

## Good news is addictive – spread news about program accomplishments widely and often

Successful programs use many channels to communicate accomplishments and results to stakeholders. These include word of mouth and products such as press releases, announcements on websites, case studies, and presentations. Many programs use earned media—especially local media when possible—by giving people something to talk about, such as endorsements from local personalities.

- New Orleans' [NOLA WISE](#) [1] program (Worthwhile Investments Save Energy) organized showcases hosted by homeowners. NOLA WISE promoted these showcases through neighborhood canvassing, electronic newsletters, social media, and collaboration with nearby neighborhood associations. The events often generated earned media coverage. NOLA WISE experienced an uptick in home energy assessment requests in neighborhoods where these events were held following the showcases.
- At the [Energize Bedford](#) [2] launch event, Martha Stewart—one of Bedford's best-known citizens—was a prominent attendee and supporter. Reaching well beyond the immediate community, Martha Stewart [wrote about her experience](#) [3] on her blog, further illuminating the important work of Energize Bedford. Locally well-known people can be effective program champions as well, such as a local weather person.
- The [Solar and Energy Loan Fund](#) [4] in St. Lucie County, Florida actively attracted media coverage by continuously refreshing its message, maintaining a sense of new activity and innovation, and stressing its contribution to the community. The program emphasized “firsts” in its messaging—such as its first loan, its first experience with crowd funding, and launching the county's first PACE financing program. It emphasized key funding or participation milestones (e.g., \$2 million in loans issued). The program also highlighted the success of its partners and the satisfaction of clients, in addition to its own accomplishments. These activities kept the program continuously in the news.

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### Links

[1] <http://nolawise.org/>

[2] <http://bedford.energizeny.org/>

[3] <http://www.themarthablog.com/2011/02/taking-part-in-the-environmental-action-day.html>

[4] <http://cleanenergyloanprogram.org/>