

TO: (name)  
FROM: Jill Abelson, Environmental Protection Agency  
RE: Co-branding 2002 ENERGY STAR Television PSAs  
DATE: June 13, 2002

Thank you for your interest in partnering with the Environmental Protection Agency (EPA) and the Department of Energy (DOE), joining others in a new public service campaign to raise awareness on the benefits of ENERGY STAR. This public awareness campaign, called **Change**, highlights how each individual can help change the world through the energy decisions they make for themselves and their families. The campaign also shows that looking to ENERGY STAR will provide consumers with energy efficient solutions.

We encourage you to promote energy efficiency by using the **Change** materials as outreach and educational tools. Below you will find both instructions and usage parameters for co-branding the **Change** television PSAs.

We hope that your participating in this movement comes to fruition, and offer our services to assist you however possible. If you would like to know more about the **Change** campaign or have further questions on the usage parameters for the **Change** materials, please contact Susanne Rivera at D&R International, Ltd. (phone: 301-588-9387, or email: [sbrivera@drintl.com](mailto:sbrivera@drintl.com)) or Jill Abelson at US EPA's ENERGY STAR Program (phone: 202-564-8966, or email: [Abelson.jill@epa.gov](mailto:Abelson.jill@epa.gov)).

### **Co-branding Instructions**

- a) There are 4 simple steps to co-brand or 'tag' any of the six television PSAs produced by the EPA.
  1. Contact D&R International for a digital beta copy of the spots.
  2. Have a production studio of your choice add your logo in the approved location.
  3. Arrange for free or non-paid media space with local broadcast stations, and forward a copy for insertion in the rotation.
  4. When the spot airs, provide both the EPA and D&R International with tracking information and/or airing affidavits; station name, spot ISCI code, and date.

Enclosed is a sample final scene from a spot that has already been tagged, indicating the proper location for a non-profit organization's logo. Please use this as a reference and guide for the production studio.

### **Co-branding Parameters**

- a) Certified non-profits may co-brand or 'tag', distribute and air the television PSAs in their own markets without securing waivers so long as the following criteria are met: (1) the spot remains unchanged with the exception of adding a logo in the approved location (sample attached), (2) the non-profit submits

airing summaries to Jill Abelson, EPA, and Susanne Rivera, D&R International (3) the air time is donated (non-paid media space), and (4) the ENERGY STAR logo remains on the spot.

- b) The co-brand tag must consist of an organization's logo only. No copy or sponsorship statements are permitted.
- c) Private industry partners must obtain approval from the EPA, Screen Actors Guild, music publishers and Nanci Griffith, to co-brand, distribute, and air PSAs in their own markets. Partners will incur usage fees from the Screen Actors Guild, music publishers, and Nanci Griffith.
- d) Certified non-profits, may air the co-branded PSA spots internally – in meetings, at trade shows, and in lobbies without prior approval, as long as the spots remain unchanged.
- e) Co-branded spots can be aired until August, 2003.