



Media and Communications Guide for CEC Awardees



Dear Awardee,

Congratulations on your selection for funding from the California Energy Commission (CEC)! Your work is very important, and the CEC would like to be your partner in telling the story of how you're helping California achieve a 100 percent clean energy future. Since a notice of proposed award (NOPA) is only a notice and not formal action by CEC, please do not announce your award until it has final approval, which often requires approval at a CEC business meeting.

As the CEC works toward the final approval, we encourage you to start planning for your communications outreach. The outreach will help increase recognition—in your field and beyond—for your work and your organization, attract future funding and interest from policymakers, connect you with your community, and expand your impact.

Funding agreement documents will spell out any promotional obligations. Beyond that, the CEC wants to help share how your work will improve the lives and environment of Californians, through personal stories, project images, important milestones, and more. A typical timeline of communications efforts when the CEC can partner with you includes:

- 1) Approval of your award by the commissioners**
- 2) Groundbreaking**
- 3) First prototype**
- 4) First customer/open doors**
- 5) Awards or special mentions in the media**
- 6) Sales goals/company-specific benchmarks**
- 7) Completion of project/final report publication/next stage of development**



In outreach and public-facing materials (such as news releases, media advisories, printed collateral, event invitations and project/program websites) please describe your award as “funding from the California Energy Commission.” Additionally, please acknowledge the individual fund or project name, when possible. Information about how your company should refer to the funding is in the project agreement.

Below is a media information kit that includes templates for a press release and social media announcements. Please let us know if there are other ways the CEC can participate in your announcements, such as with quotes or personnel (when schedules permit).

For any media or publicity related coordination, contact your assigned contract agreement manager or division liaison. The California Energy Commission looks forward to working with you!



Press Releases and Events

We hope these guidelines offer useful suggestions for fostering collaboration between your communications/public outreach staff and the California Energy Commission.

Press Releases

We want to help you reach a wider audience, which is generally done through a press release. Since the CEC is unable to write press releases for each project, we've included a template in this guide as a starting point for media outreach. Please send draft media releases to your contract agreement manager or division liaison for a complimentary review.

Requests for a quotation from the CEC leaders for media advisories or news releases should be sent to your contract agreement manager or division liaison at least two weeks before the scheduled posting date.

Please send the final media releases, and project or event photos or video, to us so we may help amplify through our channels, and for use in program materials like fact sheets or annual reports.

To reach the broadest audience, put together a list of possible media outlets (such as relevant websites and bloggers in your field, news and wire services, and local newspapers, radio stations and television stations). On this page we've listed some media outlets that have covered CEC issues, as a starting point for your list. Taking the time to develop a targeted media list that includes the trade press covering your industry and your region is important for the most beneficial coverage of your work.

Media Outlets

Associated Press
 Bakersfield Californian
 Business Journal (Sacramento, LA, etc.)
 California Current
 California Energy Markets
 CalMatters
 Canary Media
 E&E News
 Energy Policy News
 Fox Business News
 Gizmodo
 Grist
 Inside CalEPA
 LA Times
 New Project Media
 Politico
 Recharge News
 Reuters
 S&P Global
 Sacramento Bee
 San Diego Union-Tribune
 San Francisco Chronicle
 Utility Dive
 Wired



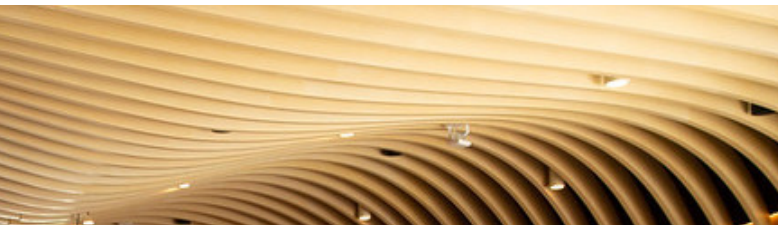


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Press Events

Contact your assigned contract agreement manager or division liaison about related press events you’re planning to host at least two months before the proposed date, or as soon as possible. If you’re interested in an appearance by a commissioner or other representative of the CEC (schedule permitting), please include that in your request.









Below are some hashtags that you may want to use for your posts about your project:

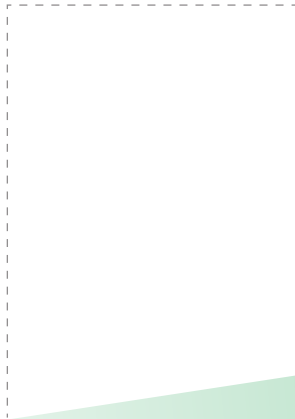
- #AirPollution
- #ApplianceStandards
- #BuildingEfficiency
- #CalCareers
- #CAClimateAction
- #CalEnergy
- #CalEnergyHOF
- #CleanEnergyForAll
- #CleanEnergyFuture
- #CleanEnergyJob
- #CleanEnergyResearch
- #CleanTech
- #CleanTransportation
- #ClimateCrisis
- #CAClimateInvestments
- #Decarbonization
- #EnergyEfficiency
- #EnergyStorage
- #EnvironmentalJustice
- #EPICresearch
- #EV
- #GreenEnergy
- #GreenEnergySolutions
- #GridReliability
- #OffshoreWind
- #PollutionReduction
- #RenewableEnergy
- #RenewableEnergySources
- #SolarEnergy
- #ZEV
- #ZEVInfrastructure

Social Media

The CEC’s Media and Public Communications Office helps tell the stories of how the CEC invests in California through a range of communications materials, including blogs, press releases, videos and social media. Please send project or event photos, videos and social media posts for amplification and future use to: mediaoffice@energy.ca.gov

Or tag us for easy sharing. Here’s how to find the CEC on social media:

-  **Facebook:** [CAEnergy](#)
-  **Twitter:** [CalEnergy](#)
-  **Instagram:** [CalEnergy](#)
-  **YouTube:** [CalEnergyCommission](#)
-  **LinkedIn:** [California Energy Commission](#)
-  **TikTok:** [CalEnergy](#)





Guidance on Multimedia and Visuals

At the CEC, we believe photos and videos can play a key role in communications efforts. While ribbon-cutting photos are common, you can paint a clearer picture of your work's impact through images such as pre- and post-technology installation, before-and-after progress at the project sites, key personnel at work on the project, and the people directly benefitting from your work.

Please include a descriptive title (under 140 characters), citation/source, web address, and your name and contact information. By sending photos and videos to us you acknowledge that you grant us the right to use such photos and images of all people included therein.

Photos:

When sharing photographs, please send high-quality digital photos related to your projects as jpg or png files.

Videos:

Upload video files to WeTransfer or Google Drive and share with mediaoffice@energy.ca.gov to avoid email size limitations. Use of a DSLR and tripod, monopod, or in-camera stabilization is highly encouraged.



Logo Use

The CEC logo may appear on project-related items to indicate funding source but not in a way that suggests endorsement, favor, or recommendation of any product or service.

Request a high-resolution version of the CEC logo and information on its usage at bit.ly/3Koumb6

Contact

For any media or publicity related coordination, content submissions or questions, feel free to contact your assigned contract agreement manager or division liaison.



Funding Award Press Release Template

California Energy Commission Approves [Amount] In Funding For [Company]'s [Project Name]
[YOUR CONTACT INFORMATION]

[Your City], Calif. - The California Energy Commission (Energy Commission) recently approved a \$[Amount]-[Award/Grant/Contract] for [Awardee Name]'s [Project Name].

[Describe the basic goal of the program or project that received funds and the location affected.]

[Include brief description of the Energy Commission Grant/Program].

[Suggested CEC statement or quote on the program].

[Longer description of funded program, who it impacts, and how it benefits California].

[Description of Company/Program Manager].

[Company/Program Manager Statement].

As of [Date], [progress the program has made, and possibly include funding spent in total].

About the [Your Company]

About the California Energy Commission

The California Energy Commission is leading the state to a 100 percent clean energy future. It has seven core responsibilities ([bit.ly/3RGmpAY](https://www.energy.ca.gov/about/3RGmpAY)): developing renewable energy, transforming transportation, increasing energy efficiency, investing in energy innovation, advancing state energy policy, certifying thermal power plants, and preparing for energy emergencies.





Social Media Templates



Short Template for Twitter or Instagram (Up to 280 characters, including spaces)

We are thrilled to announce that **[@CalEnergy/#CalEnergy]** is granting **[x amount]** to fund the **[insert name of foundation/organization]** in order to/for the purpose of **[describe program and benefits]**.

[Finish with call to action or program details.]

Together, we must make #CAclimateaction a priority.

[Add in a link plus emoji or state “link in bio” at the very end.]

[Example:]

More: bit.ly/3ww7SAh

[Or]

Link in bio for more info.



Long Template for LinkedIn or Facebook (As long as 3 paragraphs, up to 500 characters)

We are thrilled to announce **[@CalEnergy/#CalEnergy]** is awarding **[x amount]** to fund the **[insert name of foundation/organization]** in order to/for the purpose of **[describe program and benefits]**.

[Add in more information to provide further context.]

This/these **[Program Name]** will provide/allow for **[broader explanation of who benefits, how it addresses California’s climate goals]**.

[Add final statement of purpose or call to action.]

Together, we Californians must make #CAclimateaction a priority.

[Add in a link, state “link in bio,” or drop a bit.ly link at the very end.]

[Example:]

For more information: bit.ly/3ww7SAh

[Or]

Link in bio for more info.

Suggested Emojis:

