

**FLORIDA STATE UNIVERSITY**  
***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

### **Progress 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 brainstormed 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.

In May 2009, four PSAs were shot. In June, rough cuts of 3 PSAs were assembled. In July and August, two more PSAs were shot, with post production scheduled for September.

#### **Deliverables**

Power point presentation summarizing recent research on influencing audience attitudes and behavior.

Three rough cuts of original PSAs.

Three PSAs in production or post-production.

Two PSA concepts in pre-production.

Energy efficiency attitudes data from 400 person survey of Florida residents.

#### **Scholarship**

Andy Opel attended the Full Frame Documentary Film Festival in Durham, NC, April 2-6, 2009 where he took part in the Full Frame Fellows Program that connects filmmakers with producers, funders and distributors.

Andy Opel presented rough cuts of two PSAs as well as some of our initial findings from the research literature at the Conference on Communication and the Environment, Portland, ME, June 27-30, 2009.

**External Funding Initiatives**

Opel, Arpan, and Steinberg have been in close contact with Scott Minos from the US Department of Energy over a proposed Center of Excellence in Energy Information and Communication. We have a revised draft of a proposal that we have developed with the assistance of Scott Minos and he recently circulated a white paper that will eventually serve as the basis for an RFP from the DOE. We also met with Chuck McClure and Chris Hinnant from the Information Institute in the College of Communication and Information and they have agreed to be active partners in pursuit of the CoE.

Adam Keul developed a list of potential funding sources, ranked by applicability. From the list, we submitted a grant application to the Mazda Foundation for \$25,000 in June. We have not heard anything back on this application.