# Oneida Communications Plan Snapshot

**Tagline:** **ONEIDA POWERED.** Our Energy ... Our Way.

## Goal 1 Strategies

**Goal 1: Educate and inform key audiences about the solar project.**

- Create opportunities for audiences to learn about the project and solar technology.
- Communicate project benefits to key audiences where they work and live.
- Alleviate concerns about perceived project risks.

## Goal 1 Tactics

- Post DOE “Energy 101” video and solar basics curriculum to tribal website and Facebook pages.
- Include solar factoids in tribal and school newspapers.
- Hold a town-hall meeting to introduce the project.
- Host energy fair; community and tribal staff events.
- Launch an outreach campaign.
- Develop talking points that address perceived risks.
- Deliver audience-specific messages directly through targeted leadership, staff, and community meetings.
- Develop a regular Q&A blog or column that addresses community concerns/risks proactively.

## Goal 2 Strategies

**Goal 2: Instill a sense of community pride and ownership in the solar project and an energy program.**

- Create opportunities for community engagement.
- Get key audiences actively involved in the project.

## Goal 2 Tactics

- Host solar project groundbreaking at Turtle School.
- Organize poster contest to encourage creativity and involvement in the project.
- Engage college graphics design department and/or journalism departments in developing a logo and outreach campaign for the project.
- Provide opportunities for community members to assist developer in installation/maintenance.
- Create school curriculum activities focused on the solar project.

## Goal 3 Strategy

**Goal 3: Inspire key audiences to embrace the tribe’s broader energy vision and goals to generate support for future investments.**

- Share project successes.

## Goal 3 Tactics

- Track solar generation and cost savings; communicate results widely (e.g., create results posters to display in tribal buildings with solar arrays).
- Write and distribute success story articles/blogs/videos through various community outreach vehicles (e.g., “This Week in Oneida” video project).
- Host 1-year anniversary party to celebrate achievements.

## Communications Goals

<table>
<thead>
<tr>
<th>INTERNAL AUDIENCES</th>
<th>OTHER AUDIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tribal leadership and staff</td>
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<td>Hunters and sportsmen</td>
</tr>
<tr>
<td>Environmental groups</td>
<td></td>
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</tbody>
</table>

## Other Audiences

- Tribal leadership and staff
- Concerned citizens/Oneida Advocates
- Tribal elders
- Tribal youth
- Utilities – WPC and WE Energies
- Hunters and sportsmen
- Environmental groups
- Hunters and sportsmen
- Environmental groups

## Internal Audiences

- Tribal leadership and staff
- Concerned citizens/Oneida Advocates
- Tribal elders
- Tribal youth
- Utilities – WPC and WE Energies
- Hunters and sportsmen
- Environmental groups