

Proactive Public Relations in Uncertain Times



106 E. 6th Street, Suite 900, Austin, TX
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The Burning Question

Can we develop a communications process to advance the carbon capture, utilization, and storage message in a proactive way?



What is Public Relations?

Traditional definition

The professional maintenance of a favorable public image by an organization or a famous person.

Updated definition

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.*

* <http://www.prsa.org/AboutPRSA/PublicRelationsDefined>



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The Roadblocks

Why is the general public not paying attention?



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- Lack of public understanding - topic very complicated
- Communications models lacking or not heeded
- No demonstration projects - nothing to discuss
- Cynicism - only industry supports CCS, only activists supports CCS
- No clear, unambiguous messaging
- Either NIMBY or WIIFM attitude
- No focal point
- No “person” to make relationships with media
- Media is ignoring CCS except for negative stories
- No coordination among stakeholders
- We need to educate people
- We need a “media partnership”
- We need to hold media updates
- We need a core communications point of contact
- We need to form alliances with media, scientists,
- Economic downturn, lacking resources for demo projects, advertising / PR activities
- No case for business plan = no willingness to invest resources
- Lack of belief in climate change
- PR / Outreach being quickly outpaced by progress in R&D
- One size PR campaign does not fit all
- No budget
- More information = greater acceptance
- Who is the messenger?



Accepted Thinking

- More Information = Greater Acceptance
- There is “A” media who will tell “*THE*” story
- If we build It, they will come
- PR is Voodoo

More Information = Greater Acceptance

But consider:

Information can lead to acceptance,
except when it doesn't.

Put It Back



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There is “A” media who will tell “THE” story

But keep in mind that:

The media are NOT interested in facts and information.

The West Australian thewest.com.au
Wednesday, October 24, 2012

NEWS 13



Learning: Dane Frederikson, Desiree Burndheart and Macey Fimmano take up the challenge. Picture: Ian Munro

Life's a gas for clever carbon schoolchildren

■ Georgia Loney

WA students used bottles and balloons at Crown Perth yesterday to test their knowledge of emerging carbon capture technology.

More than 160 primary and high school students took part in a challenge to demonstrate what they had learnt about carbon capture and storage as part of a national conference.

Students from St Anne's Primary School in Harvey demonstrated CarbonKids projects, including how to make carbon dioxide using an empty soft drink bottle, vinegar, bicarbonate of soda and a balloon.

Global Carbon Capture and Storage Institute chief executive Brad Page said the Federally funded group worked in partnership with

the CSIRO on the CarbonKids education program.

"We aim to better support teachers to explain to students the science of carbon capture and storage technologies and the social, political and environmental reason CCS exists" he said.

"The institute is committed to improving knowledge, understanding and awareness of CCS and its potential to make a significant contribution to reducing global greenhouse gases.

"The St Anne's students have shown us that they have gained an excellent appreciation of CCS through the CarbonKids program and had a lot of fun as well."

Mr Page said carbon capture and storage was one of many technologies used to tackle climate change.

If we build IT - they will come

But - Who are THEY?

Carbon Sequestration Leadership Forum

 www.csforum.org/

Information about the **CSLF** and its activities, including endorsed projects, papers and presentations.

[CSLF - Australia Brazil Canada China ... - CSLF Stakeholders and How ...](#)

- Currently, site has a 42% bounce rate
- Are we talking to ourselves?

Who's Who

| | CSLF | GCCSI | NRDC | Greenpeace | Treehugger.com |
|--------------|-----------|---------|--------|------------|----------------|
| Traffic Rank | 1,558,097 | 441,554 | 67,063 | 13,760 | 6,341 |
| Reputation | 199 | 288 | 14,586 | 37,424 | 30,770 |



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CSLF Perth Australia - 28.36%

Datang China company profile - 4.91%

CSLF gaps in carbon storage - 14.86%

Al Dhahran Mall - 1.71%

Berlin Ramada Prager 49 30/236250 - 11.25%

Grogon Carbon Dioxide Injection Project - 1.70%

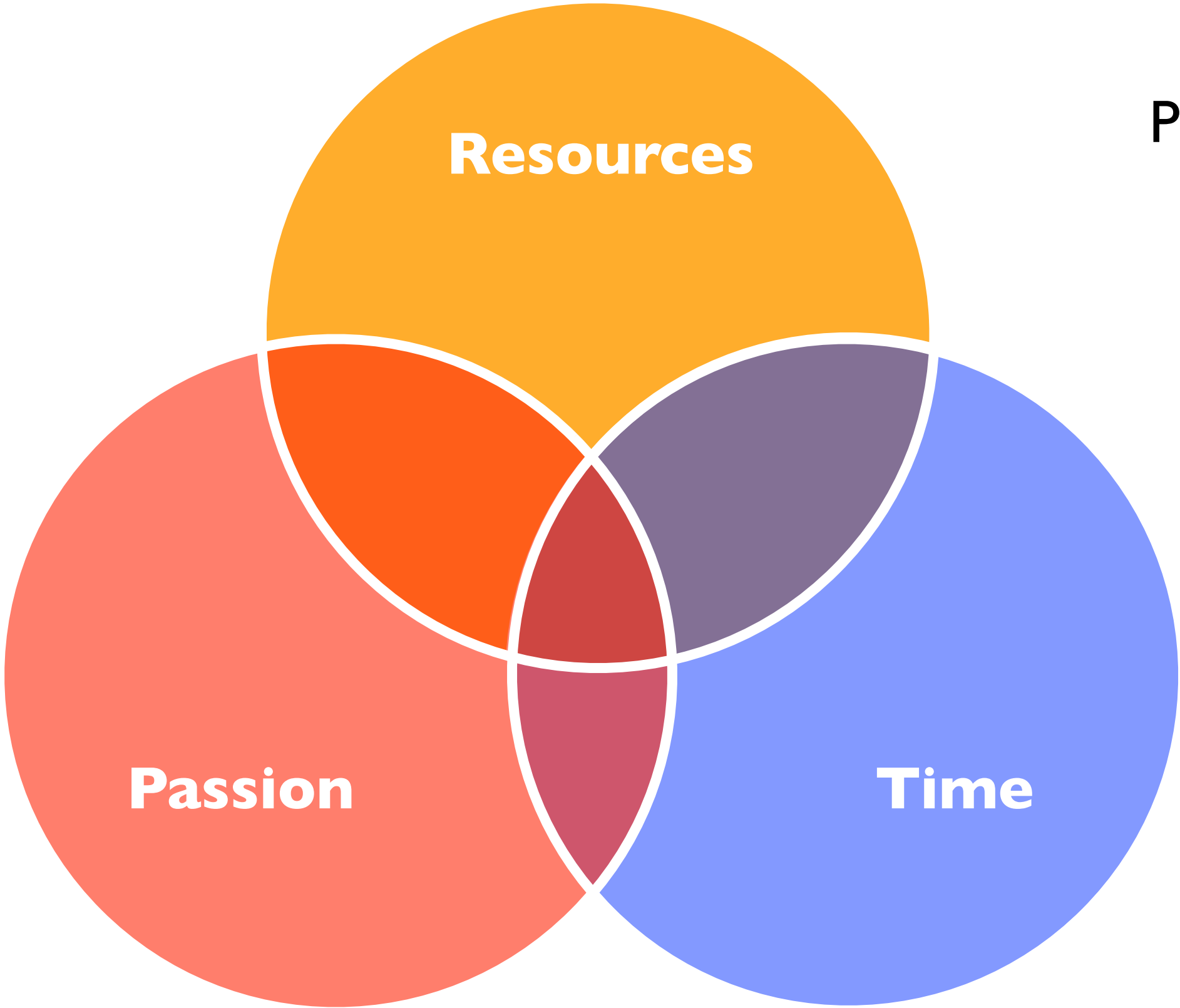
Madhu Khoba - 8.21%



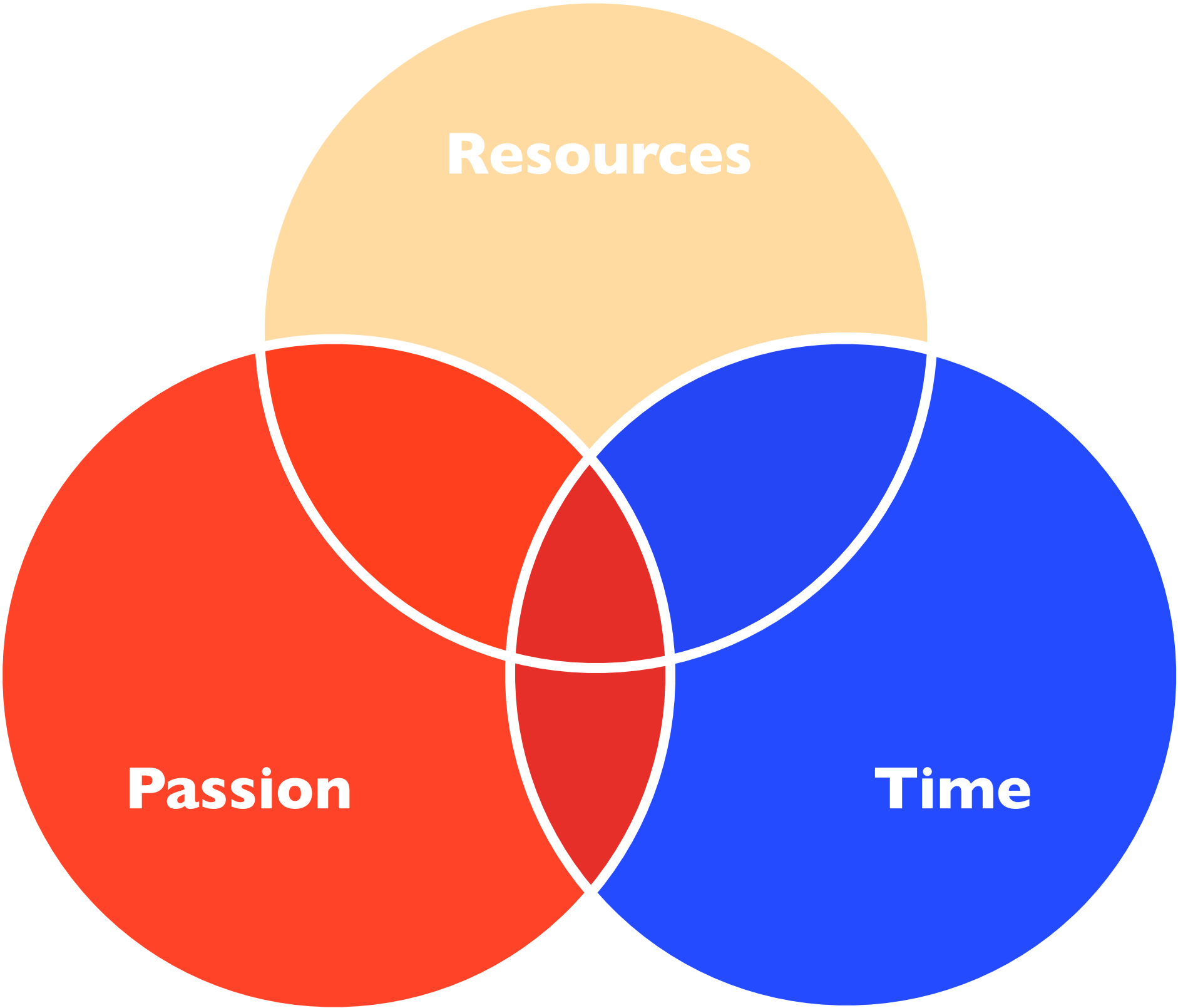
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PR is Voodoo
:)

PR Campaign

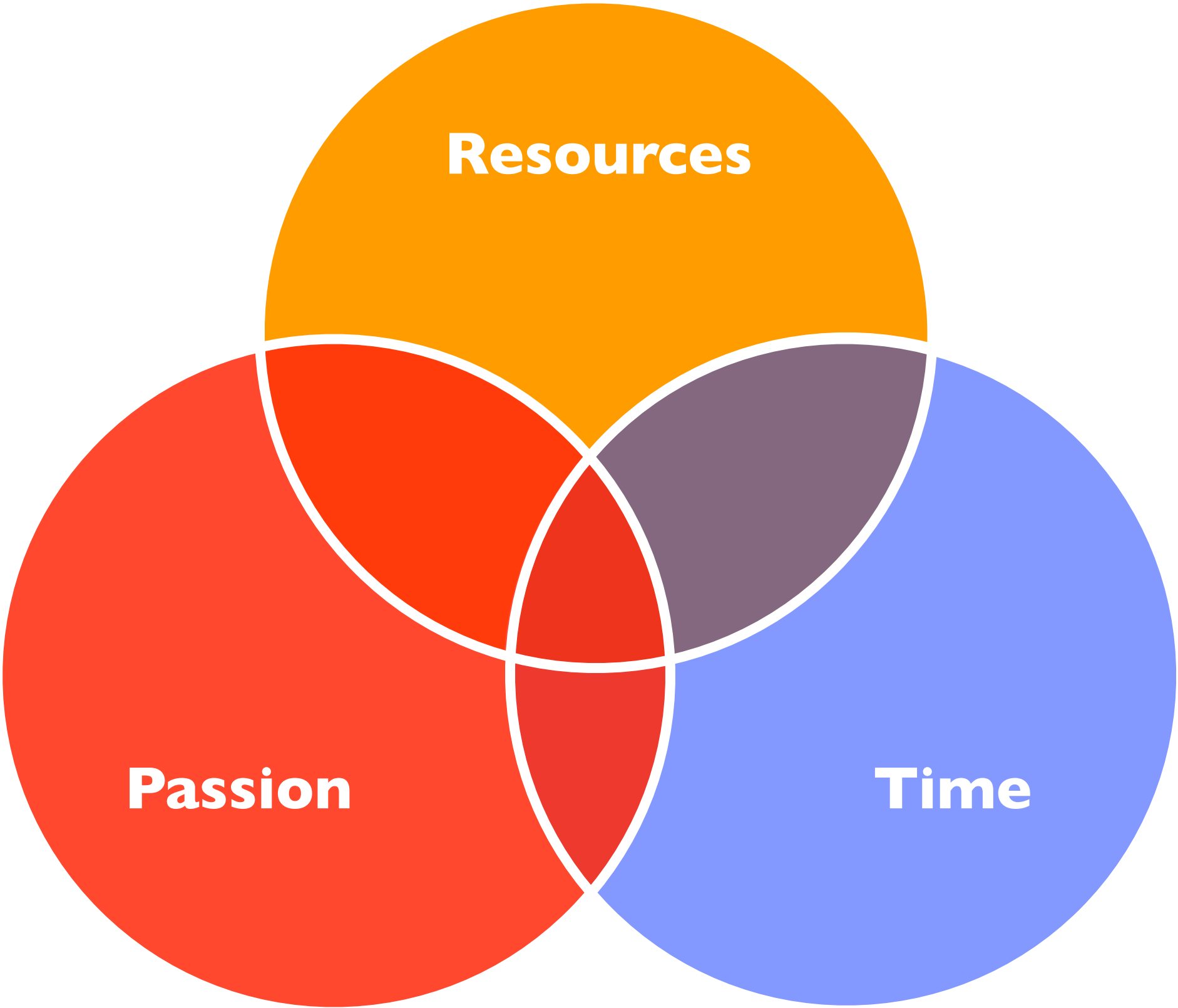


Bloggers

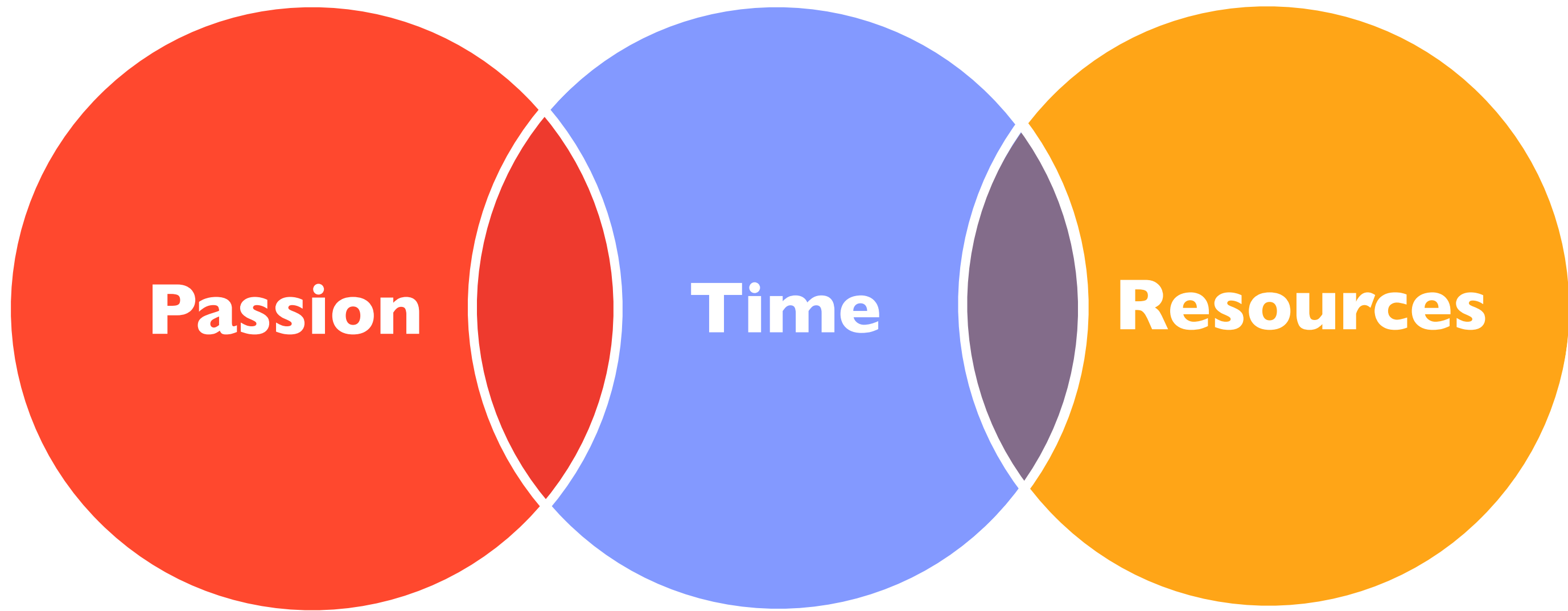


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Activists



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How and where?

Policy

Resources

Profit Potential



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Re-Thinking

- More Information does not necessarily equal greater acceptance
- There no one media who will tell “*THE*” story
- If we build It, they will come - but is it the right “they”?
- A balance of Passion, Time & Resources are needed



Thank You!

Special thanks to:

Dr. Susan Hovorka, Dr. Katherine Romanak, Dr. Hilary Olson

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