April 25, 2016

TO: Member Services

FROM: Mike Bjorklund

SUBJECT: Survey of Co-op Communication Tools

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Co-op:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This November, Amendment 1, [Rights of Electricity Consumers Regarding Solar Energy Choice](http://dos.elections.myflorida.com/initiatives/fulltext/pdf/64817-1.pdf), (a.k.a. the Smart Solar Amendment) will be on the ballot. It is important to note that another Constitutional amendment ([Amendment 4](http://dos.elections.myflorida.com/initiatives/initdetail.asp?account=10&seqnum=93)) relating to solar will be on the primary ballot, August 30. In an attempt to prevent the confusion of the two amendments, we recommend no written advocacy of Amendment 1 to co-op members until after the primary on August 30. Our intent is to provide you with several articles and other messages designed to **educate** co-op members, in a positive manner, on all aspects of solar prior to August 30. We anticipate providing you with a number of articles and other messages advocating for the passage of Amendment 1 starting September 1. All advocacy messages will be intended for co-op members only.

In order to plan a comprehensive strategy properly, it is important for us to know all the communication tools at the co-op’s disposal. Please take the time to fill out the survey below so the co-ops can provide meaningful actions to aid in the passage of Amendment 1 this fall.

**Co-op Newsletters/Magazines**

Is the publication’s layout a newsletter or a magazine?

Is the layout consistent or can it alternate?

Is it possible to do an extra printing of the publication?

When does the publication go out to the membership and how long does it usually take to reach them?

How much lead-time does it take to reserve space in the publication?

What is the due date for content prior to publication?

What is the maximum word count for your articles, and would it be possible to make an exception to this limit for an article on the solar amendment?

Is the publication printed, electronic, or both?

Does the publication go out through social media and/or is it posted on a website?

What is the actual size of the publication unfolded and folded if applicable?

What type of binding does the publication use (ex. glue, staples)?

What type of paper is the publication printed on?

Is the publication mailed in an envelope, flat like a magazine, or is it tabbed and folded?

Does your co-op have the ability to cull the mailing list to insure that an edition is sent only to co-op members, and if so how much of a hardship would this be?

**Local Newspapers/Media**

What local papers deliver in the co-op’s service territory?

Are the papers published weekly or daily?

How would you rate the co-ops’ relationship with each local newspaper?

 Great Good Fair Poor

Would someone at the co-op be willing to submit an op-ed to the local paper – statewide can provide a draft and can assist with edits?

What local television and radio stations are in the co-op’s service territory?

How would you rate the co-ops’ relationship with each local TV and radio stations? (Rate each station separately if necessary)

 Great Good Fair Poor

**Communication Tools/Community Groups**

Does the co-op maintain social media accounts such as Facebook, Twitter, Instagram, etc.?

Does the co-op have an email system to communicate with the members?

 How many member emails do you have?

Of the member emails on file, how many have given permission to receive unsolicited emails?

Would the co-op be willing to send the members information and advocacy emails regarding solar?

Does the co-op have other communication tools?

Does the co-op have any staff that participates in community groups such as the Chambers of Commerce, Kiwanis, Rotary Club, etc.?

Would someone at the co-op be willing to speak to these groups about solar issues?

**Responding to Opposition**

Could the co-op respond quickly through any or all of the media outlets above if attacked?

Which outlets are most effective in your communities?

**Webinar**

NRECA and FECA plan to host a communications webinar on Thurs., May 19th. Would the appropriate co-op staff prefer the webinar to be held at 10 am (EST) or 2 pm (EST)?