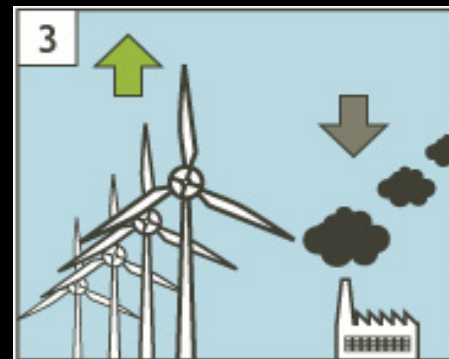
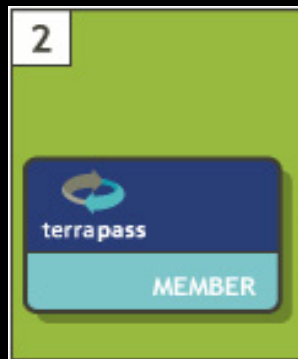
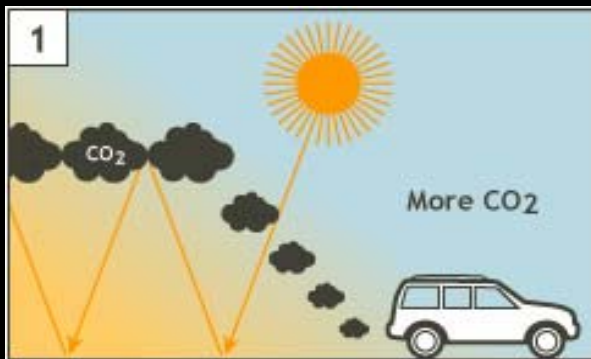


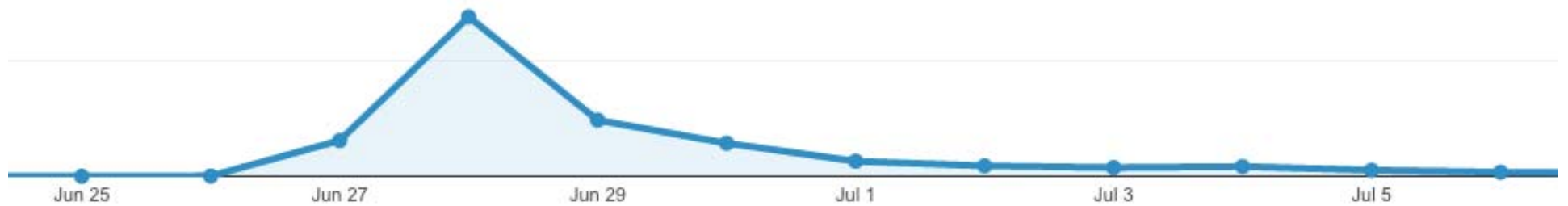
# PUBLIC RELATIONS (“PR”)

Professor Karl T. Ulrich





## Terrapass Website Traffic





## START

### ? ping just one question

#### Beyond software, in which industries will open source thrive?

**Craig Newmark**  
Founder, Craigslist

We're going to see the open source philosophy become integral to the news industry. In the future, everyone will be able to act as researchers and writers. Their work will complement existing newsrooms. Tools are already being built to help us all figure out what the big stories are and to point to the best sources for those stories.

**Bob Young**

Co-founder, Red Hat, CEO, Lulu.com

Whether it's the fashion industry or retail, any business can benefit from open source principles. Lulu is a marketplace where people can publish and sell print-on-demand books and music. We provide tools that let content creators collaborate on the development and design of their products. The content creators have control over the technology as well as their content.

**Steven Weber**

Author, *The Success of Open Source*

It's only a matter of time until someone releases a therapeutic molecule under an open source license. That could change the ecology of innovation in the pharmaceutical sector. Of course, the puzzle is finding ways for these companies to create advantages in the value chain. Lawyers provide a great example. Legal code is available for free for anyone to use. But lawyers are very good at working the rest of the value chain and doing things that are hard to replicate.



EMISSIONS

## SUV Redemption Sticker

How gas-guzzlers can support renewable energy

In Washington, DC, eco-vandals smear SUV door handles with dog crap. In Santa Cruz, California, protestors tag more than 60 gas-guzzlers with anti-oil graffiti. In Los Angeles, a Caltech grad student is sentenced to eight years in prison for trashing more than 120 SUVs around the city. It's almost enough to make you feel bad for SUV drivers. After all, some of them are green, too – just not as hardcore about it.

Now they have TerraPass, a clever eco-capitalism experiment. Launched by a group of Wharton Business School classmates, the startup sells a decal that drivers can slap on their windshields. The sticker price – \$79.95 for SUVs, less for greener cars – gets invested in renewable energy projects and credits. The credits are traded through local brokers on the new Chicago Climate Exchange.

TerraPass lets consumers participate in an emissions trading system the US established in 1990. (Give credit to economist Ronald Coase, who won a Nobel Prize for the idea in 1991.) Under the system, industrial operations that spew less than their share of emissions can sell a credit to companies that fail to keep punk out of the air. In effect, the dirtier factories can pay greener operations to do the work of cutting emissions. The approach has taken off worldwide, spawning a billion-dollar market.

And it's not just for big-time polluters. Today, farmers cash in on credits by collecting and processing cow dung, which produces globe-cooking methane. Land-

owners earn credits by installing wind farms on their blustery fields, which top off the power grid with carbon-free electricity.

But until now, the Chicago Climate Exchange was off-limits to all but registered traders, and the transaction cost of buying credits piecemeal from small outfits was too high. TerraPass aggregates the money plunked down by guilty – ahem, environmentally concerned – SUV drivers, allowing them to participate in the market.

Burning a gallon of gasoline produces about 20 pounds of CO<sub>2</sub>. So the average SUV – which travels 12,000 miles a year – pumps out about 20,000 pounds of greenhouse gases annually. On today's market, TerraPass can scrub that pollution from the environment for less than 80 bucks.

Only a few months old, with a staff just out of grad school and a membership of fewer than 1,000, TerraPass is no match for the world's half a billion cars – the second-biggest source of greenhouse gases. But Ned Ford, a member of the Sierra Club's Global Warming and Energy Committee, believes TerraPass could change the way people think about energy and the environment. "Politicians and business leaders have been telling us for the last 20 years that there's this huge painful cost associated with reducing carbon," he says. "If you think about your own personal impact on CO<sub>2</sub>, and you find out you can offset it for a reasonable amount of money, it makes you think differently about the problem. TerraPass is mind opening," he says, "and that's pretty cool." – Douglas McGray



# PR

- Advantages
  - No direct costs (as with paid advertising).
  - Credible.
  - Reach – large existing audiences.
  - High engagement – 20 minutes vs. 2 seconds.
- Disadvantages
  - Can't scale it easily.
  - Relatively unpredictable.



## Three Main Benefits

- Direct customer awareness.
- Feeds other media – both professional and social.
- Search engine optimization – domain authority, etc.



## The Media “Food Chain”

- The New York Times / Financial Times / Wall Street Journal
- Influential Blogs (e.g., Huffington Post).
- Product review websites.
- “Click bait” websites.



# SWORD & PLOUGH

**Forbes**

Success stories like Sword & Plough are proving that business is no longer the exclusive territory of research universities and specialty colleges.

**abc GOOD MORNING AMERICA**

Fashionista Sisters Team Up to Repurpose Military Surplus Clothing

**BUSINESS INSIDER**

We found 20 of the most inspiring companies based on their actions for good this year.

**NEW YORK POST**

No matter how absurd or impossible an idea may seem at first, it's worth at least a five-minute brainstorm. Test your idea continuously and ask questions.

**Aol on Originals**

The Sword & Plough team has expanded the concept of service far beyond the armed forces to include things like recycling and job creation.

**Forbes**

Forbes' 30 Under 30 2015: Social Entrepreneurs

**Entrepreneur**

I think if we could just move one step beyond and continue the conversation to what these service members' experiences involved, what it means to them and what it means to their communities now that they're back -- that's really where that spark can happen.

**ArmyTimes**

"Sharing your idea is so important...When you share it with someone, it's no longer just your personal thought, it's something real."

**TODAY**

Two sisters have not only employed themselves, but also created jobs for other veterans, with an environmentally sustainable fashion bag company that also honors the military.



Emily Núñez Cavness

**Source: Sword & Plough**



## PR Firms

- Expensive (e.g., 5000 – 10,000 USD/month retainer).
- You are buying relationships.
- Don't bother with cheap plans – you get what you pay for.
- May be able to find a solo practitioner at reasonable cost.









## Practical Suggestions

- What's interesting, different, and newsworthy?
- Emphasize your personal story – accentuate the interesting elements.
- Focus on high-quality leads and connect personally.
- Short personal email to target journalist / author.
- Focus initially on the “top of the food chain.”
  - Target places the top reporters look for stories (edgy, current blogs)
  - Target top reporters themselves.
- Use PR firms when you can afford it – typically at least 5000 USD per month retainers.