

Education and Outreach

Energy and Efficiency Video Public Service Announcements

PI: Andy Opel **Co-PIs:** Phil Steinberg, Leslie France-Patterson, Laura Arpan, Ian Weir

Description: This interdisciplinary team will produce 6-8 short (30-second/one-minute) video public service announcements (PSAs) that address issues of energy and efficiency and one 12-15 minute informational documentary targeted to Florida legislators and the Governor's office. These videos will be tailored to reinforce existing IESES efforts.

Budget: \$200,720

University: FSU

Executive Summary

Beginning in January 2009, our five member faculty team began meeting, with the addition of two quarter time doctoral graduate students funded by the grant; Jia Lu from Communication and Adam Keul from Geography. Laura Arpan and Jia Lu assembled an up to date literature review of research in the area of communication campaigns and environmental communication/persuasion. A summary of this work was presented to the group in late February 2009, with the goal of shaping the message strategy that would be emphasized in the PSAs.

Arpan and Lu then went on to develop a survey questionnaire to be administered to a random sample of Florida residents. This survey data will serve as baseline data as we begin message testing specific PSAs. Data from the survey was collected in May 2009 and analysis of that data is on-going. In addition, Arpan established partnerships with the Yale Project on Climate Change and the Center for Climate Change Communication at George Mason University. These partnerships include data sharing and survey question collaboration.

Based on the communication research aggregated by Arpan and Lu, Opel, Steinberg, France-Patterson, Weir, and Keul developed PSA ideas resulting in over 20 potential PSA videos. This list was narrowed down to the top eight concepts through consultation with Arpan and Lu. Production plans were developed for each concept, including locations, costumes, cast, script, storyboards and props. Production plans included variations within each PSA that will allow for message testing in the fall of 2009. The messages were developed and tested on different demographic groups for preference testing.

This project has been completed.