

## **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 and message 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 (11:20 – 11:30)
  - a. Review
  - b. Q&A