



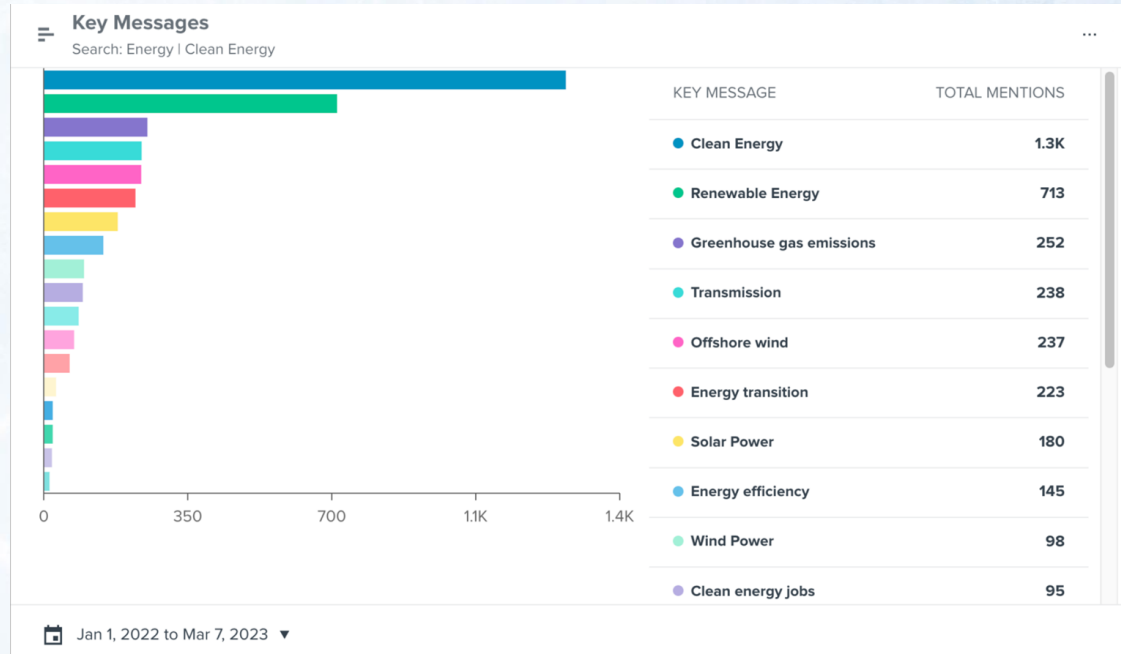
Why Communications Matters



Courtney St. John

Why should I care about communications?

...low public awareness



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...low public awareness

We looked at a combination of polling, social listening, media analysis, and anecdotal feedback on the IRA and its benefits. We learned:

- The conversation about the IRA has been dominated by policy makers and the media.
- Most people have no idea what the term “IRA” or “Inflation Reduction Act” means or how it applies to their lives.
- Social conversation volume on the topic is very low
 - TikTok showed the lowest volume of mentions
 - YouTube showed the highest number engagements
- Sentiment (on social) is 60% positive
- Of the Americans who do know what it is 47% said they favor it

Why should I care about communications?

...disingenuous attacks from prominent news outlets

ENERGY · Published August 25, 2022 9:10am EDT

**Democrats' inflation bill quietly
created green energy loan program
critics warn could lead to next
Solyndra**

FOX
BUSINESS



From the August 1, 2022, edition of Fox's America Reports

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WSJ | OPINION

Best communication practices

- Identify target audiences
 - Constituents/general public
 - Media
 - Decision makers
- Use the right messages - **DEWONKIFY!**
 - Connect to people's everyday lives
 - For consumers, pair with basic education
 - Most common media themes on clean energy: job creation, health, environmental justice, grid reliability
 - Our themes:
 - Jobs
 - Equity
 - Rural benefits

Best communication practices ...meet people where they are

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Thank you.

For additional questions,
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