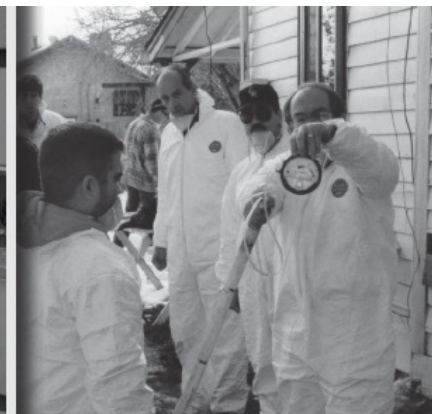
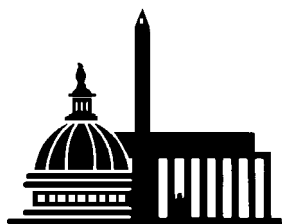




Weatherization Day

PLANNING KIT 2017





NASCSP

The Weatherization Day Planning Kit was created in 2006 and revised in 2013 by the National Association for State Community Services Programs (NASCSP) in conjunction with the U.S. Department of Energy's Office of Weatherization and Intergovernmental Program, D&R International, Ltd., Simonson Management Services, and many national stakeholders. NASCSP has revised this guide again in August 2017.

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WHERE TO START

Weatherization Day was conceived as a way to focus local, State, and national attention on the Weatherization Assistance Program (WAP) and the work being performed by dedicated members of the WAP network.

Capitalizing on the U.S. Department of Energy's (DOE) declaration of October as Energy Action Month, weatherization programs across the country make a strategic push to raise the public's awareness of the work we do every day.

The importance of Weatherization Day cannot be over emphasized. When people know about the outstanding work you perform, they are more willing to support that work – in your community, your State, and across the country!

This kit provides ideas on how you can publicize your program in your community, State, and region. The kit offers specific tips and guides for activities that have been successful in weatherization agencies nationwide.

Need more information?

Colleagues are available to assist you! Email ebenhna@nascsp.org with your questions and we'll do our best to put you in touch with the resources you need.

Let the celebration begin!

STRATEGIES TO PROMOTE WEATHERIZATION DAY!

Have your governor or a local official proclaim October 30 as Weatherization Day. Ask him/her to present the declaration to a live audience during a specially designed event. Publicize this event with your local newspapers, radio, and TV stations.

Get one or more success stories into your local press. These stories should tell the public about how your program helped turn around a family's situation. Include an action picture of your crew at work or a picture of the family being served. Remember to get a media release form signed if using the client's name or picture. Check www.waptac.org for up-to-date information and templates.

Use your local cable station to promote Weatherization Day. Provide program information, energy tips, pictures of crews working on homes, and other information to broadcast on their local community news programs in October. The Energy Efficiency and Renewable Energy website has energy-saving tips at www.eere.energy.gov.

Start a Twitter campaign with a hashtag specific to your agency or an event, for example #EEinOH or #WxWorks. Get partner organizations involved and tweet about how Weatherization Works in your community.

Place information and brochures about the Weatherization Assistance Program and your Weatherization Day celebration on community bulletin boards in grocery stores and food pantries. Ask banks to put your message on their marquees. Provide materials to churches and other places of worship that help low-income families with energy bills. Encourage them to place notices in their bulletins about Weatherization Day. Circulate information to other State agencies in various State publications.

Make arrangements with a local TV weather reporter to wear a Weatherization Works! baseball cap during the weather report and refer to the good work done by the local agency's weatherization program. Have

this person announce that October 30 is Weatherization Day.

Become a Weatherization Assistance Program presenter at a local senior center. Submit press releases or short articles about the program and Weatherization Day to senior centers for inclusion in their newsletters.

Use your partners to help get the word out. For example, utilities can put your program information in their bills and newsletters.

Organize, publicize, and host a local site demonstration for community leaders. Host a separate demonstration event for your local Weatherization Policy Advisory Council and/or agency board of directors. You can learn more about hosting a site demonstration by visiting the Public Information section of www.waptac.org.

Use your agency's transportation fleet to promote the program and Weatherization Day celebration by placing Weatherization Works! banners or magnetic signs on vehicles.

Partner with your local fire department to issue a joint press release stressing home heating safety and the importance of changing batteries in smoke detectors. Highlight carbon monoxide and fire hazards, and assistance programs like WAP, LIHEAP, and the Fuel Fund.

Distribute posters to county health departments advertising Weatherization Day. Issue a joint press release with your local health department that stresses the risks associated with exposure to unsafe levels of carbon monoxide and the importance of heating system inspections to identify problems.

Take pictures of your Weatherization Day event and add them to your Facebook page or Twitter feed. This will help people visualize what Weatherization is and the individuals in their community who do the work.

Many thanks to the West Virginia State weatherization staff and the local Community Action Agency network of West Virginia for their assistance in preparing these tips.

GET YOUR STORY IN INK

OCTOBER 30, 2012

Community Action Partnership of Riverside
County held a Weatherization Resources
Fair. The Story is picked up by The Press
Enterprise.

Tip from the field:

To get added attention, always
mention public officials by name
in a media advisory, press release,
or editorial. Most officials subscribe
to a clipping service to find
articles that mention them.

Not having a Weatherization Day event this year?

A press release is an excellent way to draw
attention to your program. Call reporters to
remind them that October is Energy Action
Month and that the WAP benefits your
community/State. For specific language
and angles for press releases, visit www.waptac.org. Click on Public Information,
How Do I Start a PIC, Print Media.

Print media—newspapers, magazines, and periodicals—is considered a reliable
source of information by the public and is a major source of market penetration.

There are three general ways to get your information in print:

- Press Release – A public relations announcement issued to the news media
and other targeted publications to let the public know about agency
developments or services.
- Media Advisory – An announcement letting the media know about a
specific activity or event the media should attend (site demonstration,
event at the State capitol, public official signing the proclamation, etc.).
- Op-Ed – An opinion piece. Op-eds are often found on a particular page of
the newspaper containing opinion pieces by columnists and letters to the
editor rather than news or facts.

Each of these components can help you promote Weatherization Day, most
commonly in coordination with other activities or events being undertaken by
the agency.

Issue a Press Release

Providing information to reporters through press releases is one of the best ways
to get information to the public about your program and your Weatherization Day
celebration. Your press release should outline the story basics, provide contact
information for your organization, and demonstrate the importance of your story.

Make It Count

Reporters get hundreds of press releases a week, so make a good first impression.

When possible, include the names of national, State, or local public figures,
community organizations, and businesses that have supported your agency. This is
an effective way to raise your organizational credibility and reaffirm your relationship
with the individuals and organizations you mention.

Determine the Story Angle

What news are you trying to convey with your press release? What do you want the reader to learn? Do you want the reader to know that weatherization saves money for low-income families? Would your audience prefer an environmental angle?

No matter your angle, stay on message. Prepare the press release to communicate the information you believe will most interest readers. If you try to cover too many themes, your press release will be long and confusing. One strong, brief message is the key.

The best way to ensure your press release is picked up is to make it newsworthy. Begin by collecting all the relevant data on your program. The data should be fresh, tied to your theme, and of interest to the public. Do not use old or questionable data, quotations, or program information.

Write the Lead

The lead paragraph should contain the essential components of the news story. It should answer as many of the "Who," "What," "Where," "When," "Why," and "How" questions as possible. Avoid excessive use of adjectives and descriptive phrases. Your organization's name and/or the word "weatherization" should be in the lead. The title of your release should be a short, snappy version of your lead sentence.

Write the Body

The body of the release should explain the information in the lead paragraph, and provide necessary details and compelling "hooks" to interest the reader. Again, keep your message short and to the point. Sentences should not exceed 15 words and paragraphs should not exceed 30 words (or 4 typewritten lines). If the press release runs onto more than one page, consider using subheads to break up the information. News bureaus are looking for the facts and the angle. Do not add bulk by inserting non-essential details. If the reporter picks up the story, he or she will work on the details. Remember: facts, not fluff.

Make the Story Relevant!

The more important and immediate your press release sounds, the more likely a reporter will investigate it further. Explain the importance, relevance, and benefits of the story to your audience. Use the word "today" if you can. If the story isn't topical, relate it to current events or use a local example to illustrate a national trend.

Two reasons to love print media:

1. Detail: The print press likes to have a well-rounded story, so there is the opportunity to provide a comprehensive overview of the program.
2. Longevity: Print media has staying power that isn't possible with other forms of media. Newspaper clips can be included with any educational materials and can be framed and posted in an agency office.

Need a hook for your story?

Here are some of today's news makers:

- Weatherization creates and sustains jobs
- Vulnerability of low-income families to disruptions in energy supply
- Volatile energy prices

Tips for framing a story

The right frame for your story is essential in making the greatest impact on your audience. Tips for successful framing strategies can be found in the WAP Story Telling Manual, available on www.waptac.org under PIC, Telling the Story.

Press Release Sample

(Date)
For Immediate Release
Contact: (name, company, phone, fax, email address)

Weatherization works for our community!

As the cold weather approaches, most families across the country are turning up their thermostats to combat dropping temperatures. For low-income families, however, cranking up the heat is not always an option. These families pay 14.4% or more of their annual incomes for energy compared with only 3.3% for other non low-income families. Unable to pay big balances or hefty reconnection fees, some families are considering how they will survive this winter without heat.

The U.S. Department of Energy's Weatherization Assistance Program (WAP) can help. This program provides permanent solutions to reduce the energy burden on low-income families by installing cost-effective, energy-efficient materials and services.

Program Impact

Since the inception of the program in 1976, more than 7.4 million homes have been weatherized across the nation. In 201_ the program expects to weatherize more than (___) low-income homes. In our State/local area, (___) homes have received weatherization services. In 201_ (following year) we expect to weatherize (___) homes. These households will save an average of (\$ ___) annually on their energy bills after weatherization work is completed. The dollar savings alone makes a big difference for these families. In addition, weatherization makes homes warmer in winter, cooler in summer, and safer all year round.

Technical Approach

Weatherization technicians use computerized energy audits and advanced diagnostic technologies, such as blower doors and duct blasters, to determine the most cost-effective measures for each home. They also assess related health and safety conditions.

Agency's technicians check furnaces and appliances for carbon monoxide. Last year, (Agency) identified (___) homes with toxic levels of carbon monoxide. This measure made a life-or-death difference for the (___) families in these homes.

If applicable, insert information on your partners and supporters. For example, "agency also installs CFLs and low-flow faucet aerators provided by (local utility)," or "additional funding provided by utilities last year enabled the agency to weatherize (___) houses."

(Agency's) weatherization work makes a difference every day for low-income families.

Program Success Story

(Client Name) struggles each morning to get her three children dressed and ready for school. When the temperature dropped and the fuel oil prices rose, her daily struggle became unmanageable. She could no longer afford to heat all five rooms in her drafty old home and was sharing her queen-sized bed with her three daughters. Sally heard about the Weatherization Program and applied for help from (Agency). The weatherization crew installed insulation in the attic and walls, tuned up her furnace, sealed her leaky ducts with mastic, and checked her appliances for carbon monoxide leaks.

"My home is warmer and my girls can sleep in their own beds again," (Client Name) said. "I can afford to buy new boots for the whole family."

SEPTEMBER 21, 2012
NeighborhoodImpact of Bend,
Oregon releases press a release titled
"NeighborImpact Weatherization Program
Has Impact on Community and Economy"
in support of Weatherization
Day events.

(Date)
For Immediate Release
Contact: (name, company, phone, fax, email address)

Governor recognizes Weatherization Day!

(Governor) recently announced that Monday, October 30, will be known throughout the State as “Weatherization Day.” The dedication of this day as Weatherization Day celebrates the accomplishments of the Weatherization Assistance Program (WAP), an excellent Federal, State, and local partnership,” said (Governor).

“This program has helped families in our state conserve energy and reduce their costs for heat, cooling, and electricity,” said (Governor). The money saved by reducing their energy bills can now be used by these families to pay for better housing, clothing, food, and other essentials in their daily lives.”

(Name of official from the state or local agency) offered these comments about the WAP:

“Every day, staff from more than 900 local agencies in every State and community are hard at work in the homes of truly needy families, making a real difference in their lives. For many of these families, the money is so stretched that they must choose between heating their homes and eating. After our crews provide services, families experience an average energy use reduction of 20 percent or more. This means that hundreds of dollars are put back in their pockets to buy groceries, visit a doctor, buy medicine or pay the rent.”

Federal Recognition

Each year, October is designated as Energy Action Month. The Department of Energy uses the onset of winter to promote energy conservation, renewable energy, and new technology use in the energy industry. With the high costs of fuel oil and natural gas, a successful conservation program like the WAP is extremely important to everyone.

Program Background

The nation’s core program for delivering energy-efficiency services to low-income households, the DOE Weatherization Assistance Program prioritizes the elderly, persons with disabilities, and households with children. Each year, the program helps improve the energy efficiency, finances, and health and safety of tens of thousands of low-income families.

Technical Capabilities

The WAP’s professionally trained crews use computerized energy audits and advanced diagnostic equipment to identify energy-saving strategies in single-family, multifamily, and mobile homes. Cost-effective weatherization measures and those that are essential for health and safety are then performed, including installation of insulation, furnace and boiler retrofits, and cooling measures for warm climates. The Weatherization Assistance Program serves every county in the nation through its partnerships with local agencies.

For more information about the WAP, please visit www.energy.gov.

OCTOBER 30, 2012

South Carolina Governor Nikki Haley
proclaims October 30 as Weatherization
Day in South Carolina.



FOR IMMEDIATE RELEASE

HCR Commissioner Darryl Towns to speak Oct. 30 in Brooklyn on Weatherization Day

New York State Homes and Community Renewal Commissioner Darryl Towns will speak at a Weatherization Day event hosted by Community Environmental Center in Brooklyn's McCarren Park, Oct. 30; the Community Environmental Center EcoHouse will also be featured.

New York, NY—Oct. 16, 2012—Darryl Towns, the Commissioner of the New York State Homes and Community Renewal, will speak on October 30, 2012 at a unique Weatherization Day event hosted by the nonprofit Community Environmental Center (CEC) at Brooklyn's McCarren Park, announced Richard Cherry, CEC's president.

The event will take place at McCarren Park, diagonally across from the McCarren Play Center, on Lorimer Street between Bayard Street and Driggs Avenue. It will begin at 1:00 PM with a tour of CEC's EcoHouse – a mobile environmental exhibit that resembles a house-on-wheels – and a weatherization demonstration. The Commissioner is scheduled to speak at 1:30 PM.

Representatives of Brooklyn weatherization agencies Bedford-Stuyvesant Restoration Corporation, Crown Heights Jewish Community Council, Opportunity Development Association, and Sunset Park Redevelopment will join the event.

"We are all delighted to welcome Commissioner Towns on this special day," said CEC's Cherry. "The Commissioner and HCR have been stalwart supporters of weatherization and New York State's weatherization agencies."

"It is vitally important to maintain a high level of funding for the federal Weatherization Assistance Program," noted Cherry. "Unfortunately, the Continuing Appropriations Resolution cuts federal funding for weatherization to way below pre-Stimulus levels. How can we help families who cannot afford energy efficiency home improvements on their own? How can we help them save money and live healthily? Weatherization Assistance is a great American program – it helps Americans live safely, creates American jobs and puts money back into the American economy. It should be as strong as possible."

For more information about Weatherization Day, please contact Alexis Greene, 718-784-1444, ext. 156. For information about CEC please visit www.CECenter.org or www.CECenter.org/EcoHouse/ ###

Governor Dayton proclaims October 30th Weatherization Day in Minnesota

Commerce Department's Weatherization Assistance Program is recognized as one of nation's best

October 30, 2012

For Immediate Release:

(ST. PAUL, MN) Governor Mark Dayton has proclaimed Oct. 30, 2012 Weatherization Day in the state of Minnesota. This Proclamation was issued to recognize the successful efforts led by the Commerce Department's Weatherization Assistance Program to improve the lives of low-income Minnesotans and boost local economies across the state.

"The Commerce Department's Weatherization Assistance Program has been a national leader in delivering cost-effective services and making homes more energy efficient, safe, and healthy," said Commerce Commissioner Mike Rothman. "Our state-wide network has reduced residential energy costs by an average of 35 percent, affecting more than 50,000 homes. We also have been a model for ramping up a weatherization workforce and creating long-term private sector opportunities."

Program exceeds goal, serves nearly 20,000

In Minnesota, the Commerce Department's Weatherization Assistance Program has been helping low-income families and individuals reduce their energy bills with energy-saving services since 1976. The program stepped up its service over the last three years when it received \$138 million in funding from the American Recovery and Reinvestment Act (ARRA) of 2009. With the added federal funding, the Minnesota program served nearly 20,000 households, far exceeding its goal of 16,858 homes for the three-year period. Families receiving services realize annual energy bill reductions of up to \$400 per household.

Nationally, weatherization created or retained an average of 12,000 direct jobs per quarter over the course of the ARRA program, making the Department of Energy's Weatherization Assistance Program (WAP) one of the leading job-creating partnerships out of 200 federal programs funded by ARRA. In Minnesota, the weatherization program created or retained nearly 500 jobs per quarter from Sept. 1, 2009 to June 30, 2011.

One million households served nationwide

Weatherization services enable low-income families to reduce their energy bills. The services make homes more energy efficient through wall and attic insulation, air sealing, and repairs or replacement of home heating systems.

Five billion dollars in weatherization stimulus funds were allocated to states nationwide in 2009. Nationally, the program just reached its goal of weatherizing 1 million homes across the country on September 27, 2012. In Minnesota, the influx of funding required hiring of staff and private contractors for the 30 local service providers who carry out the program at the local level.

Press Release Sample

WAP Fact Sheet

When reporters call, look to this chart for concise talking points on how weatherization works for families, the economy, and the environment.



Weatherization Assistance Program

The U.S. Department of Energy's (DOE) Weatherization Assistance Program (WAP) was created in 1976 to assist low-income families who lacked resources to invest in energy efficiency. Borne out of the oil-crisis of the 1970s, WAP has become the nation's largest whole-house home energy upgrade program. The Program operates in all 50 states, the District of Columbia, Native American tribes, and U.S. Territories. Funds are used to improve the energy efficiency of low-income homes using the most advanced technologies and testing protocols available in the housing industry.

American Families

Since the inception of the Program, WAP has allowed over 7.4 million families to live in cleaner, safer, more energy efficient homes. These low-income families face a high energy burden, paying an average of 16.3 percent of income on utilities – more than four times what higher income households pay (3.5 percent). In many areas of the country this energy burden can climb to upwards of 50 percent. By reducing energy costs through weatherization, low-income families can spend more on other essentials like food and medicine.

- Over 7.4 million families served since 1976
- On average, WAP eligible households pay 16.3% of income on utilities – more than 4 times what non-eligible households pay (3.5%)
- Reducing energy costs means families have more money to spend on food, medicine, and other essentials

American Workers

There are approximately 8,500 jobs in the weatherization network, with many more supported in related businesses, such as material manufacturers and suppliers. Workers are highly trained and receive on-going instruction to further develop their skills. WAP is at the core of an expanding residential energy efficiency retrofit market and its training centers, training curricula, diagnostics, and installation techniques play an integral role in deploying cutting-edge technology to advance the wider home performance industry. WAP managers, trainers, and technical experts were key players in developing the Guidelines for Home Energy Professionals, a collaborative, industry-wide effort to establish work quality specifications, job task analyses, training program accreditation, and nationwide certifications for home energy efficiency retrofit workers.

- 8,500 living wage jobs are supported by Weatherization
- Workers are highly trained and make up the largest energy efficiency retrofit workforce in the nation
- These workers form a foundation of skilled individuals to support the growth of a private home energy retrofit industry

American Businesses

WAP supports the home performance industry, American manufacturers, and small businesses. The program supports thousands of local businesses, providing a platform for innovation in the energy retrofit industry and a market for local businesses providing workers, materials, or technical assistance. In 2011, more than 89 percent of the materials used in home retrofits were made right here in America. WAP has been a pioneer in deploying technology and facilitating greater industry adoption of more efficient and effective practices and tools. Through these tools, WAP continues to define residential energy upgrade work as a distinct and professional industry and as a desirable and sensible product for consumers.

- Thousands of local, American businesses are supported by the activities of the Weatherization Assistance Program
- The WAP provides a marketplace for innovation in the energy upgrade industry and supports the growth of American businesses

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Issue a Media Advisory

The media advisory, or press advisory, is a quick and simple way to let the media know about an event they may want to attend. Advisories are typically sent to the attention of the Assignment Editor, City Editor, or News Editor. Check with your local paper and ask to whom your advisory should be addressed.

Much like a press release, the media advisory should include the story angle and the relevance of the event. Unlike a press release, the media advisory should alert the media to an actual event and identify any public officials or dignitaries who will be attending.

CSR Media Advisory: Louisville Observes National Weatherization Day

Louisville Metro sent this bulletin at 10/26/2012 01:45 PM EDT

FOR IMMEDIATE RELEASE:

October 26, 2012
6167

Media Contacts:

Debbie Belt, 574-6587/303-

Phil Miller, 574-1901

Louisville Observes National Weatherization Day Project Warm offers free workshops to help prepare for winter

LOUISVILLE, KY (October 26, 2012) -- With colder weather approaching, residents can lower their heating bills by taking steps to make sure their homes are as weatherized and energy efficient as possible. Mayor Greg Fischer is joining in the national awareness push by declaring October 30 as "Weatherization Day" in Louisville.

Louisville Metro's Weatherization Assistance Program offers ten quick tips to help in lowering energy costs in colder weather:

- Turn back the thermostat between 65 and 68 degrees
- Close the fireplace damper when fireplace is not in use
- Fill in gaps in exterior doors with weather stripping and caulking
- Keep furniture away from vents and keep the vents vacuumed
- Wear layers of clothing and dress warm
- Unplug appliances not in use
- Open shades and curtains allow the sun to help warm your house in the day and close them at night to help keep in the heat
- Turn down water heater temperature to 120 degrees
- Install low flow showerhead
- Seal around and cover window air conditioners

Project Warm, which provides free weatherization education and services for low-income families in Louisville, has scheduled several free weatherization workshops around the community. Several of these workshops will be held in November at the Urban Government Center to reach out to residents seeking LIHEAP utility assistance and others who are interested. Participants in the workshops will receive free supplies and learn "do-it-yourself" weatherization tips like how to hang clear interior window covers to prevent drafts. Contact Project Warm at 502.636.9276 for workshops offered at this location and other locations.

Media Advisory Sample

More information on working with the print media can be found at www.waptac.org. Click on Public Information, How Do I Start a PIC, Print Media.

Submit an Op-Ed Piece

An op-ed (“in my opinion”) piece expresses an opinion or reaction to a current issue or event. Unlike a press release, an op-ed is expressed from the viewpoint of an individual or group.

Emphasize One Point

What is the one point you want to get across? An op-ed should be short (500 - 750 words) and make a very specific point!

Uses and Strategy

Your op-ed can be used to inform the public of the merits of the WAP, challenges facing the program, and suggested courses of action. You may also attempt to bolster public opinion for a current initiative or event.

- If your paper is regionally based, it is important to tie your op-ed to local needs and concerns.
- What developments have occurred in your State/county/town?
- Who are the local players supporting your cause?
- How will local families benefit from weatherization?

If your paper is more widely read, you should tie your op-ed to a significant or popular event. For example, you could discuss the impact of the Recovery Act on the WAP, or write about your concerns for the environment, low-income families, or jobs and propose weatherization as part of the solution.

It is important that you get the right person to sign your op-ed. This should be someone of particular relevance to both your message and its location. For a local newspaper, a Congressman or community leader would be ideal. For a more heartfelt, personal message, a client would be ideal.

Placing Your Op-Ed

The most important step of op-ed development is getting your message placed. It is always wise to read a paper’s op-ed section before submitting an op-ed yourself. Keep in mind the tone, political leaning, and intended audience of a paper. When in doubt, contact the editor to discuss your idea. For example, a conservative-leaning news source might be inclined to publish your op-ed if it emphasizes job creation and self-sufficiency. You should also find out how long the average op-ed in your target paper is and the deadlines for publishing.

OCTOBER 30, 2012
The Multi-County Community Services
Agency in Mississippi held an event to
highlight services, getting coverage from
their local ABC affiliate.

If your story is printed, thank the editor and provide an update on the latest weatherization statistics and activities.

Tips for Getting Your Op-Ed Published:

1. Follow the rules. Every newspaper has guidelines for op-eds. If you fail to follow those guidelines, your piece will be rejected.
2. Be concise. Newspapers do not like verbose writers. Use shorter words, sentences, and paragraphs, and stick to the point
3. Write persuasively. Do not muddy the waters by giving vague opinions. If you are discussing a problem, offer the solution.
4. Put the most important points first. The editor may cut your piece and will typically cut from the bottom up, so be sure that the most crucial information isn't lost at the end of the piece.
5. Submit a cover letter. Include the name of the appropriate contact person.
6. Include your contact information. Submit your name, address, city, State, zip, contact numbers, and email address in case the editor needs to reach you.
7. Provide a short bio. It could be written like this: John Doe is the executive director of the ABC Community Action Agency.

You will likely know within two weeks if your op-ed will be published. Some papers will contact you to let you know if you have been approved or rejected, while others will simply publish your piece.

Op-Ed Sample

Be sure to include details on the current events and hot button issues that are relevant to your State/community/region. Remember to tell your story in plain, active language and express a clear point of view.

Get Data for Your State

Fisher Sheehan & Colton has done extensive research on the Home Energy Affordability Gap. For information on your State, visit the website: www.homeenergyaffordabilitygap.com.

More information on working with the print media and a variety of samples can be found at www.waptac.org.

Weatherization program off to strong start

May 09, 2012 8:16 AM

To the Editor:

It wasn't easy. Thanks to all the volunteers of SeacoastEnergy.org and its all volunteer committee members, vision and persistence have paid off. As Autoworks of Kittery's president, Seacoast Energy Initiative vice chairman, and a student auditing Angus King's class on Leaders and Leadership at Bowdoin College, I am pleased that those attributes resulted in being able to distribute the entire pool of weatherization loan funds for residential weatherization committed to residents of Kittery, Eliot, York, South Berwick and Ogunquit.

As a result of 2 1/2 years of not giving up, \$400,000 will continue to be available for the next group of homeowners as the current loans are repaid to replenish the loan pool. Because our taxpayer dollars are being recirculated instead of being spent on a "one shot" program with no "afterlife," I see this as a successful model of the ARRA (American Recovery and Reinvestment Act).

The best thing about this program is its benefits to Maine and the environment — the weatherization work will be performed in Maine by Maine workers and Maine energy auditors, the impact of this weatherization means that Maine dollars will stay in Maine instead of going out of state to buy fuel oil, and Mainers will be more comfortable for less money during those winters when Mother Nature is not as gentle as she was this year.

The lesson: Vision and persistence pay huge dividends in life.

Stephen Kosacz

Kittery

PROCLAIM WEATHERIZATION DAY!

Sample Weatherization Day Proclamation

STATE OF ARKANSAS EXECUTIVE DEPARTMENT

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS COME – GREETINGS:

- WHEREAS: The Weatherization Assistance Program, the nation's largest residential energy-efficiency program, was established by the U.S. Department of Energy in 1976 to make homes more energy-efficient, safer, and healthier for those with low and moderate incomes; and
- WHEREAS: Administered by the Office of Community Services of the Arkansas Department of Human Services, the Program is operated primarily by community-action agencies as part of their effort to help people sustain themselves and advance economically and socially; and
- WHEREAS: The Weatherization Assistance Program has injected over \$160 million into communities to improve more than 73,900 homes, thereby affecting the lives of thousands of Arkansans, including many who are elderly, many who are disabled, and many families with children, helping them conserve energy and save income for other basic necessities; and
- WHEREAS: In the last three years, the Program has been able to improve more than 6,200 additional homes with the help of American Recovery and Reinvestment Act (ARRA) funds and has worked with the ARRA-funded weatherization training centers of Pulaski Technical College in North Little Rock and Northwest Arkansas Community College in Bentonville to advance efficiency and effectiveness and to gain national accreditation for workers; and
- WHEREAS: The Program conducts computerized energy audits and uses advanced diagnostic technology, investing as much as \$6,500 in a home and providing an array of improvements that include weather-stripping of doors and windows; patching cracks and holes; insulating walls, floors, and attics; replacing doors, windows, refrigerators, and water heaters; and repairing heating and cooling systems; and
- WHEREAS: Weatherization efforts contribute to the state's economic, social, and environmental progress by creating jobs; purchasing vehicles, equipment, materials, and other goods and services; improving housing; stabilizing neighborhoods; reducing homelessness; eliminating carbon emissions, and reducing the risk of fires; and
- WHEREAS: Because of its proven effectiveness and recognized potential to do more, weatherization has gained the growing support of public and private entities, including mayors, county judges, state legislators, utilities, community institutions, and various organizations;

NOW, THEREFORE, I, MIKE BEEBE, Governor of the State of Arkansas, by virtue of the authority vested in me by the laws of the State of Arkansas, do hereby proclaim October 2012, as

ENERGY AWARENESS MONTH 2012

and October 24, 2012, as

WEATHERIZATION DAY 2012

across the State of Arkansas, and I urge my fellow citizens to work together to support and strengthen the Weatherization Assistance Program, which has done so much for so many in our State, to the betterment of all.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Arkansas to be affixed this 8th day of October, in the year of our Lord 2012.




MIKE BEEBE, GOVERNOR


MARK MARTIN, SECRETARY OF STATE

OCTOBER 30, 2012

Idaho Governor C.L. "Butch" Otter proclaims October 30 to be Weatherization Day in Idaho in recognition of the positive impact the Weatherization Assistance Program has on the state's residents.

In almost every State, there are two ways to get a day designated for a specific observance:

- Ask a State senator or representative to sponsor a resolution in the legislature announcing the day.
- Go directly to the governor's office and ask for a proclamation or declaration.

Check if there is a way to designate the day for all years. Otherwise you will need a new proclamation each year.

States use different words to describe a proclamation, but governors tend to favor "declaration" because they do not need a legislative resolution to issue a declaration. Check with your State to see which word works better.

Working with the Governor's Office

Typically, it is faster and easier to work directly with the governor's office than to work through the legislature. (However, if you have contacts in your State legislature, include them in the process to inform them about your program.) Additionally, those sponsoring a resolution will often issue their own news releases. At the least, you can use the sponsor's name in your own materials.

The following steps will help you get your proclamation or declaration in place:

- Contact your governor's staff and ask for the person who handles proclamations and declarations.
- Ask this person about the procedure for requesting a proclamation. Ask if a sample is available that you could use.
- Tell your contact person that you will prepare the information to match the sample format. In some cases, a staff person may tell you to just send over the information and they will do the work themselves.
- Follow the format in the sample provided by your State. Most will use this formula:

"Whereas" will be followed by a few lines of information about the program.

OCTOBER 30, 2012

Louisville, Kentucky Mayor Greg Fischer proclaims October 30 to be Weatherization Day in Louisville.

Working with Your State Legislature

Your governor's office and State legislature have similar processes and paperwork for proclaiming a State Weatherization Day. The major differences may lie in the approach you use to gain the attention of the State legislators and the nature of the support necessary to convince the legislature to pass the resolution.

- First, identify one or more legislators likely to sponsor such a resolution. These legislators should have a close relationship with the local weatherization agency serving their districts. It may be prudent to have the local agency director approach the legislator with the idea, as legislators are more likely to respond to constituents than State staff.
- Second, offer (or have your agency director offer) to prepare the resolution for the legislator. Try to get a few examples of resolutions recently passed by the legislature to use as templates.

Weatherization Day Proclamation Tips:

Proclamation signings provide a great opportunity to get the WAP noticed! Consider the following when preparing for this event:

1. Start early—these things take time. Call your State's governor, city or town mayor, county commissioners, etc. to tell them about Weatherization Day and what you'd like them to do to help recognize the program.
2. Invite the local media to attend the signing.
3. Follow up! Send a cover letter, information on Weatherization Day, and information on the program. Include a copy of the proclamation if available. Be sure to include your contact information.
4. If possible, have the signatories sign the proclamation while visiting a home that is being weatherized or have them sign one at a site demonstration. (See the Site Demonstration section for details.)
5. Keep the press posted about this event. (See the Media Advisory section.)
6. Take plenty of photos of the event. Forward one or two with captions and a press release to your State and local media outlets.
7. Have your staff on hand to answer questions and provide information to participants.
8. Write a news story and ask your local newspaper to run it the day after the signing or on a date closer to Weatherization Day.

TELL YOUR STORY ON THE AIR

Television and cable media companies are required by the FCC to provide community service information and public access channels. Consider calling the local cable company to help them fulfill their requirements. During October, for example, the channel could run energy efficiency and weatherization tips with the Weatherization Works! logo.

Broadcast media—radio, television, and webcasts—is extremely effective in reaching a wide audience. There are three general ways to get your information over the airways:

- Public Service Announcement – Sends an educational message that focuses public attention on a serious issue.
- Radio Talk Show – Engages a radio personality on specific issues
- Television Broadcast – Highlights issues of interest on a television talk show or the local news

Public Service Announcements

For radio, develop a 30-second and a 15-second written public service announcement (PSA). Make the text upbeat and be creative to attract the attention of the producer. This may help get air time during more prime time slots. The announcement will usually be read by the host or be incorporated into a show.

The copy you send local print media should be in final form for use by the publication. Research the publication to find out which formats it uses for PSAs. Remember, since the publication earns no fee for a PSA, your PSA is more likely to be published the more work you do. Send background information about your organization and the program with each PSA.

For television, video PSAs are the most expensive to produce and distribute. Consider video PSAs for cable access programs or similar broadcasts. Send your video PSA with written text and a cover letter to the stations you believe will most likely air the tape.

Be sure you know the video format (beta, VHS, 3/4 tape, DVD) the station needs. You may want to partner with a high school or college audiovisual department for help or visit www.prssa.org to find a Public Relations Student Society of America chapter in your community to keep costs down.

We are the human interest story!

Telling a news source that you have the elements of a good human interest story (e.g., good graphics, client testimonials) may encourage them to use your story.

Tips for Developing a PSA:

- Listen to the media outlets you want to use. Target specific radio stations, television programs, and print outlets according to your desired audience.
- Check with the radio/television station on the appropriate PSA length.
- Send a letter on your organization's letterhead asking for the PSA to be run. Remember to include why the service is important to the community. Make sure they know that your organization is a non-profit.
- Include a desired start and end date for the PSA.
- Give plenty of lead time to the station. Send the information about 3 to 4 weeks before you want the spot to start airing.
- Follow up with a phone call or email to make sure your material has arrived.

The Look of a PSA:

As important as getting your message on air is getting the attention of your audience once it's there. Be sure to make your introduction as interesting as possible!

Include the basics (who, what, where, when, why, how), any special details about cost, and contact information.

Remember:

- Type your PSA in double-spaced paragraphs after the contact information.
- In the final paragraph, describe the services available to the public through your organization. ALWAYS include a sentence stating that your organization is a non-profit that serves the public.

PSA Sample

More PSA samples
can be found at
www.waptac.org. Click on
Public Information, How
Do I Start a PIC, PSAs.

From: ABC Community Action
Main Street
Anytown, USA 55454

Contact: Lynda Evanston

Phone: 343-343-3434

For Use: October 1 to October 30, 201_

Length: 30 seconds

Wondering how to cut your energy bill and make your home warmer this winter? Come to our session and learn about basic weatherization measures for your home. The Community Action Agency is sponsoring a free home weatherization workshop for all community residents. Join trained technicians on Saturday, October 12, from 9:30 a.m. to 11:30 a.m. at the Harris Community Center. In addition to energy-saving tips, you'll learn how to avoid common health hazards, such as carbon monoxide poisoning.

For more information, contact Ms. Linda Evanston at 343-343-3434.

This Community Action Agency is a non-profit organization that serves low-income residents in the tri-county area. Our Weatherization Assistance Program reduces the energy burden on low-income residents by installing cost-effective energy efficiency measures, while ensuring their health and safety.

Radio Talk Show

First and foremost, you have a story to tell! Every day you help families save energy, improve their living conditions, and even save lives. Your story is interesting, but no one will know if they don't hear it.

Do your homework. Listen to the program so that you can anticipate the type of response you will get from the host and their callers. Be sure to understand how the WAP will fit into the show's format before attempting to be a guest.

There are many radio stations and many formats to attract different audiences. It may take some time to find the show that is right for you.

Developing the Idea

Before your initial conversation with the producer, send a letter stating why you should be considered as a guest. Keep your letter as brief as possible while outlining the issue and suggesting elements to be included in the show. Be sure to attach background information on your organization, printed stories if available, and accurate contact information. The following excerpts can be used when you write your letter:

"Here's an insurance policy against future price increases: When a low-income home is weatherized, both its energy bill and fuel consumption are reduced each year for many years to come. When energy prices rise or energy supply is disrupted, weatherization recipients are better able to cope."

"Weatherization makes people warmer in the winter and cooler in the summer, saves energy and money, and even saves lives."

As a follow-up to your letter:

- Contact the station and ask to speak to the show's producer. Only in the smallest markets will the on-air personality arrange for guests.
- Be prepared with a clear, concise description of your idea.
- Sound as animated and upbeat as possible when talking to the show's producer.

That two-minute conversation on the telephone can sell or sink your chances of being a guest. Producers judge your on-air potential by what you sound like on the phone.

Thanks to James Benfield (1943-2002), former President of the Coalition to Keep America Warm, for providing many of the ideas in the Radio Talk Show and Television Show sections of this guide.

Tips for Going on a Radio Talk Show:

- Never phone into an ongoing program! You will not have an opportunity to properly present your credentials on the air and the host will consider you just another caller.
- Be sure to do the radio show by yourself. Additional guests will dilute the message you want to get across.
- The host may offer you the opportunity to do the show from your home or office by phone. If you have a choice, go to the radio station's studio. The host will be friendlier because you will have direct eye contact and the conversation will be less formal. In the end, you and your message will come across considerably better.
- Show up 15 to 30 minutes before the show airs. A producer will usually greet you.
- You may not be able to meet the host until you enter the studio. The host will not generally discuss the key topic until on air to keep the conversation fresh for listeners.
- Dress in the same clothes you would wear to work.

Television Broadcast

Remember that the WAP has a powerful story to tell. Every day you help America's families save money and energy, improve their living conditions, and even save lives! That's a story worthy of a talk show.

It is often easier to book a segment on a variety type show than to book one guest or one idea for the whole program.

Keep in mind that visual impact is everything in television and most shows will avoid a program with just "talking heads" if they can.

Can you offer an in-studio demonstration that the host can participate in?

Do you have a client who has benefited from the program who would be willing to share their personal story on TV? Do you have any videotape, DVDs, photographs, slides, or other graphics that would help illustrate your story? These aids are important.

OCTOBER 17, 2012

WGEM airs a piece from Hannibal, MO on October as Weatherization month and highlighting a service recipient who saw her energy bills go down dramatically.

How to Contact a Television Talk Show

Survey the talk shows in your area. Most cable networks have public access stations. Many colleges and universities have channels with programming 8-12 hours a day. Even the primary affiliates (ABC, NBC, CBS, FOX, WB, etc) have some local programming. You can find these listings on the Internet, in the Yellow Pages, and in the local TV Guide.

Assess the flavor of the show:

- Does it address one issue during the whole program or does the content of the show change from segment to segment?
- Does the guest make a presentation and then answer questions from the audience/callers or is the guest interviewed by the on-air personality?

When you decide which program meets your needs, call the television station and ask to speak to the producer of the show. The producer will probably ask you to write a letter detailing your idea for a segment. Keep your letter as brief as possible, but be sure to outline the issue and suggest elements for inclusion in the show. These could include, for example, demonstrations, satisfied clients, and videotapes.

Be sure to include background information on your organization, print stories, and accurate contact information as attachments to your letter. The following idea may be incorporated:

"Weatherization provides an essential service to low-income families while reducing our nation's energy burden."

Other topics could include:

- The cost-effectiveness of weatherization and supporting studies
- The use of new technologies
- Long-term protection against rising energy prices
- Training for skilled labor
- Stimulation of the local economy

(Find fuel savings facts on www.waptac.org under "WAP Basics")

Follow up a few days after you send your letter with a phone call. When you have the producer on the phone, be upbeat and enthusiastic. Producers will judge your on-air potential by how you sound on the phone.

OCTOBER 24, 2012

KATV in Arkansas runs a segment on Governor Mike Beebe's declaration of Weatherization Day.

DECEMBER 18, 2012

CNY Central airs a segment commending a furnace specialist from the Cayuga/Seneca Community Action Agency for recognizing the symptoms of carbon monoxide poisoning and identifying a potentially life-threatening leak.

Television studios can be very intimidating. Moments before you go on the air, blinding lights go on, the cameras roll around, and the floor director starts shouting orders. Try to keep in mind that it's just television.

Tips for Appearing on a Television Show:

The show's producer will tell you when to arrive, usually 30 to 45 minutes before the show airs. This is a good chance to get familiar with the studio.

You will probably meet the host before the show. Avoid talking about the specifics of your topic at this time so the segment will be fresh when it's on the air.

Wear flattering clothes and appropriate makeup. Bring face powder and apply some right before the show starts. You can usually apply makeup with a heavier hand because the bright lights can make you look washed out. Keep clothes and jewelry simple. Avoid wearing clothing that is mostly white or features large stripes or plaid.

Forget about the cameras and lights and focus on your host. Don't address the camera unless it's a call-in show and you are answering a question. Keep in mind that you are trying to sell your host on an idea. If you are successful, the audience will follow.

The first quarter of the program will usually be a conversation between you and the host. You will have your best shot at getting your message out during this time.

Prepare a list of points you would like to make and touch on these as completely as possible during this time. Do not shuffle papers while you are on the air.

Be prepared with your facts and figures and be ready to explain your comments. Stay on message.

When responding to listeners' phone calls, try to find something to agree with in each question or comment. If the listeners like you, they'll buy your message. Be friendly and avoid getting too technical.

Finally, remember to have fun. This is serious business and your life's work, but television shows are entertainment. They keep their audiences engaged by being spontaneous, controversial, humorous, enlightening, and provocative. Fit into the show's format—don't try to bend the format to fit your message.

USE A WEB VIDEO TO PROMOTE WEATHERIZATION DAY

Web Video

Over the past few years, there has been a marked increase in the use of short Internet film as a promotional tool for programs. Web film has the potential to amplify your message. Such a forum also allows you to serve as your own free distribution channel by forwarding and circulating clips to news groups and media outlets for further distribution.

YouTube is the most common site for posting videos online. With thousands of videos uploaded each day, it is one of the best way to share your public information campaign and public services announcement videos with the world.

The following paragraphs explain the uses of web video and describe the steps necessary for getting your content posted to the web. For more in depth explanation, see the Social Media Guide at www.waptac.org under Public Information, Social Media.

Editing Footage

When you have the footage you desire (recorded from a site demonstration or other key weatherization event), simply plug your camcorder into the appropriate port on your computer and start your editing program. The software should walk you through your tape, allowing you to select the parts that are worth recording.

Editing your video footage shouldn't prove too difficult, as almost all modern editing software is very simple to use and produces good results. Don't be afraid to use the free software already on your computer, such as Microsoft Movie Maker or Apple's iMovie. It'll do the job just fine.

YouTube Editing Features

YouTube has added a number of new features to the site that enable users to edit videos directly on YouTube without outside software, including:

- **Video Annotations:** One of the easiest ways to augment a video on YouTube is to add "Annotations" to an existing video. Annotations are simply text added on top of the video. You can use annotations to note who is speaking, their location, facts about your program, websites people should visit for additional information, and more.

OCTOBER 2012

The Community Environmental Center in Long Island City, New York releases a video about multifamily weatherization services

MAY 2011

The CHP (Community Housing Partners) Energy Solutions produces video on the hands on, technical weatherizing training at their facility in Christiansburg, Virginia.

To learn how to upload a video to YouTube.com, reference social media guide 'Harnessing the Conversation: Raising the Awareness of the Weatherization Assistance Program' on WAPTAC.org under Public Information, Social Media.

- **Video Editor:** Video editing is often expensive and time consuming process. Recognizing this obstacle, Youtube has rolled out a "Video Editing" feature on the site, allowing you to assemble video clips into a comprehensive video. While the end product will not have the same bells and whistles as professional developed videos, YouTube video editing is free and easy to learn.
- **Video Captions and Subtitles:** Often it is necessary to add captions or subtitles to a video. While captions, subtitles, and annotations are all text added to video, they are not the same. Captions and subtitles, unlike annotations, can be turned off and are used primarily for the hearing impaired or multiple languages in a single video.

Requirements for Posting a Video Online:

Once you have transferred your footage to the computer, be sure to save the file in a location you will remember. Once saved, the file is ready for uploading to the blog or website of your choice.

Receiving and playing web video is relatively simple as most computers now have free software such as Windows Media, Quicktime, and Real Media. You need to decide whether users will have to download and store video to their hard drives or whether you will use streaming video, which buffers (pre-loads) the film so that it can be viewed directly from the website it is posted to. Consult with the person who runs your website to determine which feature will best meet your needs. Internet can be a useful tool for sharing information about your program and its benefits. Posting to a website gives you access to a broad audience—and the ability to share the latest program data, press releases, and success stories almost as soon as they happen.

Embedding Videos

One of the most useful (and most used) features of YouTube is the "Embed Video" function. Instead of having to send people to YouTube to view your videos, you can embed them directly onto your website. The video come with a player so visitors can watch them without ever having to navigate away from your site.

USE A WEBSITE TO PROMOTE WEATHERIZATION DAY

Messages posted to a website can be used before, during, and after your Weatherization Day events to share your accomplishments with the public. Materials that are colorful, engaging, and easy to read are most likely to keep your visitors' interest. Use shorter words, sentences, and paragraphs.

Your organization probably already has a website. Be sure to check with the host to see where—and how much—content may be posted. If your organization is unable to provide space on its server or does not have a website, national partners such as NASCSP, NCAF, or other stakeholder organizations may be able to post your data on their sites.

What to Post: **Weatherization Day Event Notices**

Where to Post: The “upcoming events” or “calendar” page of your organization’s website.

Why to Post: By announcing your event on the Web, you will encourage attendance. You may even catch the eye of the media.

What to Post: **Success Stories**

Where to Post: The “splash” (front), “news,” or “success story” page of your website.

Why to Post: After months of planning and effort, it’s time to reap the benefits of your hard work and celebrate a job well done.

What to Post: **Press Releases**

Where to Post: On the “Press Release” or “News” section of your program or organization’s website. You may want to link to the site’s splash page.

Why to Post: Many organizations include press releases on their websites. Posting a press release is a low-cost way to publish your news quickly and efficiently, and it offers a central location from which the media can pick up the story.

IF YOU HAVE QUESTIONS OR NEED ASSISTANCE, COLLEAGUES ACROSS THE COUNTRY ARE READY TO HELP YOU WITH:

- Contacting public officials
- Drafting fact sheets
- Editing materials
- Brainstorming possible ideas
- Social Media
- And more!

Contact ebenhna@nascsp.org and we will connect you with the help you need.



Weatherization agencies are encouraged to use the Weatherization Works! logo in their materials. This logo can be imported into most documents and is available at www.waptac.org. To re-size the image after it is imported into a document: click on the image once and “grab” one of the handlebars in the corner. Stretch the image from the corners only. If you stretch it vertically or horizontally, you will distort the image.



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