

**Powder River Energy Corp.**

# **Battle of the Grassroots**

**AUGUST 24, 2013 • HULETT COMMUNITY CENTER**

**Who do you believe?  
Who do you want to help?**

**A contrast between two grassroots efforts:**

**Sierra Club**

**Who do you believe?  
Who do you want to help?**

**A contrast between two grassroots efforts:**

**The Cooperative purpose**

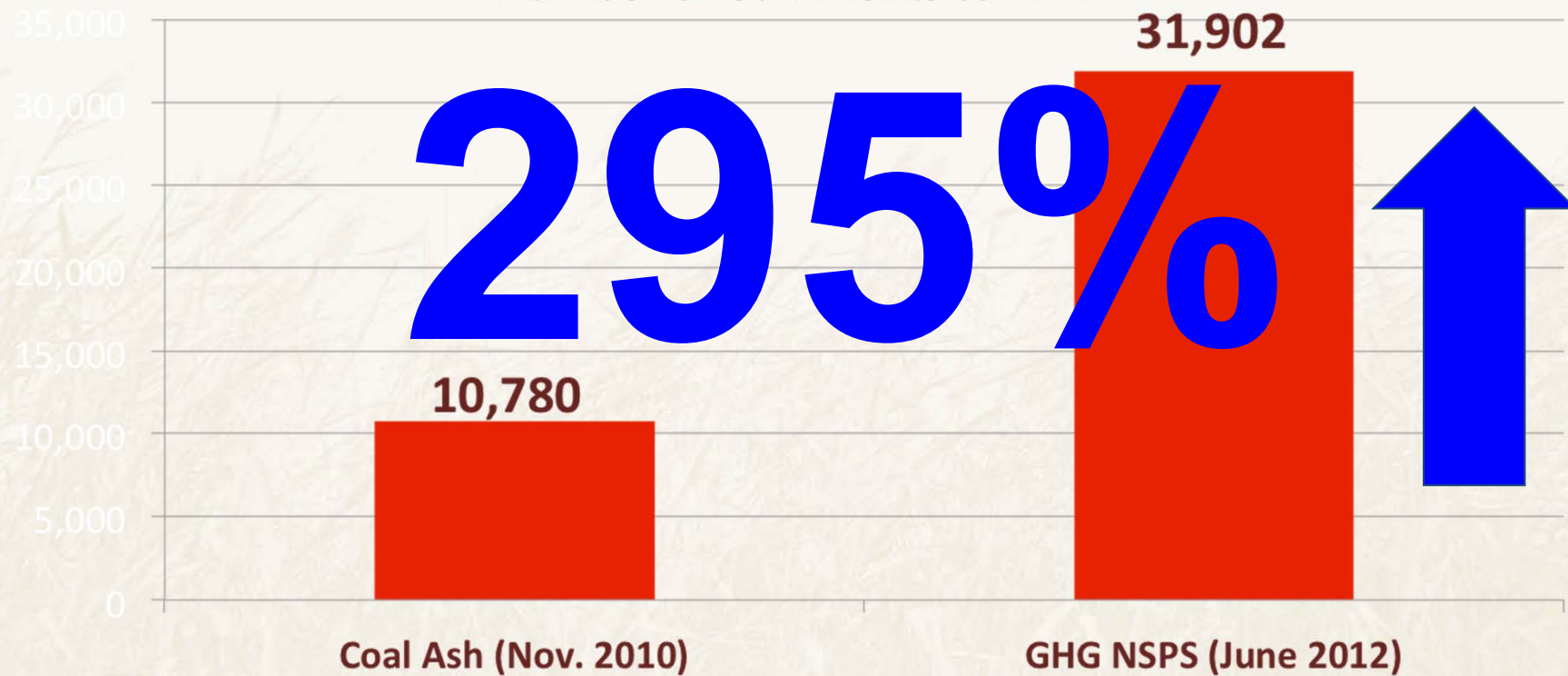
# Organizational Comparison

<b>Organization</b>	<b>Membership</b>	<b>Facebook Fans</b>	<b>Twitter Followers</b>
<b>NRECA</b>	<b>42 million</b>	<b>1,727*</b>	<b>2,678*</b>
<b>AARP</b>	<b>37 million</b>	<b>47,753</b>	<b>46,016</b>
<b>NRA</b>	<b>4 million</b>	<b>1,591,261</b>	<b>49,098</b>
<b>Sierra Club</b>	<b>1.4 million</b>	<b>154,000</b>	<b>43,931</b>

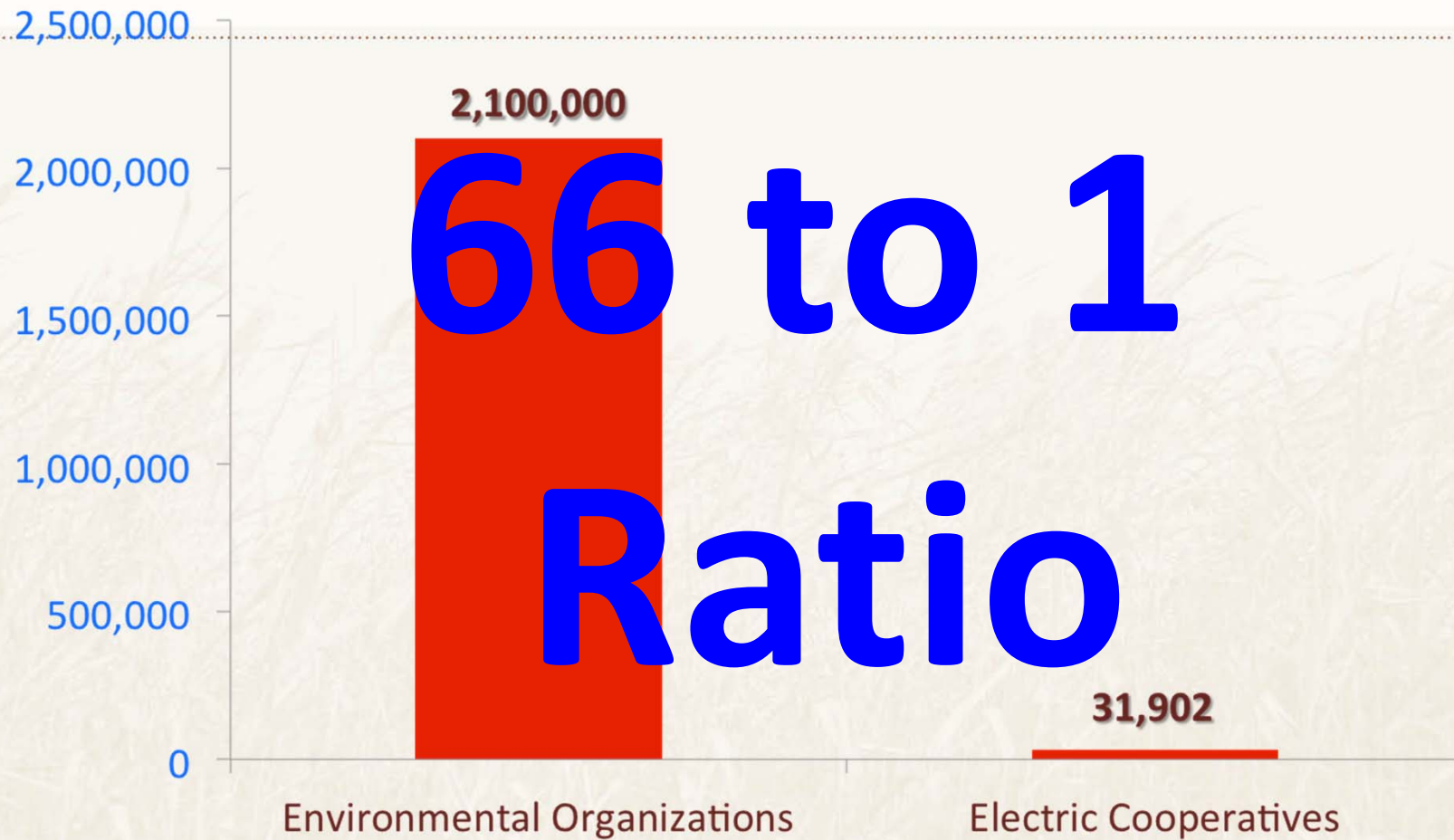
\* Our Energy, Our Future

# Co-op Comments on EPA Issues

Number of Comments to EPA



# Comments to EPA on GHG NSPS



# Capacity – 109,901 Fans



# How Did They Do It?

**GIVE CARBON  
THE FINGER.**

Which finger is up to you. What's important is that you sign the petition in support of the EPA Carbon Pollution Standard. [Push here >](#)

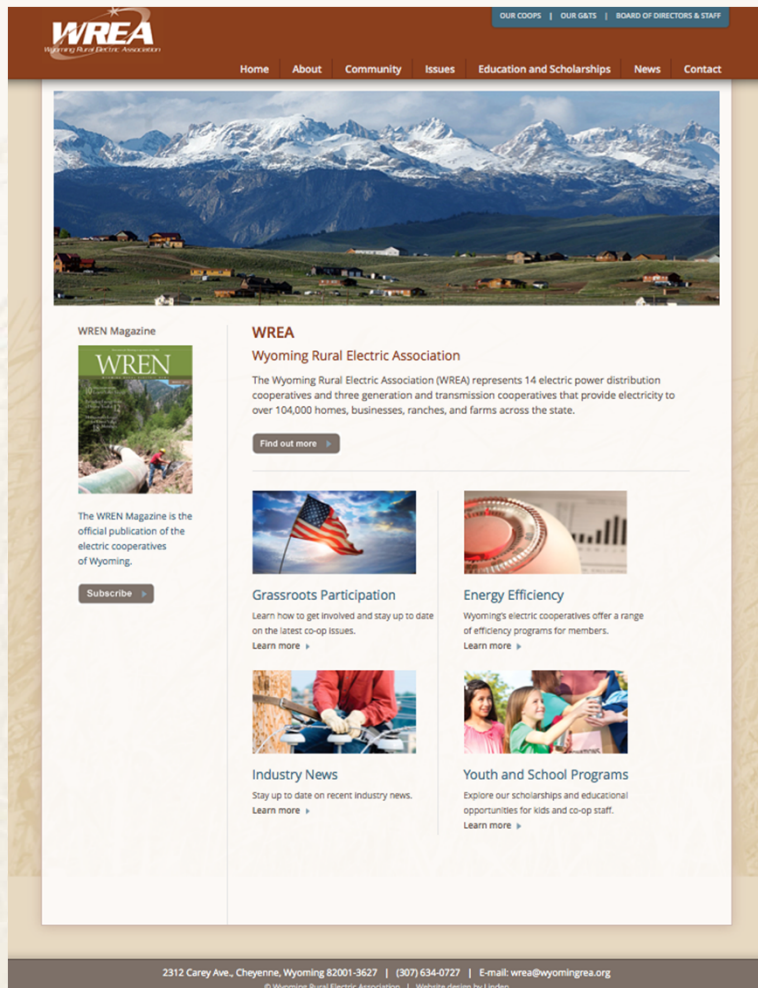




## Organizing For America (formerly Obama for America)

<b>Do's</b>	<b>Dont's</b>
...talk about our climate change harming Americans now and our obligation to future generations to address climate change...	...lead with straight economic arguments
...use “cutting carbon pollution from power plants”	...use “regulations to control greenhouse gas emissions from power plants”
...discuss the real health impacts including asthma attacks and extreme weather events...	...over promise on the impacts taking action will have
...remind audiences that this is the latest in a series of steady and responsible steps the administration has taken	...overstate the magnitude of the action being taken
...discuss the impacts – carbon pollution is bad for the health of our kids and our planet...	...debate the validity or consensus of the science that is already settled
...discuss that we are already cutting mercury, arsenic, and other toxics but polluters now can release unlimited carbon pollution...	...talk about the need to “regulate” industry and shut down power plants
...use “industrial carbon pollution” to define the threat as “harming our health and our planet”...	...use “carbon footprint” or “greenhouse gases” or “emissions” to define the threat
...inform audiences about the nature of the problem, who is at fault, and what can be done	...debate the increase in electricity rates. Instead pivot to health and clean air message
...discuss modernizing and retooling power plants and innovation that will create green jobs	...try to suggest net job increases
...cite health professionals such as doctors, nurses and health experts	...rely on statistics without the supporting argument of public health verifiers
...make big corporate polluters responsible, bad actors by explaining about their behavior and motives	...rely on a recognition that local utilities or the coal industry are bad actors without explanation

# Get Involved!

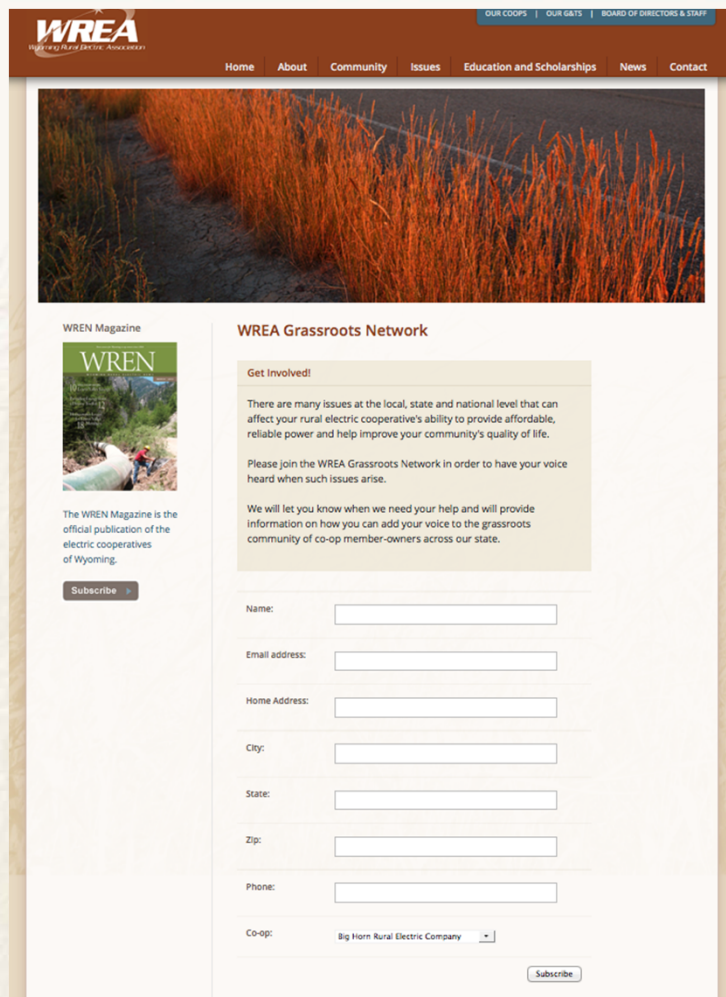


The screenshot shows the WREA website homepage. At the top is a dark brown navigation bar with the WREA logo on the left and links for 'OUR COOPS', 'OUR G&TS', and 'BOARD OF DIRECTORS & STAFF' on the right. Below the navigation bar is a horizontal menu with links for 'Home', 'About', 'Community', 'Issues', 'Education and Scholarships', 'News', and 'Contact'. The main content area features a large landscape image of a mountain range with snow-capped peaks and a small town in the foreground. Below this image is a section for 'WREN Magazine' with a thumbnail image and a 'Subscribe' button. To the right is a section for 'WREA Wyoming Rural Electric Association' with a brief description and a 'Find out more' button. Below this are three featured articles: 'Grassroots Participation' with an American flag image, 'Energy Efficiency' with a lightbulb image, and 'Youth and School Programs' with an image of children. Each article has a short description and a 'Learn more' link. At the bottom of the page is a footer with contact information: '2312 Carey Ave., Cheyenne, Wyoming 82001-3627 | (307) 634-0727 | E-mail: wrea@wyomingrea.org' and '© Wyoming Rural Electric Association | Website design by Linden'.

WREA website:  
[www.wyomingrea.org](http://www.wyomingrea.org)

Click on:  
Grassroots Participation

# Grassroots Network



The screenshot shows the WREA Grassroots Network registration form. The header includes the WREA logo and navigation links: Home, About, Community, Issues, Education and Scholarships, News, and Contact. A large image of tall grasses is featured at the top. Below the image, there is a section for WREN Magazine with a 'Subscribe' button. The main section is titled 'WREA Grassroots Network' and includes a 'Get Involved!' heading, a paragraph about local, state, and national issues, and a call to action to join the network. Below this is a form with fields for Name, Email address, Home Address, City, State, Zip, and Phone. A dropdown menu for 'Co-op:' is set to 'Big Horn Rural Electric Company'. A 'Subscribe' button is at the bottom right of the form.

WREA  
Wyoming Rural Electric Association

OUR COOPS | OUR GIS | BOARD OF DIRECTORS & STAFF

Home About Community Issues Education and Scholarships News Contact

WREN Magazine

WREN

The WREN Magazine is the official publication of the electric cooperatives of Wyoming.

Subscribe

WREA Grassroots Network

Get Involved!

There are many issues at the local, state and national level that can affect your rural electric cooperative's ability to provide affordable, reliable power and help improve your community's quality of life.

Please join the WREA Grassroots Network in order to have your voice heard when such issues arise.

We will let you know when we need your help and will provide information on how you can add your voice to the grassroots community of co-op member-owners across our state.

Name:

Email address:

Home Address:

City:

State:

Zip:

Phone:

Co-op: Big Horn Rural Electric Company

Subscribe

Complete the form, and we'll keep you informed on how you can help the co-op cause!