



## Podcasting: Stepping into the World of New Media

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- The Office of Energy Efficiency and Renewable Energy includes 10 programs
- These programs roughly break down into “renewable energy” R&D (solar, biomass, geothermal) and “efficiency” R&D (buildings, FreedomCAR, weatherization)
- Our goal is to improve the nation’s energy security and develop sustainable energy resources that are affordable and reliable, as well as constructing buildings and vehicles that require much less energy to operate



## Getting the Story Out

- EERE has a challenge-- we must address multiple audiences. These include:
  1. The American public
  2. Researchers, scientists and technologists
  3. Industry, academia, nonprofit organizations (stakeholders)
  4. Federal government (e.g., Congress, other Executive Branch departments)



## Modern Life and Media

- We are a communications-based society
  - Constant stream of information
  - We are never “off the clock” from receiving input and information, through formal (e.g., news) or informal (e.g., entertainment) media streams
- “Supersaturated”
  - We receive more info than we can process
  - Alvin Toffler and “Future Shock”



## Challenges to Telling Our Story

- De-Mystify
  - Renewable energy and energy efficiency are complex issues
  - We have to make a complex set of issues easy to understand
- Filter Audiences
  - Find, attract and address different audiences in different ways... for 10 different programs
- Find our Key Messages
  - What do we want to teach the public?
  - What do we want them to do?
- Match up our importance with our relevance
  - Importance is not relevance
  - If we cannot communicate effectively, we can become irrelevant no matter how much our work may affect the entire country



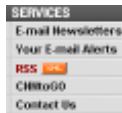
## What Tools Are Out Today?

- **Blogs** (aka weblogs)– a personal or corporate journal published on the Web
- **RSS** – a web-based format for sending out text-based information as “updates”
- **Dynamic Web Pages** – Flash visual, sound, email sign-up
- **Email** –The gold standard of two-way communication, and...
  
- **Podcasts** – syndicated audio & video files (Mp3)





## News Sites with RSS & Podcasting



[XML](#) [RSS Feeds](#)

### PODCASTING



#### The ABC News Shuffle

NASA played it safe with the space shuttle Discovery and KofRove is now at the center of a growing controversy.

**Listen:** Listen to the Shuffle Podcast.

**POD:** [Subscribe to the Shuffle Podcast Feed \(RSS\)](#)



## How it's all changed...

- USA: There used to be 3 channels, now there are 175 **DISTINCT** channels
  - CNN has 4 channels
  - MTV has 124 in 169 countries
- In the 1960's, one TV commercial on ANY network meant you could reach **80%** of adults
- today you'd have to take **100 spots on 100 channels** to achieve 60% penetration

**NOBODY** is watching the same thing anymore.



## Media-Driven Behavior Changes

- 75% of teens communicate via Instant Messaging
- 50 million people get their news online
- 55 million blog sites worldwide
- 3-Dimensional News Cycle
  - 24 hours (not just 6:30pm)
  - More room for content/more time to discuss
  - More places to get news



## Today: Media is Everywhere





- A Podcast series for each of our programs
  - “The Buzz”—A Podcast series from the Department of Energy
  - 3-5 minute audio files about new technologies, current events, success stories
  - Downloadable globally
  - Archives on our main website and all of our program websites
  - First round will be uploaded in February



- Found a champion in one program (Hydrogen)
  - Worked out the process
  - Perfected the deliverables
  - Delivered an enviable product
- Others saw what we were doing and wanted in
- Remember: New ideas spread virally
  - One good champion can be a great “carrier”