

AGENDA

- I. Introduction Bill Willingham - FECA
 - a. Speaker intros
 - b. What we will to cover
 - c. The 4 documents
 - i. Solar done the right way
 - ii. Co-o/Solar 101
 - iii. Tips for dealing with the media
 - iv. Message triangle
 - d. Background and interaction of both Solar Amendments
- II. Overview of **SOLAR DONE THE RIGHT WAY!** document Pat Bainter – Data Targeting
- III. Highlights of **CO-OP 101/SOLAR 101** document Pat Bainter
- IV. Overview of **TIPS FOR DEALING WITH THE MEDIA** document Rick Wilson – Intrepid Media
 - a. Basic Solar Messaging
 - i. We are the good guys
 - ii. Straight-forward education of members
 - iii. Overview of talking points
 - b. Questions members and the media may ask
 - i. How to answer and what to avoid
 - ii. Message triangle
- V. Next steps – Plans for responding to attacks from solar groups and the media
- VI. Conclusion (11:50 – 12:00)
 - a. Review
 - b. Q&A