



MEMORANDUM

November 18, 2008

TO: Communities Participating in “Local Climate Action Week”, December 8-15

FROM: Climate Communities and ICLEI USA

RE: Tool Kit for Local Media Events

Thank you for participating in the national release of “Empowering Local Government Climate Action: Blueprint for the Next President & 111th Congress.” As promised, we have put together materials that we hope will help you organize a local event and gain media attention for your climate and energy efforts.

As a reminder, Climate Communities members will formally propose this Blueprint to presidential transition team staff and congressional leadership via conference call in mid-December 2008 and with a series of meetings in Washington DC in early February 2009. Any local and national media coverage from your December events will help us make the case for the Blueprint.

Below please find some information that may help you plan your event. Accompanying this memo, please find the following:

- Sample invitation letter for your U.S. Representative and Senators;
- Template media advisory;
- Template press release;
- Talking points; and
- Fact sheet on local government climate leadership.

We will also be sending the final 4-page Blueprint as a .pdf as well as a graphic of the cover that you can enlarge and use as a visual at your event. If there are other materials that would be helpful, please let us know.

For more information or if you have questions, contact Andy Seth at Climate Communities at (202) 261-6011 or andy@climatecommunities.us or Annie Strickler at ICLEI at 510.844.0699 x328 or annie.strickler@icleiusa.org.

WE NEED INFORMATION ABOUT YOUR EVENT – Climate Communities & ICLEI will seek national media attention and federal government attention to the Blueprint through these local media events. To be part of the national campaign and national media outreach, we need you to

send us details about your event. Our staff or consultant will be contacting you soon for this information. We need to know the basics – Date, Time, Location, Spokespeople, Event Description, Projects Highlighted and Specific Stimulus Request (if appropriate) **BY FRIDAY, NOVEMBER 21**. If some details are still unclear at that point please let us know and we will work with you to try to include your event in our national materials. Send your event information to abrown@annbrowncommunications.com

PURPOSE AND MESSAGES OF LOCAL MEDIA EVENTS – Local governments are critical to achieving national climate change solutions and should be part of the national debate on climate change, clean energy and energy efficiency, cleaner transportation, federal spending priorities, and the green economy. To advance federal policies that support local action, we are seeking Administration and Congressional support for the recommendations in the “Empowering Local Climate Action Blueprint.”

We are also calling on Congress and President-elect Obama to include money for local government ready-to-go climate and energy projects in economic stimulus legislation. In fact, given that economic stimulus is the top-priority issue being discussed among policy-makers and in the media, we are suggesting that this be a central message for your event and that you talk about some specific projects that your community can implement in the next 12 months if federal dollars are made available.

Media events across the nation will showcase local leadership and reinforce our message about local government’s critical role as we release the Blueprint. Our goal is to generate local and national press coverage that will help build momentum for federal action as we move toward meetings with administration and congressional officials.

THINK ABOUT CURRENT EVENTS – The attached template materials and talking points provide further suggestions on the key messages for these events. Your event should include messaging that resonates in today’s current atmosphere and with your citizens – moving toward clean energy and energy independence, creating new green jobs, stimulating a revived economy, promoting local sustainable growth, or others.

INVITE YOUR CONGRESSIONAL REPRESENTATIVES ASAP! – We highly recommend that you send invitations to your U.S. congressional delegation to explain the event and invite their participation. If they can celebrate your local achievements on clean energy, clean transportation, green jobs, or other climate action, they will become more invested in that agenda when they return to Washington – and they will better understand the Blueprint recommendations. To be considered on their schedules, you should send invitations to them just as soon as you have confirmed the details of your event. We attach a template and instructions for such an invitation for your use.

DATE FOR LOCAL EVENTS – Please hold an event between December 8 and December 15 to be a part of the official “Local Climate Action Week.”

TYPES OF LOCAL EVENTS – The most successful events will:

- Reflect your local climate priorities and actions;
- Involve local elected officials and other important stakeholders;
- Include U.S. congressional representatives and senators;
- Involve an endorsement of the Empowering Local Climate Action Blueprint; and
- Showcase an example or aspect of your local climate action and leadership; and
- Include discussion of ready-to-go projects that could bring green jobs to your community with help from federal stimulus dollars;

Press kits for your event should include a handout of the Empowering Local Climate Action Blueprint along with a strong call to Washington for support of that Blueprint by your local officials.

SHOWCASE LOCAL SUCCESS – We suggest that the event take place at, or otherwise feature, some action already accomplished or planned that is consistent with the Blueprint’s goals and message. For example, events could feature projects on building efficiency, community-scale renewable energy, clean vehicles, green infrastructure (tree planting, open space preservation), VMT reduction/walkability/smart growth, green job or business creation, or climate adaption. The event should convey the message that this project/example is only a small sample of what could be done in your community – if your locality had the tools and resources, including from the federal government, to take your actions further.

Following are a few sample headlines that illustrate the possibilities for events. Note that these events are not yet confirmed.

- Story County, Iowa Officials Highlight Geothermal County Building, Justice Center, and Human Services Building – and Call on Federal Government to Support More Local Action
- King County, Washington Leaders Call on President and Congress to Support More Zero-Emission Hybrid Buses
- Nassau County, New York Leads “Greening Levittown” Initiative at America’s First Suburb, and Asks Federal Government for Resources to Achieve More Progress
- Miami-Dade County, Florida Planting Trees and Building Green Infrastructure – Wants Federal Government to Support Local Action to Stop Climate Change
- Sacramento County, California Localities Will Promote Smart Growth for Reduced Gasoline Use and Vehicle Emissions – but Needs the Federal Government to Provide More Tools
- Dubuque, Iowa Officials Plan to Create Green Jobs and Businesses, with Federal Support
- Keene, New Hampshire Prepares for the Impacts of Climate Change, but Needs More Federal Help

YOU ARE RESPONSIBLE FOR LOCAL MEDIA OUTREACH, WITH OUR SUPPORT

Please note that Climate Communities and ICLEI will not be contacting your local community media, as you are best positioned to make those contacts and obtain press coverage. You will be responsible for production and distribution of any materials at your local events. We also suggest that you produce posters, easel-signs, or banners that feature your locality and the Local Climate Action Blueprint (using the template materials we will send), to create compelling visuals for your event.

CHECKLIST – Here is a checklist for action.

<u>TASK</u>	<u>TIMING</u>
1) Invite congressional participants and other key speakers	IMMEDIATELY
2) Respond to Climate Communities and ICLEI emails that will request event details, in order to promote national coverage	BY FRI, NOV 21
3) Review and use Media Toolkit provided by CC/ICLEI	November 18, Ongoing
4) Designate local spokespeople	By November 21
5) Produce banners or other materials for event (include Blueprint in press kit)	By event
6) Send initial media advisory to media contacts and begin contacting reporters	By December 1
7) Send second media advisory and make calls to reporters	48 hours before local event
8) Send press release	Morning of event
9) Hold local event	Between December 8 and December 12
10) Send Climate Communities and ICLEI print and broadcast clips	As soon as they appear

COLLECT YOUR CLIPS/VIDEOS – It is important that you collect any print clips or broadcast coverage, so that Climate Communities and ICLEI can collect them and package them for delivery to key Executive and Congressional leadership. It is best to send them to andy@climatecommunities.us and/or annie.strickler@iclei.org in electronic form (such as scanned newspaper clips or electronic news versions), and we appreciate that you send them as soon as they appear.