

# Final Project: Community Outreach for Health

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# Benefits of our Projects

- Destination
  - Economic activity with the Earthworks
- Solar Manufacturing
  - Creates hundreds of jobs
  - Leading the clean energy revolution in Ohio
- Solar Array
  - Can sell energy back to the grid—net metering
  - Creates awareness about renewable energy in Ohio

# Concerns Residents Might Have

- Politics
  - Generally conservative=anti renewables?
- Denison Vs. Community
  - We aren't from the area, can we relate?
- Destination and Economy
  - More economic growth—but will it benefit the local businesses?

# Arguments to Allay Concerns

- Environmental Benefits
  - Might not all be sold on them
- Economic Benefits
  - Could work for this one, but will it for the next?
- Personal Benefits connected to the Economy
  - What if YOU worked to create an energy revolution?

# Ways to Communicate This

- Press Releases
  - Good for businesses, especially for the destination idea
- Advertisements
  - Beneficial for community in general
  - Should be catchy and readable

# Media for Communication

- Newark Advocate
  - Editors getting on board is a plus.
- Social Media
  - More widely read, might be harder to fully explain.

# People Responsible for Outreach

- Denison Students
  - Authentic, still questions of bias.
- T&M/Other Consultants
  - Closer connection to Licking County
- Mayor and Council
  - Most support, hardest to achieve

# Works Cited

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