



## Due Diligence Test Panel Report

To: Interested Parties

From: Eric Eckl, Water Words That Work, LLC

Re: Results of a Review of Oceana's "Offshore Drilling is Not the Answer to Energy Crisis" Electronic Petition

Date: 3/27/2010

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I asked the panel to review this already-published petition as part of our "shakedown" cruise for the forthcoming service. The true purpose of the service is to evaluate -- and refine -- draft materials before they are released. Once the service launches, you will receive your feedback in complete confidence.

### Summary Findings

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| Piece                            | Overall Average Score (1=Lowest, 4= Highest) |
|----------------------------------|--|
| This Piece                       | 2.98   |
| All Issue Advocacy Pieces Tested | 2.83   |

### Where does this piece fall on the scale below:

|  | 1                       | 2    | 3                                  | 4    |   |
|--|-------------------------|------|------------------------------------|------|---|
| It's about the people who made the piece, and what they do | 2                       | 3    | 5                                  | 16   | It's about the audience that sees the piece, and what we can do |
|  | Average for this Piece: | 3.35 | Average for Issue Advocacy Pieces: | 3.08 |   |

### Pick one word that summarizes how this piece makes you feel:

- upset

- Hopeful
- interested
- Mobilized
- interested
- Disagreement
- pensive
- angry
- committed
- ambivalent
- Empowered.
- responsible
- Annoyed
- exciting
- unsurprised
- suprised
- discouraged
- thoughtful
- Inauthentic
- neutral
- inclined
- Torn
- blah
- skeptical
- angry
- skeptical

## Step One: Begin With Behavior

| Statement  | 1-Strongly Disagree | 2-Somewhat Disagree | 3-Somewhat Agree | 4-Strongly Agree | Average for this Piece | Average for all Issue Advocacy Pieces tested |
|--|---------------------|---------------------|------------------|------------------|------------------------|--|
| The piece makes it clear what I can do           | 1                   | 5                   | 2                | 18               | 3.42                   | 3.06   |
| I am confident others would do their part        | 2                   | 10                  | 9                | 5                | 2.65                   | 2.39   |
| I am confident my action would make a difference | 4                   | 13                  | 5                | 4                | 2.35                   | 2.58   |

|                      |  |  |  |  |      |      |
|----------------------|--|--|--|--|------|------|
| Step One<br>Average: |  |  |  |  | 2.81 | 2.67 |
|----------------------|--|--|--|--|------|------|

**Please elaborate on your answer to the last statement about 'making a difference:'"**

- I'm not so sure that others will be quick to do there part, thus my part is meaningless. The only way it works is if the majority of Americans do there part. The Government is not likely to pay attention to one person.
- One person cannot influence powerful decisions but a collective action can.
- If enough people express their concern about offshore drilling and send this message to the White House and congress, perhaps the alternatives mentioned - windfarms for instance - will be chosen instead
- You cannot tell people what to do, you cannot make them do something. You can only present the problem to them and make it important enough for them to listen. I, as an open-minded activist, will work to achieve something for the greater good of the globe. You presented me with a problem that NEEDS to be fixed, and I will work for that. People can only be persuaded, not forced.
- The more people that voice their opinion, the more people that take notice. If you don't offer a constructive criticism, nothing will ever change if it's not acceptable to you.
- It is difficult to imagine that a large enough of a population will act on this issue to really make a difference. And realizing that my one voice will not be a significant addition to the issue, it makes me doubtful as to whether or not my action on this issue will make a difference.
- I think it would help to send my opinion to the president. I am just unsure about the facts presented. If they were confirmed through independent data, I would certainly want to send a letter. But, I would more closely emphasis wind power over opening unexplored or endangered areas.
- contact government
- calling the President is not exactly going to make a difference - he won't even receive my call. Also, geostrategic matters like reducing dependence from the middle east may be more important to the President, now that he has a Nobel Peace Prize.
- If only one voice speaks up, not much is likely to change. However, if this petition were widely distributed, it could, potentially, affect a change. Politicians are interested in reelection and if they are aware of a growing disrest in their constituencies, they are likely to change their public opinion, if not their private views.
- By sending a letter, I add to the urgency of the situation.
- I did not give this option a four only because you do not know what is done with your messages once they are sent. However, it is unclear what happens with any message that is sent to someone in a government position.
- Obama is seemingly oblivious to the feelings of any constituency save the rich. He hasn't listened to progressives on health care or war or any other thing, I doubt he's and his horrible chief of staff are going to listen to us about this. If he decides to do the right thing on this (or any) issue, i consider it an accident, and don't attribute it to his having heeded progressives.

- I think I could write a letter send a fax voice my opinion but at the end they are going to do whatever they think is right or makes them more money.
- My effort won't make much of a difference, but a lot of people are against this off shore drilling, so in the long run, it might help.
- I am not confident that the letter I am asked to write to President Obama will effect his decision. He has broken so many of the promises that got him elected already; therefore I am no confident he listens to the voters.
- It is always difficult to say how much of a difference I might be able to make. Government these days seems unresponsive to the wishes of the people and, instead, repsonds to the corporate interests that pay for their campaigns.
- I am not sure that a form letter generated online would get much attention from the President unless an extremely large number of people signed it. There is also not any action involved to help the cause other than signing a form letter.
- Well, I can only hope that my email gets sent (the website doesn't tell me who its going to, but I assume Obama - or more realistically, a white house email) and that it conveys my opinion
- It looks like all this organization would want anyone to do is to send a generic email to President Obama. If people are passionate about this issue, you should provide them additional opportunities to participate in civic discussion, or volunteer opportunities.
- I think that the author makes it very clear what everyone can do by offering them a venue to do it in. However, I feel that my opinion would get lost in the sea of countless others concerning the topic, rendering it useless.
- A lot of the times, I think that members of the U.S. government, once they get in a position of power, have a tendency to listen to the people, but yet still do what they want.
- Is the president really going to see my little signature on some petition? In fact, is the president even going to see the petition? I highly doubt that the president will even be aware that any petition has been signed, filed, presented, etc.
- I have my doubts that huge numbers of form emails/letters make a difference. It's another kind of spam, and spam doesn't work too well as a persuasive method.
- Ultimately, I think, the decision on offshore drilling really depends upon tradeoffs on a number of issues with Washington power brokers and lobbyists, and, unfortunately, I don't think sending a form letter to the White House is going to really have an impact in the decision-making process.
- The efforts of a few citizens will make little difference one way or another. It is really a matter of who can ensure that politicians have more power, either the oil lobby or the wind/alternative energy lobby. The political class will always go with side that ensures that they can retain their power. It is all about control.

## Step Two: Find Foolproof Photos

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| Statement | 1-Strongly Disagree | 2-Somewhat Disagree | 3-Somewhat Agree | 4-Strongly Agree | Average for this Piece | Average for all Issue Advocacy |
|-----------|---------------------|---------------------|------------------|------------------|------------------------|--------------------------------|
|-----------|---------------------|---------------------|------------------|------------------|------------------------|--------------------------------|

|  |    |   |   |   |             | Pieces Tested |
|--|----|---|---|---|-------------|---------------|
| The images get my attention                      | 11 | 9 | 5 | 1 | 1.85        | 2.29          |
| The images demonstrate what I can do             | 15 | 6 | 4 | 1 | 1.65        | 1.88          |
| The images show how my actions make a difference | 16 | 6 | 4 | 0 | 1.54        | 1.85          |
| <b>Step Two Average:</b>                         |    |   |   |   | <b>1.68</b> | <b>2.01</b>   |

**Please elaborate on your thoughts about the images in this piece:**

- There's only one of the president, maybe there should be more having to do with other ways we can complain to both our local and federal government.
- People from all walks of life need to be able to relate to the issue at hand. It only speaks about the "ocean" It was good to read about how much jobs are created but the piece should find a way to connect to the economic concerns of many.
- I don't really remember a compelling visual graphic which might be helpful (the message form accompanied by Barack Obama's photo are what I remember of the images)
- You are telling me how offshore drilling simply generates more pollutants, while you refer to offshore wind power as safe and clean. I obviously want "safe" and "clean". I do not want "Big Oil" or business as usual.
- Didn't notice any images in the piece other than the President's picture.
- It's interesting that there is a picture of President Obama. It made me feel as though this was a big issue and that I was important for being able to contact him.
- I was not very moved by the graphics...a stylized porpoise and the president. I would have liked to have seen a picture of a wind energy generator that is used in the ocean. I have never seen such a thing and it would reassure me that they really do exist, and might help me visualize how energy production can be a beautiful, smart, and helpful solution to this problem.
- pic of Obama gets your attention, but does not show how we can help
- I like the dolphin logo, with which I sympathize, but dolphins are not at the core of offshore drilling, even though their habitat may also be endangered through offshore drilling.
- The ad is largely imageless, unless you include the stock image of the President. This is ideal, as a petition doesn't need large, distracting images.
- The only picture was of the president. It didn't really make an impact on me.
- The images on the site are not of wind energy or offshore drilling. However the color scheme being a pleasing blue color fits the organization.

- The only images on the page are the logo for Oceana and a picture of Obama. They don't really make much of an impression at all.
- there is no image the only image is of President Obama.
- There aren't any images except a little picture of President Obama.
- The only image is a small photo of President Obama. No photos of the issue of offshore oil drilling, or the alternative energy methods proposed, are shown. Photos would make the piece more inspiring.
- I don't really see much in the way of images here. I see the Oceana logo and the small photo of Obama. I'm not sure that the images, in and of themselves, say much.
- There are no images except one of the president. Images of pollution or damage caused by offshore drilling could be more compelling.
- The image is of Obama, and it is why I assume that the email is getting sent to him
- What images? Couldn't they have at least done a Google Image search and found some awful photo of offshore drilling to add to this page?
- There is only the picture of the President and the letter form. While not visually appealing, it does allow you a venue with which to display your feelings concerning renewable energy.
- The OCEANA logo does make you think about the ocean, and the picture of President Obama makes you believe that the piece is going to have something to do with the president, but neither image make you think of using the ocean as a clean source of energy without reading the piece.
- The only image is the picture of Barack Obama, which means nothing to me other than to remind who the petition will be submitted to and whose actions I would be protesting.
- The only "image" that I can see is a tiny thumbnail of President Obama. It doesn't evoke anything from me. It certainly doesn't seem to have any direct relation to offshore drilling.
- There are no images in the piece.
- There are no images in this piece.

### Step Three: Swap the Shoptalk

| Statement   | 1-Strongly Disagree | 2-Somewhat Disagree | 3-Somewhat Agree | 4-Strongly Agree | Average for this Piece | Average for all Issue Advocacy Pieces Tested |
|---|---------------------|---------------------|------------------|------------------|------------------------|--|
| The piece has a clear message                                   | 0                   | 2                   | 4                | 20               | 3.69                   | 3.50   |
| I could explain this piece to others without showing it to them | 0                   | 1                   | 6                | 19               | 3.69                   | 3.43   |

|  |   |   |    |    |      |      |
|--|---|---|----|----|------|------|
| The piece was prepared with the general public in mind | 1 | 1 | 10 | 14 | 3.42 | 3.09 |
| Step Three Average                                     |   |   |    |    | 3.60 | 3.34 |

**How would you describe the audience this piece is intended for:**

- All average everyday Americans. You've caught the attention of not only environmental activist but also the everyday american by weaving economics into the article.
- It appears its mainly for environmentalists, which can put off the general population. There should be simple statements on how it can affect us in our daily lives, for example, jobs!
- American voters as well as anyone who cares about the environment.
- This piece can be easily understood by any American, but it is directed to those who live on the coasts -- East or West, nobody wants pollution or drilling in their backyard. The simplicity and straightforwardness of the piece makes the point clear and crisp. Fight for the environment and a better America!
- General public that has some awareness of green energy initiatives.
- The information seems simple enough, and the course of action that is suggested is also clear. All in all, the message presented in this piece seems to be intended for an extremely general audience of all those that live in the United States.
- I think it does a great job of speaking to the general public in terms of its tone (not too negative or positive toward the president, and helpful in imparting new information).
- general population
- ordinary citizens that care about the environment
- Voting citizens who are concerned about job creation more than environmental aspects.
- People who want to get active politically.
- The audience is the general public but could also be targeted to those who care about the environment or consider themselves "green".
- I only gave it a '3' because the general public isn't that interested in or knowledgeable about offshore drilling's environmental consequences. So far as many people care about it, they're vehement in the SUPPORT of it due to their being so controllable and the right wing being so loud and so in control of their uninformed, unformed opinions. So while I do think this appeals to the entire left, and to anyone concerned with the environment, I can't say it appeals to the general public most of which wouldn't get it.
- I think it is intended for all audinces is simple short and to the point.
- Everyone, it's about energy, and energy resources and this is something that affects all of us.
- The audience is an average American adult as the writing style is simple.
- It is aimed at the general public. It would resonate most with: 1) people who want to keep the oceans and other unique public areas free of oil and gas drilling; 2) people who are concerned about global warming and reduction of carbon emissions; 3) people who

believe more jobs can be created with the development of clean energy technologies than with continued pursuit of fossil fuels; 4) environmentalists in general.

- The general public who is interested in the environment and renewable energy but does not have a lot of in-depth knowledge in these areas.
- People opposed to off shore drilling, and made easy for those to lazy to type their own email
- It's pretty generic, so it almost feels like they haven't figured out their audience yet.
- The piece uses simple concise language built for any adult to read. It would particularly concern anyone who has concerns about offshore drilling or renewable energies.
- I think it is intended for environmentalists.
- For the most part this is designed to tell people to oppose any plans for offshore drilling, while it is catered to those who traditionally oppose such things it is sufficiently generalized to make it acceptable to anyone who might run in to this and want to sign on.
- I think this a "preaching to the choir" piece. People who are supporters of environmental - green - conservation issues. If you oppose offshore drilling, you will support this piece. I don't think the arguments are strong enough to dissuade a supporter of offshore drilling or a fence-rider on the issue.
- The piece was prepared for people who regularly read (or follow on Twitter or Facebook) the website Oceana.
- The piece is intended for the devoted alternative energy folks on one hand and people who do not think critically on the other hand

### Step Four: Insert the Words That Work

| Statement                               | 1-Strongly Disagree | 2-Somewhat Disagree | 3-Somewhat Agree | 4-Strongly Agree | Average for this Piece | Average for all Issue Advocacy Pieces Tested |
|---|---------------------|---------------------|------------------|------------------|------------------------|--|
| The issue is important to society       | 0                   | 2                   | 8                | 16               | 3.54                   | 3.19   |
| It is urgent to address this issue now  | 2                   | 3                   | 3                | 18               | 3.42                   | 3.05   |
| Issues like this affect me or my family | 1                   | 2                   | 6                | 17               | 3.5                    | 2.92   |
| <b>Step Four Average</b>                |                     |                     |                  |                  | 3.49                   | 3.05   |

**Please elaborate on your answer for the last statement, "issues like this affect me or my family:"**

- Its affects the economy and the world i pass down to my children.

- The issues of the environment affects everyone, not only my family. But I am part of the "choir" so messages like this is like preaching to the choir. Environmentalists need to be able to speak to a broader audience and speak to their interests.
- I live near the ocean in Texas so this issue is certainly close to home. Some will argue that we need oil and the jobs it makes. But choosing renewable fuel technology will help save the planet.
- Because I live in New Jersey and my family lives in New York, we know what it's like to live close to the beach. With my house a two blocks away from a sandy shore, I will fight this problem to the end. Being from New York, I know the harms of pollution from drilling/mining.
- Making decisions to use more green alternatives for anything will extend the life of the planet which has an effect on generations of my family to come.
- The issue that is described by the piece does not seem that it would be relevant to me or my family. This is because of the fact that there is no information provided about wind-generated power, and so there is no way for me to know whether or not this is actually a beneficial action for our country.
- I am very against offshore drilling, and would love to support wind-based-energy in the ocean, if I knew more about it.
- oil fuels our cars. we need a new fuel source
- This issue is very urgent as even my children (which are not even in the making as of yet...) will be locked in for many decades if we now allow offshore drilling. Climate change and pollution are great dangers we face today and to which we should respond now. Truly our planet is in peril, and we must make the right choices.
- My family lives along the Atlantic coast of Florida, so the likelihood of them being effected is slim.
- Having a clean environment is very important.
- In the news there is a lot about the US Dependence on foreign oil as well as there is information in the news about the plastic swirl in the pacific ocean. I think the general public is concerned about the environment as well as their pocketbooks - especially in this economy. So if there was some area on the site you could put how using wind power would create jobs and lower costs with examples, it may be a more convincing piece.
- At the risk of seeming repetitive, my religious and ethical beliefs are that we're all of the same soul, and all divine - this meaning, every living being. Therefore every animal's fate is important everyone else, or ought to be. And the destruction of ecosystems is the destruction of wildlife, ultimately. Besides this, pristine nature is everyone's heritage as a being living on this earth. When some corporation destroys it, aided by the government, we are all stolen from.
- Oil is not the cleanest source of energy and eventually it will hurt our environment.
- More drilling isn't the answer, this affects me and my family because we're just continuing on the same path of being dependent on oil as an energy source even though there is a finite supply of it.
- This affects me because I am concerned about energy production that damages the environment. I prefer adding more clean energy methods, rather than increasing oil drilling.

- I believe it is important that some places in the world be preserved for future generations and not exploited for their natural resources. It sickens me to think of oil spills potentially ruining pristine areas and killing wildlife. There is no fool-proof way to drill for oil and one major spill can take years to recover from.
- Energy sources impact everyone, we all use energy and the costs and sources affect us.
- Energy independence is a crucial issue
- Gosh, I think I feel more passionately about this than whoever wrote this piece -- which isn't a good sign.
- Offshore drilling would impact several areas of life. It would eventually lower U.S. gas prices, however it would come at a cost to the environment. It needs to be decided upon before it is too late and other countries stake a claim.
- Energy certainly affects everyone, but I'm not certain whether using the ocean is the best way for this. I would need more information about it.
- This affects my family because it would allow for the cost of living to be kept under control by allowing this country to not rely so much on foreign oil and their control over prices. We have plenty of our own resources available and we should use them, if we don't then we are bowing down to the wishes of foreign governments and organizations that want to keep us reliant on them. The environment should not be considered more importantly than national stability and its effects on normal people, there are ways to do this without hurting the environment if you actually look at them.
- I don't see offshore drilling as an issue that affects me or my family in the short run.
- Ultimately, everyone (including me and my family) will be better off if this country develops a coherent strategy on energy and sticks to it. We've been striving for "energy independence" for almost 40 years, and we still don't have plan that we're following. Offshore drilling is not the answer - "green" energy strategies is.
- Issues like this do affect my family but mainly in the price we will eventually pay for energy. If the green energy people have their way, it will mean energy shortages, high energy costs and higher unemployment.

## **In Their Own Words**

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### **In your own words, describe the social issue or problem this piece is about:**

- The Article describes 2 issues. The first being the environment and the importance of lowering carbon emissions. The second being the economy, the article attempts to prove that while also being damaging to the environment, offshore drilling also damages our economy, because another perfectly viable option (Renewable energy) actually creates more jobs than offshore drilling.
- Expanding offshore drilling will not solve the energy crisis. Renewable energy should be the top choice in looking at energy sources. The only choice should be wind farming for offshore activities.
- The environmental threat of offshore oil drilling, and the prospect of the Obama administration starting new drilling projects offshore.
- The dilemma in the piece entitled "Oceana":  
We must send an urgent message to President Obama requesting that he finds a better

way to solve the present energy crisis. America is facing one of its biggest dilemmas: we must create jobs while finding a better energy resource. The use of clean energy resources, such as using the ocean's energy or offshore wind power, will both create jobs and reduce pollution. If we continue to use offshore drilling as a major energy source, we will increase America's carbon emissions and destroy the environment of these locations. For the sake of fixing the environment and curing economy, we must make the choice for safe and clean energy.

- The issue this piece addresses is using more "green" methods of creating energy jobs versus offshore drilling methods.
- The piece discusses the importance of NOT drilling new offshore areas for oil. It also places an emphasis on the importance of developing offshore wind-generated power sources.
- Offshore drilling expansion is a possible solution that President Obama may choose, given the ambiguous nature of his January 2010 speech. Harnessing wind energy from the oceans would create three times more jobs than oil drilling (though I have no way to confirm this information).
- stop the expansion of off shore drilling and use water as natural resource creating 3 times the jobs
- Offshore drilling has dramatic environmental consequences, and Pres. Obama should make the sensible decision to reject it.
- It is a petition to urge Congress and the White House to oppose off-shore drilling and to look more closely at wind energy.
- It's about keeping the ocean's cleaner and writing a letter to the president about it.
- This piece is discussing the advantages of clean energy and to encourage citizens to contact President Obama to dissuade him from expanding off shore drilling to areas that are currently protect but to instead encourage him to develop more off shore wind power.
- It's against President Obama expanding offshore oil drilling in unique or previously protected areas, and in support of his instead developing offshore wind power.
- Trying to find a cleaner energy source than oil.
- This is about letting President Obama know we are against off shore drilling in protected areas, and are in favor of using the oceans to produce off-shore wind power
- The piece is about President Obama's stance on Offshore Drilling of Oil. In his recent State of the Union Speech, President Obama stated that he is open to increasing offshore oil drilling, and the piece is against this. It urges the reader to write a letter to President Obama opposing his stance and supporting clean energy alternatives.
- The piece urges the public to contact President Obama regarding his State of the Union speech, in which he did not rule out the expansion of offshore drilling. The position is that offshore drilling, especially in ecologically sensitive and unique areas such as the Arctic, is likely to harm those areas and will not contribute to the goal of reducing carbon emissions. It urges the development of offshore wind power as opposed to expanded drilling.
- This piece is encouraging President Obama to take a stand against expanded offshore drilling for oil.
- Obama may increase offshore drilling

- Offshore drilling isn't a way to cleanly gather energy.
- This piece is about Obama contemplating opening up offshore drilling and the author advocating the creation of a renewable energy source such as wind.
- That we need to get away from using offshore drilling as our energy source, and instead use a clean source, the ocean.
- This is about offshore drilling issues, whether or not it should be allowed in this particular situation.
- The issue is whether President Obama should support methods to supply U.S. energy needs such as offshore drilling for oil and gas, or to support greener methods of increasing our energy supply, such as offshore wind turbines.
- The issue here is that the group believes that offshore drilling is not the answer to the energy crisis and the group wants to mobilize support in opposition to offshore drilling.
- The issue in the piece is offshore drilling and whether it is the best way to meet the nations energy needs.

**In your own words, how will your views reach the government or corporations mentioned?**

- My views will reach the government by my vote.
- Environmental groups should work with other interest groups to push for renewable energy policies. As the article was saying, renewable energy creates jobs three times more than the old way of doing things. There are many organizations working on jobs and labor issues thus the need to organize and pool resources together to influence policy.
- This group has included a helpful form to forward to the president, so that would be the easiest way to have my voice heard.
- My views will only reach the necessary government and corporations if I speak out and mobilize others to do so as well. Through mass letters and phone calls, rallies and protests, the government will have no option but to take action for its people. Corporations will choose to ignore, but with enough complaints, Obama cannot allow "business as usual" to continue.
- I could make my views on this issue known to the government by writing a letter about this issue to the fax number provided on the piece.
- I can E-mail the pre-written message to President Obama by providing my personal information. Also, there is are fax and telephone numbers provided that I could call to reach President Obama's office.
- I could call, fax or email the information in the response-letter provided. It appears that the information would get to the right source to reach President Obama.
- contact government
- The website asks me to send a letter and make a phone call to Pres. Obama.
- Since the petition is being sent to elected officials, who are invariably concerned with reelection, a strong showing from constituents could influence them to change their stance on the subject, even if their personal opinion has not changed.
- Through a mass letter.
- The primary way to send your message would be through the auto-filled text box on the site. It also gives you President Obama's email and fax number as well.

- Presumably the form, once filled out and submitted, will be sent directly to the White House, or collected and sent together to the White House. The page also provides a phone number and fax.
- It would be email or fax because a fax number was provided.
- My views will get to the President by filling out the form on there and sending the message. There are also phone numbers listed in case I want to call or fax him...
- My views reach the government through my voting record and the corporations through my spending habits.
- I believe the site is asking me to mail or fax the letter Oceana provides, using my signature and address, to President Obama or other parties able to influence this matter. A phone number for the White House is also provided on the website, so that I might call to express my views if I wish.
- This is an online form letter that supporters can sign and complete with their name and address to be delivered to President Obama by the Oceana Organization.
- I enter my personal info, hit 'send your message', and hope this get sent to whitehouse email
- I'm not sure. I'm pretty sure that people other than President Obama will have input, though, so there should be additional contact information for leaders on both sides of the aisle on this issue.
- My viewpoint would reach the government via the link that the author has provided. I would be able to say how I feel about renewable energy and hopefully change President Obama's mind.
- Either by e-mailing President Obama, or contacting him by phone or fax.
- Signing a petition that has been pre-filled out for me to sign on to and be sent to the president.
- The website has a form email message that would be sent to (perhaps) the White House. It also lists a fax number and a phone number for (I assume) the White House.
- People are encouraged to insert their name and address into a form on the organization's website to sent a letter to the White House expressing their opposition to offshore drilling.
- This group wants citizens to tell President Obama to prevent offshore drilling in areas that were previously protected. Citizens are urged to call or email the president and a form email is provided.

**Do you have any parting thoughts you wish to share with the organization that produced this piece? Remember your identity is confidential.**

- Overall it was a good article. My only complaint is that it should have listed more than one way of letting the government know your opinion on the issue. For example maybe telling them to contact there state senators or congressmen.
- This is an important issue so try to bring it to the "ground"
- good luck!
- I thoroughly enjoyed the piece, but maybe your release should include some facts. If not in the piece, how about a box with some statistics? Tell me: carbon emission rates of offshore drilling vs. clean energy? or percent of job increase with clean energy compared

to offshore drilling? Something of that matter.

Thanks, and great piece!

- No.
- I think it would be extremely helpful if there was some information displayed regarding wind-generated energy, or if there was a link to an external source to such an information. Without proper knowledge of whether or not this wind-generated power source is adequate to supply our energy supply, I would be hesitant to take a supportive stance on this issue.
- I liked the written piece but would really have liked some different pictures. The links that were depicted looked very helpful, too.
- call obhama
- how about giving additional places that may be contacted, or making the default sending a letter both to the President and to a representative. Possibly also to an offshore drilling company, to show them that the people oppose their ideas.
- Perhaps have an option to send the petition to local Congressmen, rather than just the President. Congress has the vast majority of say.
- None.
- I love that you have links to Facebook and Twitter on the site. Social networking is so important in our world today in terms of getting messages out.  
I would have liked to have seen an option where you could send the same message you send to the president to your congressman or senators. The president may be very busy but the environment and job creation are big campaign platforms and you may get a couple of them to pick up your cause and get it more exposure.
- Good luck getting through to THAT guy.
- I think we should start look ahead not just now establishing a new energy source might be costly now but it will ensure us a better tomorrow.
- good luck
- The piece is well written, and clearly and concisely delivers its message. It enlightens the reader about the problem, solutions, and how one can act. It could include more incentive for the reader to act, though.
- I don't know much about offshore wind power. It might be helpful to provide a link to information about it so people could learn more.  
It is not completely clear to me on viewing the webpage if Oceana would be sending this letter on behalf of others (using the personal information they provide) or if I am to be asked to personally send the letter. I expect that personal letters from constituents would carry more weight with politicians than names collected by an organization. I don't really know.
- The website is a little generic. More photos and information about the cause would help get a response.
- Does this get sent to the white house, or just collect info for a mailing list? I don't know and this could just be a scam to get names on a list.  
Also, the form letter is feels fake. Yes, Obama doesn't read it one way or another, and you just want your opinion known, but you could easily have them sign up as part of a petition instead of sending it individually (which you may not do, like I said, you don't

tell me where it's sent) Or maybe its more effective this way, but I'd prefer the petition route

- You need to get specific with your goals and what actions you want to see Congress -- not just the President -- take on this issue. Otherwise, this email is just going into someone's circular file somewhere.
- This piece is helpful for anyone interesting in learning about or participating in a change for an energy. It is very useful for the author to include the easy to use link so anyone who normally would not participate is able to because of the easy access.
- Offshore wind power has been a big deal in my area. No one likes to look at the tall wind turbines ruining the landscape of our beautiful canyon. There has to be a better way than that.
- None thanks.
- I would elaborate on "three times more jobs" to make it sound a little more plausible. I would "connect the dots" on the carbon emissions statements. Something like "In order for President Obama to accomplish his pledge to reduce carbon emissions in the United States, we must develop sources of energy other than burning oil and natural gas."
- I would spend more effort in lobbying individual legislators than sending form letters to the White House.
- There is no proof that, as the piece states, "Renewable energy creates 3 times more jobs than fossil fuel production. . ." It is wishful thinking. In fact, the results in Spain show that the alternative energy approach leads to a net loss of jobs. We should continue to develop and research all energy sources: oil, coal, fuel cells, nuclear, renewable, etc.

## **About the Due Diligence Test Panel**

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Just whose opinions are these, anyway? The "Due Diligence Test Panel" is a standing body of U.S. residents who provide feedback on marketing materials and perform related tasks in return for payment.

A major corporation recruits the board members, maintains the feedback system, and acts as a financial middleman. Water Words That Work, LLC has devised this questionnaire and subscribes to the service, as do other marketing firms.

The feedback that you receive from the test panel is different from feedback you receive from your peers, for three reasons:

- The test panel members who review your materials have the perspective of everyday citizen "in the wild." They are not professionals in the field and have not participated in the drafting of the materials.
- The test panel members have never met you, and will provide their feedback anonymously. Their feedback will not be influenced by their personal relationship with you.
- The test panel more closely approximates the demographic makeup (especially race and education) of the U.S. "public" than the staff and board of most nature protection and pollution control organizations.

| Demographic Trait     | Environmental Professionals | Due Diligence Test Panel | Traditional Telephone Poll, U.S. Sample | Actual U.S. (Census) |
|-----------------------|-----------------------------|--------------------------|---|----------------------|
| 4 Year College Degree | 95% or higher               | ~50%                     | ~40%                                    | 24%                  |
| White/Caucasian       | 95% or higher               | ~80%                     | ~80%                                    | 79%                  |

All test panel answers are verbatim -- including spelling and typographic errors.

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