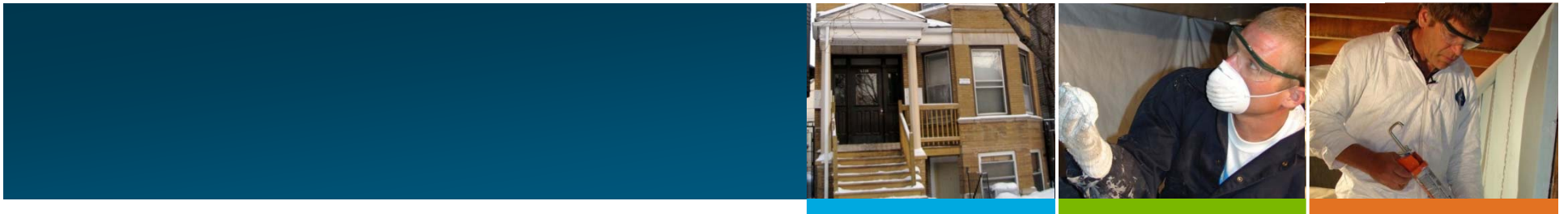


Public-Private Sector Media Partnerships

Stacy Hunt, Confluence Communications

March 1, 2012



Who is the Building America Retrofit Alliance (BARA)?

- One of 10 industry teams funded in part by the U.S. Department of Energy's Building America program
- Multidisciplinary and focused on building performance, multimedia content and program development, and EE/RE outreach



Steve Easley
Principle S. C. Easley & Associates

Why are media partnerships important to Building America?

- Access to large, loyal, qualified existing audiences
- Tried and true communications channels, strategies, and materials
- Often strong editorial voices and/or industry leadership positions

hanley▲wood



The Taunton Press

 scrippsnetworks
the leader in lifestyle media

McGraw Hill
CONSTRUCTION

 Home
energy

GREEN
BUILDER
MEDIA 

QUALIFIED
Remodeler
BEST PRACTICES, PRODUCTS & DESIGN IDEAS

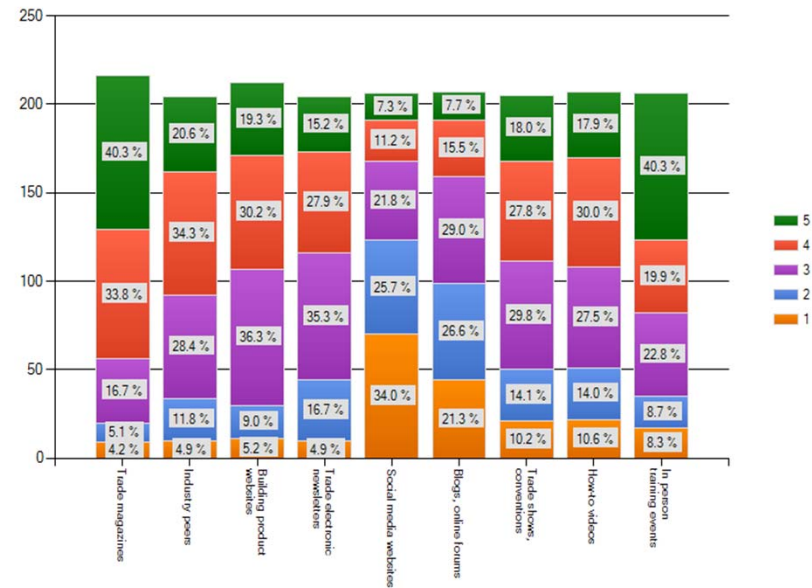
PENINSULA  PUBLISHING INC.
GREEN
HOME BUILDER

Media Case Study

What's Useful to Remodelers?

- Media partners reached out to nearly 100,000 readers
- Nearly 1,000 respondents
- Useful information for both Building America and media partners

How valuable to you are the following types of energy efficiency information? (1=not valuable, 3=somewhat valuable, 5=highly valuable)





2012 Focus

- **Outreach for**
 - **Building America innovation results and resources**
 - **Breakthrough innovations in whole-house and a laboratory-based projects**
- **Key energy remodeling issues – how and why for contractors and their customers**

Have an interesting project? Interested in media partnerships?
Contact Stacy Hunt at 406.550.9397 or stacy@confluenceec.com.