



Marketing & Education Activities 2008 Implementation Report

Regulatory Affairs and Marketing Committee
November 5, 2008 * Jacksonville, Fla.



Media Outreach Activities

35 Million+ Media Impressions

- Newspapers
 - 123 articles in 42 states
 - 55% of total coverage
 - two languages
- Magazines, journals
 - 12 national placements
- Industry trades, newsletters

Common Topics

- Energy efficiency
- Green products
- Home renovations



Outreach Tools

Press releases

- 10 year-to-date
- Workshops
- Personnel news
- Speaking engagements

Interviews, Bylined Articles

- Expert resource

Teaming with Window Film

- NAPS article on film certification
- 50+ published



NFRC Receives U.S. State Depar
NFRC among nine recipient.

MBELT, Md. - September 26, 20
...ration Rating Council (NFRC) re
...ent clean energy work in China
...velopment and Climate program

NFRC Demonstrates Prototype of CMA Software
Workshop Addresses New Program and Its Relations

A Window Of Opportunity To Temperature...And Energy B

(NAPSI)-As the weather gets warmer, homeowners needn't get hot under the collar about the cost of businesses. There are a number of simple and affordable ways to reduce energy bills by applying film to windows and glass doors--to reduce lower energy bills.



NFRC News Now

New Live Meeting Site

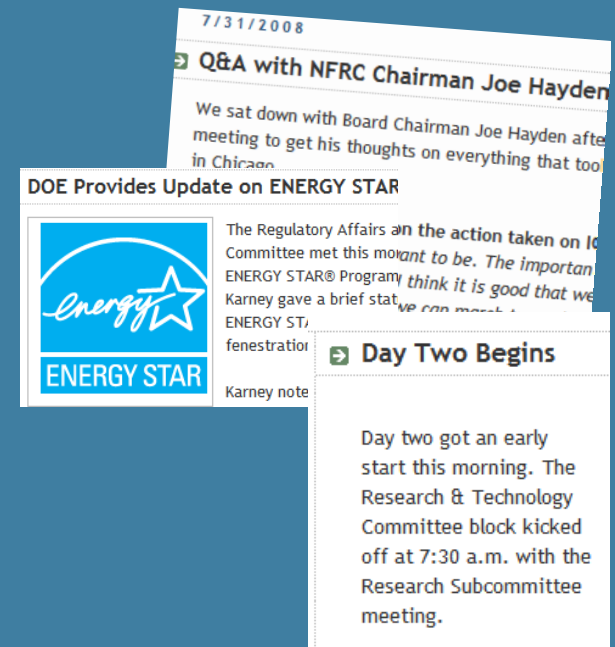
- www.nfrcnews.blogspot.com
- Summer meeting debut

Content

- Meeting summaries
- Photos
- Opening session
- Q&A

User Stats

- 899 page views, 460 unique
- Visitors from 20 countries
- Average visit 3:55



NFRC Newsletters



Insider

- Membership news
- Pre/post member meeting

Update

- Industry wide
- Quarterly distribution

Regulatory News

- Code-oriented
- 1-2 issues/yr

Upcoming Issues

- Member Spotlight
- We want to know your news!



Outreach at Trade Shows



Trade Shows and Industry Events

- International presence as well
- Continuing education opportunities



Your Communications Team

Garrett Stone, Brickfield, Burchette, Ritts, & Stone, P.C.
gas@bbrslaw.com, 202-342-0800

Tom Herron, NFRC
therron@nfr.org, 301-589-1776

Laurie Leopold, Potomac Communications Group
lleopold@pcgpr.com, 202-466-7391, x122





Thank You!!!

Regulatory and Marketing Committee
November 5, 2008 * Jacksonville, Fla.

