004
- Aggressive public education effort featuring the “Energy Hog”, a character similar to McGruff the Crime Dog and Smokey Bear
- Three-phased campaign
 - Second phased announced on Oct. 3, 2005
 - Third phase to begin in early 2006

Energy Hog

- Phase 1 garnered \$40.7 million in donated advertising and the PR campaign has resulted in 17.9 million impressions so far
- Results
 - Television: 13,262 spots
 - Radio: 338,645 times
 - Web Visits: 117,771
(www.energyhog.org)



www.energyhog.org

Energy Saving Expert Teams (ESETs)

- ESETs are being deployed to Federal facilities and Industrial plants to perform energy assessments
- Outreach
 - Press Releases
 - NAPS Release
 - Progress Alerts
 - Websites developed to track progress/success of ESETs

Energy Saving Expert Teams (ESETs)

- ESET assessments as of Jan. 4, 2006
 - Federal ESET assessment
 - 28 of 28 assessments completed
 - Industry ESET assessment
 - 6 assessments completed
 - 65 plants approved for assessment, finalizing schedules
 - Goal of 200 assessments by end of 2006



Communicating Your Message

Biomass Goals

- Meet 30% of current U.S. gasoline use with biofuels by 2030
- Reduce U.S. dependence on foreign oil
- Develop the integrated biorefinery, capable of producing a variety of biofuels, high-value biobased products, and biopower from multiple biomass feedstocks

Communication Tools

- In addition to traditional tools like press releases and public service announcements, TAO utilizes a variety of contemporary tools to reach the target audience
 - NAPS Releases
 - EERE News Network
 - EERE Progress Alerts
 - Pod-casts
 - Animated Pop-Ups
 - www.energysavers.gov

NAPS Releases

- North American Precis Syndicate (NAPS)
 - 10,000 newspapers, dailies, and weeklies
 - Over 140 million in circulation
- Featurette articles
- Distribution
 - Mailed on CDs
 - Camera-ready articles
 - Posted on NAPS website as downloadable files for editors

NAPS Releases

- Results* for articles produced thus far (5 English, 4 Spanish)
 - Total placements: 3,536
 - Total ad value: \$776,674
 - Total readership: 224,801,488

*as of Jan. 5, 2006

ENERGY MATTERS

Facts & Tips from the U.S. Department of Energy

The Power Of Biofuels

(NAPS)—Good news about reducing our dependence on foreign oil may be found in our own backyard. An alternative to high priced gas and reliance on foreign oil—that doesn't require new kinds of car engines—can be found in home-grown biofuels.

Biofuels are liquid transportation fuels made from plants instead of petroleum. Ethanol and biodiesel—the primary biofuels today—can be blended with or substituted for gasoline and diesel for use in unmodified automobiles and trucks at low blend levels. The big-three American automakers all offer several models of flex-fuel vehicles capable of using up to 85 percent ethanol blended with gasoline at no price premium over similar cars.

Using these biofuels can reduce air pollution, greenhouse gas buildup, dependence on imported oil and trade deficits, while supporting agriculture and the American economy.

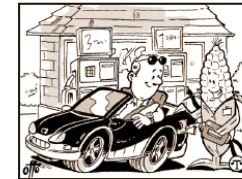
Understanding Ethanol

Ethanol, also known as grain alcohol, is made from corn and other grains. Ethanol contains approximately one-third more energy than is required to produce it and deliver it to fueling stations. In the near future it will also be made from rice straw, cornstalks, municipal solid waste, and energy crops such as switchgrass.

There are other benefits. Ethanol burns cleaner, emitting less carbon monoxide and hydrocarbons than plain gasoline.

Biodiesel

Biodiesel, which is used in diesel-powered vehicles as well as



America is exploring ingenious ways to deal with rising gasoline costs.

stationary generators, is made from such things as oil from soybeans and used cooking oil.

The amount of used cooking oil now disposed of in the U.S. exceeds the current potential demand for biodiesel fuel, making it an abundant resource. Another advantage of biodiesel is its high lubricity which helps the moving parts of engines to last longer.

Biodiesel dramatically cuts air toxins, carbon monoxide, soot, small particles and hydrocarbon emissions in half.

Furthermore, since the raw materials for ethanol and biodiesel are produced domestically, using these fuel sources helps American farmers. In fact, experts estimate about a third of our transportation fuel needs can be met by domestically produced biofuels.

Learn More

To learn more about ethanol, biodiesel and other alternative fuels, go to www.eere.energy.gov/vehiclesandfuels/ or www.eere.energy.gov/biomass.

EERE News Network

- A free weekly electronic newsletter that summarizes the latest news from EERE as well as the latest national news about renewable energy and energy efficiency.
- Over 10,000 subscribers

EERE Progress Alerts

- Email distribution list to a variety of audiences including the financial investment community, universities, associations, etc.
 - Launched in early Dec. 2005
 - 1,550 subscribers as of Jan. 5, 2006
- Great mechanism to give ongoing updates of projects and programs taking place within EERE.

Pod-casts

- EERE will soon be launching Pod-casts that feature information on energy efficiency and renewable energy
- 3-5 minute episodes on energy saving tips
- Hosted by Assistant Secretary and special guests
- Listeners can subscribe to receive Pod-casts or download them from the website
- Scripts are in the works for *Solar, Hydrogen and Wind*

Animated Pop-Ups

- Uses computer as message delivery tool
- Flash animation messages on energy efficiency or renewable energy
- Sent to all Federal facility managers on Sept. 29 to include in employee desktops (energy efficiency message)

Do-it-Yourself Audit

- First web energy calculator
- Helps consumer understand energy efficiency savings at home
- Consumer inputs information and calculator will tell them how much savings they will experience if they change to energy efficiency technologies
- Linked to via www.energysavers.gov

www.energysavers.gov

- Launched July 11, 2005
- Partnership between DOE, HUD, and EPA
- Consumer-oriented website



Working Together

- TAO combines the use of traditional and contemporary tools of communication to best promote the efforts of the Office of Energy Efficiency and Renewable Energy

Thank You!

Any Questions?



www.energyhog.org