



CASE STUDY

ENERGY ACTION NORTHWEST



CLIENT

Energy Action Northwest, Portland, Oregon
Regional business/labor coalition for clean, affordable, reliable energy

PROJECT

Building Energy Action NW from the ground up

CHALLENGE

To enable a nascent group to find its voice as a credible advocacy organization in favor of common-sense energy policy

SOLUTION

Litos gave EANW the tools it needed to rapidly achieve “critical mass”

- Determining the need for the group
- Naming and branding EANW
- Developing an integrated public relations program that included the production and placement of op-ed pieces
- Creating the messaging and marketing around recruitment and Energy Action’s 1st Energy Summit
- Creating and maintaining website and monthly e-newsletter

RESULTS

EANW became a credible source for responsible energy development and had the ear of the regional legislatures.

“Litos Strategic Communication has been a linchpin of our organization since the outset. We couldn’t have a better partner.”

Ed Finklea, Executive Director, Energy Action Northwest



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Energy Action

NORTHWEST

The Business and Labor Coalition for
Clean, Affordable, Reliable Energy

1. The Job Keepers.

COMPONENTS

The collage shows three main components of the Energy Action Northwest campaign:

- Membership Brochure (Left):** Features the Energy Action Northwest logo and text: "We are dedicated to help establish a balanced energy policy for the Northwest. We are developing a platform from which each and every member will have the opportunity to have their voices heard. And we are fighting to secure a political 'seat at the table,' to ensure that your views are properly expressed, received and acted upon. The Job Keepers. www.EnergyActionNW.org".
- Recruitment Brochure (Middle):** Titled "THE SIX GUIDING PRINCIPLES OF ENERGY ACTION NORTHWEST". It lists principles such as "Reliable and Affordable Renewables", "Task-appropriate Energy Sources", "Promotion of Energy Efficiency", and "We need your energy." It includes a call to action: "Had it up to here with the high energy costs your company and employees are being forced to pay? It's time to take action! JOIN TODAY".
- E-Newsletter (Right):** Titled "The Job Keepers. www.EnergyActionNW.org". It features a "TAKE ACTION NOW!" section with contact information: "Call 800-465-1232", "Email info@energyactionnw.org", and "Visit www.EnergyActionNW.org".

The screenshot shows the layout of the Energy Action Northwest e-newsletter, "The Job Keepers. Issue Four February 2009".

- Header:** Energy Action Northwest logo and tagline: "The Business and Labor Coalition for Clean, Affordable, Reliable Energy."
- Message from the Executive Director:** A letter from the Executive Director welcoming members to the February issue and discussing the challenges of the energy sector.
- Where we stand:** A section titled "Update on the status of the Northwest's LNG terminal and pipeline projects." discussing the Palomar FERC review and the impact on the region.
- Significant new transmission coming through the stimulus bill.** A section discussing the impact of the stimulus bill on new transmission projects.
- IN THIS ISSUE:** A list of featured articles including "Meet Tom Ivancic", "A Few Minutes with Rachel Shimshak", and "BPA Project 'Shovel-Ready'".

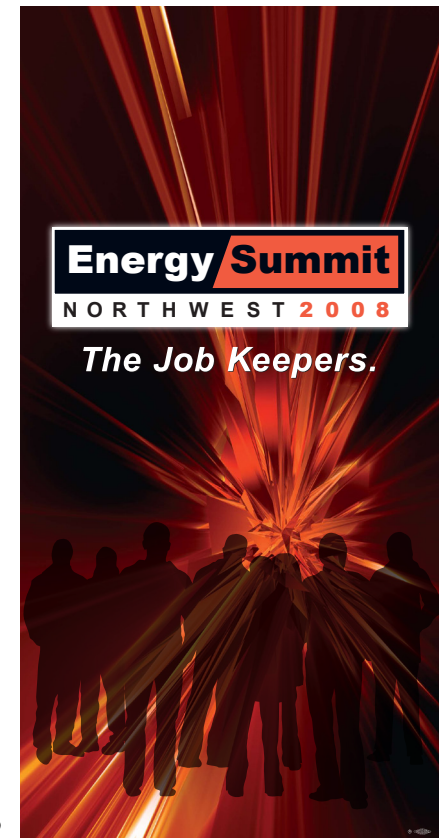


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COMPONENTS



1. Summit Invite Brochure 2. Podium Banner 3. Photos from Summit



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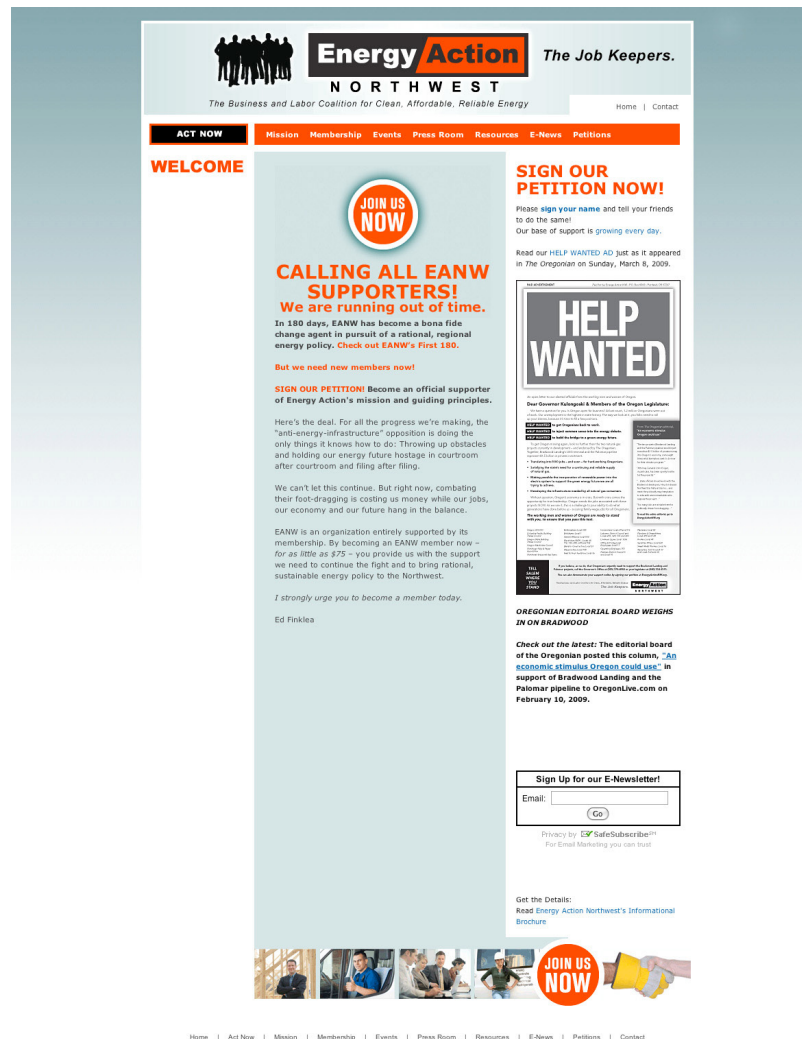
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COMPONENTS

1.



2.



3.

