

Communicating Hydrogen: Matching Message with Media

Henry Gentenaar, The Media Network
Christy Cooper, DOE Hydrogen Program

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Making the Hydrogen Message “Stick”

- We are a communications-based society
 - Constant stream of information/constant contact
- “Supersaturated” – more info than we can process
- Information is nothing if it doesn’t engage ... if it doesn’t tell a story...
- The most successful organizations tell powerful stories
- They make their message easy to understand and leave a lasting impression on the imagination of their audience ... the message “sticks” in the mind’s eye of the receiver

How? Five ways...

1. De-mystify

- Make a complex set of issues easy to understand

2. Filter audiences

- Find, attract, reach out, and speak to different audiences – first in common, THEN in specific ways

3. Find key messages

- What are the top 3-5 things people should know about hydrogen? Everything follows from there...

4. Use the communications tools your audience uses

- Traditional media and technology is just part of the pie

5. Match up our message importance with our message relevance

- Two different things; the message can be irrelevant in the information space, regardless of its importance

One way to do this: New Media

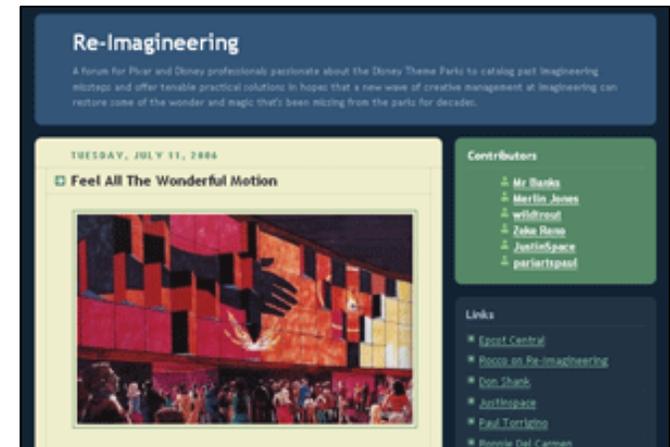
- Get to the audience
 - We wouldn't use the telegraph, would we? And newspapers are quickly becoming passé for information transfer
- Greater opportunity to get our information out there
- Consumers want to feel engaged and included in your story...
 - But they need to be gotten at where they stand
- A new and continuing cultural phenomenon building on the evolution of electronics and computing
- “Convergence”
 - Text, pictures, and sound; of art and technology, and of different mediums of communication
- Turning passive—one way—mass communication and direct communication (letters, print, radio and television) upside down
- Disrupting old ways of thinking about time and space in communications

Blogs

- Short for web log, a personal journal published on the web; an electronic magazine/diary combination
- What you'll need: Software to write a blog/host to put it on the web
- Learn More:
 - <http://technorati.com/help/bloggng101.html>
 - <http://www.blogbasics.com/>
 - <http://www.businessblogbasics.com/>

Blog Quick Facts:

- ✓ 15 million American adults say they have created blogs
- ✓ Blog readership is now 35% of internet users
- ✓ 12% of internet users have posted comments or other material on blogs



Traditional earned media efforts are of a “pre” or “post” nature, announcing what will happen or documenting what **DID** happen. Blogs now allow people to comment and show what **IS** happening

Podcasts

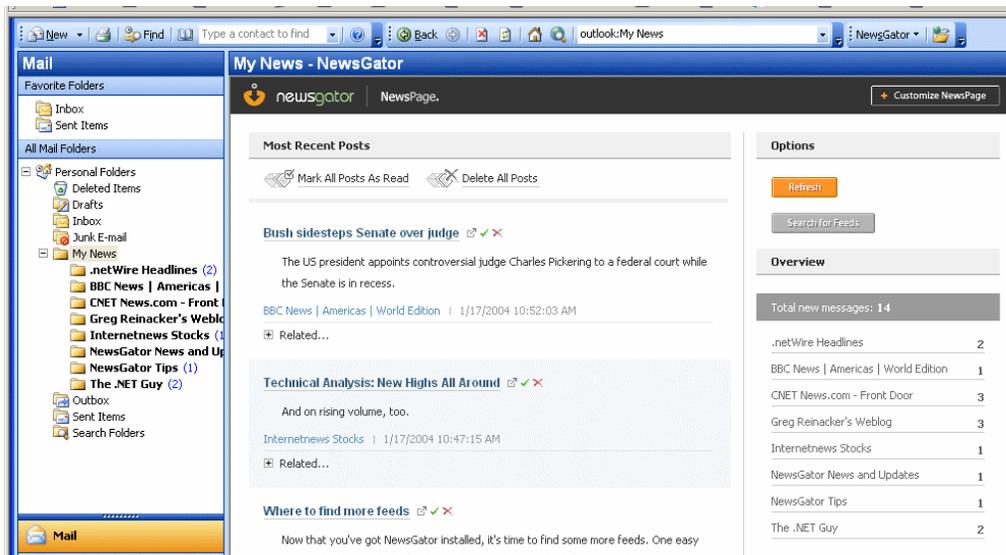
- An audio file (usually mp3) distributed over the web using syndication feeds for playback on portable media players (like iPods and computers); “Podcast” can mean both the content and the method of distribution
- Allows automatic download of audio onto portable media players; users can subscribe to a web feed for updates about content
- What you’ll need: Recording software and equipment, hosting service/distribution mechanism
- Learn More:
 - <http://www.how-to-podcast-tutorial.com/00-podcast-tutorial-four-ps.htm>
 - <http://www.podcasting-tools.com/podcasting-101.htm>
 - <http://podcastingnews.com/articles/How-to-Podcast.html>



Find podcasts at www.podcastingnews.com or www.itunes.com

RSS Feeds

- RSS stands for Really Simple Syndication or Rich Site Summary
- RSS is a format for syndicating web content
- Websites are static, you have to drive traffic
- RSS allows readers to subscribe to your ever-changing content



Second Way: Make Old Media More Engaging

- Use a targeted mix of traditional media (Radio, Print, TV), then mix it up with new media (Blogs, Podcasts)
- Use bites, not meals, of information
 - Keep it simple
- Keep it Fun
- Positive messaging only
- Consistent message arc
 - Build on what you've done
 - Track what the audience knows

Example: DOE Hydrogen Program

- Messaging and media mix
- Creation of a “toolbox”
 - Radio
 - New media
 - Print
 - TV
- Targeted by geography and audience
- Flexible for resource triad (budget/time/personnel)
- Rapid reaction for current events, policy changes and technology developments