

# welcome

Energy 2004

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## Our 4 Goals

- ① Why Hire an Agency?
- ② MAYA's work for the Department of Navy
- ③ Media Relations Tips
- ④ Problems vs Solutions



# Why Hire an Agency?

- Professional experts
- They can be ears and eyes
- Leverage relationships for the client
- Resources
- Why re-invent the wheel?



# MAYA's work for the Department of Navy

## Annual Secretary of the Navy Energy Awards Ceremony

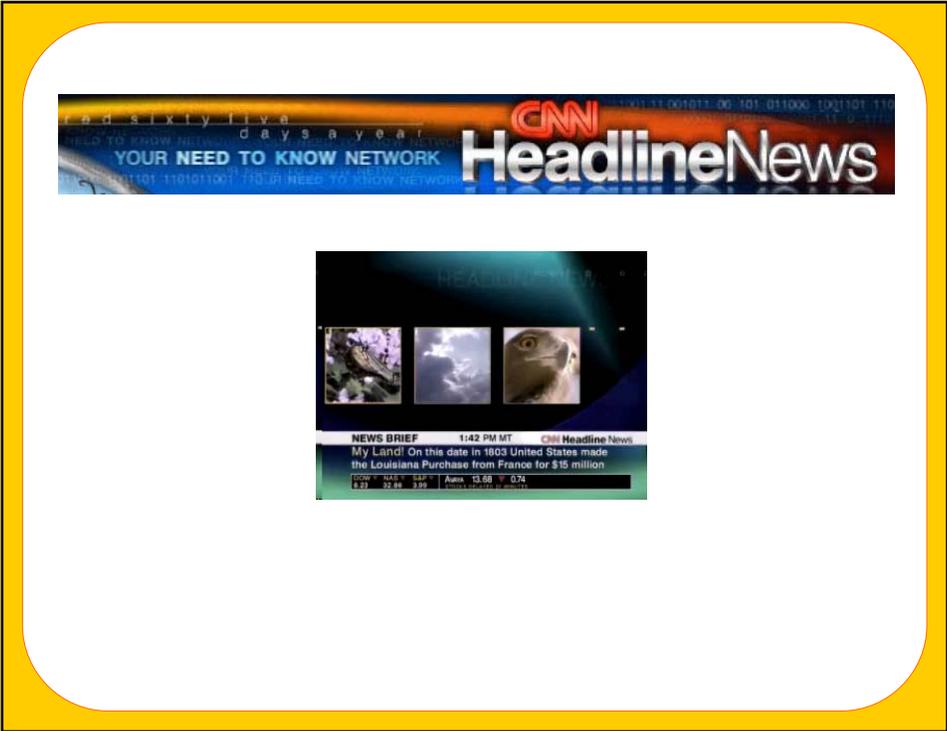


## Quarterly Energized Newsletter



## Local and National Media Outreach





**Program Materials Including General  
Video and Brochure**





**A Vision for Decreased Dependence on Foreign Oil and a Cleaner Environment**

The U.S. Department of Navy's (DoN) energy efficiency efforts are protecting our nation's vital natural resources at a time when the United States relies heavily on foreign sources of energy. The DoN Energy Program is moving America toward a more sustainable future by conserving energy resources and improving environmental quality.

The DoN's Energy Program has been instrumental in helping the Navy and the Marine Corps reach its energy reduction goals, and reduce greenhouse gas and indirect nitrous oxide (NO<sub>x</sub>) emissions. Since 1985, the Energy Program has saved taxpayers several million dollars per year.

**AWARDS**

Each year the U.S. Department of Energy's Federal Energy Management Program (FEMP) gives awards to honor federal agencies who achieve significant energy or water savings. The awards are given not only for reducing energy and water usage, but also to those who have introduced innovative energy or water conservation technologies.

- The DoN won 30 percent of the FEMP awards presented last year.
- The DoN won an "Outstanding Performance" Presidential Award for Leadership in Federal Energy Management.
- The DoN won a Star of Energy Efficiency Award presented by the Alliance to Save Energy.
- Eight Navy and Marine Corps bases, a squadron, and Navy ships have been named world leaders in energy conservation.



Setting an Example  
<https://energy.navy.mil/>  
800-982-3906

**Protecting the Future**




The world is in our hands...



Setting an Example  
The Department of Navy Energy Program Overview

**The Department of the Navy's Energy Program Goals**

- Reduce its greenhouse gas emissions by 30 percent by 2010, which will improve the environment.
- Reduce energy consumption in all facilities 35 percent by 2015.
- Reduce energy use in industrial and laboratory facilities by 20 percent by 2005 and 25 percent by 2010.
- Reduce the DoN's use of petroleum by switching to natural gas, or a renewable energy fuel, plus strive to use less fuel.
- Reduce water consumption and energy use in buildings.
- Purchase Energy Star<sup>®</sup> energy efficient appliances and other efficient products.
- Use sustainable design principles when constructing new facility buildings.
- Expand the life cycle, cost effective use of renewable energy within its facilities.

**Energy Program Accomplishments**

- Since 1985, the DoN shore facilities have reduced energy consumption by more than 26 percent. The DoN is ahead of its goal to reduce energy consumption 35 percent by 2010.
- The DoN implemented millions of dollars in energy saving improvements which greatly reduced annual consumption and will save millions of dollars more than the investment amount over the life of the technology.
- Since electric motors consume more than half of the nation's electricity, the DoN has replaced many old, inefficient ones with more efficient models saving energy and dollars.
- In Washington, DC at the Navy Yard, all vehicles are able to run on alternative fuels, such as natural gas or ethanol. These 28 vehicles combined make over 60,000 trips around their area each year. Research is also underway to explore the potential of using fuel cell and bio-diesel (soy oil) fuel as an alternative to gasoline and regular diesel.
- In Hawaii, there is a unique form of energy being generated by the Navy's Wave Energy project. It converts the mechanical energy of ocean waves into electricity.
- The DoN built the two largest federal photovoltaic projects with the installation of a 1.1 megawatt (MW) system at a Marine Corps installation and a 790 kW system at a Navy installation, both in California. These systems improve electric grid reliability, generate enough electricity equivalent to the need of 1,200 homes, avoid burning 6,000 barrels of crude oil equivalent annually, and avoid 567 metric tons of greenhouse gases annually.
- The DoN installed three 225 kW wind turbines on San Clemente Island and it produces 13 percent of the island's electricity needs.
- The DoN's 170 MW geothermal power plant at NAWA's China Lake, California, has generated 26 million MWH since its inception. This power plant has provided enough resources to power 180,000 homes nearly pollution free.

# National Awards

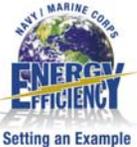


**U.S. Department of Energy**  
**Energy Efficiency and Renewable Energy**



**ALLIANCE TO  
SAVE ENERGY**





**NAVY / MARINE CORPS  
ENERGY EFFICIENCY**  
Setting an Example

# Media Tips

- Once I have the media interested in my story, how do I get my point across?
- If I hold a news conference, how should I be prepared?
- Why should I consider a media expert to assist me in media relations?



- What is the first step in planning a media relations effort?
- What media material should I prepare?
- How do I get the media to cover my story?
- Can I approach television, print, and radio media in the same manner?

Give me your **problems**,  
I will give you **solutions**

thanks