



Newsletter: #01-06-14

Hello and Happy New Year to all my fellow bloggers, nuclear energy advocates, writers, publishers, environmentalists etc. I want to invite you to get engaged in our Energy Reality Project.

Blogging and social media are good tools to get the truth out there, but we feel there needs to be something more. Not only do we want to bring essential energy-related information into one place, but, we also want to include context and analysis. Most importantly, we want a place where we can discuss and coordinate ACTION.

Our goals are ambitious and by getting you to participate we'll be able to make an important contribution.

As bloggers (including commenters) we have a limited ability to spread the word and reach a wide audience about what matters, what the "reality" really is all about.

The message we need to add to the public consciousness is that we need to improve the quality of life for everyone. There are several ways that message can be conveyed, one of them by offering perspectives, analysis and knowledge on energy.

Our project is a good candidate for crowd-source volunteers. Does the world need another special-interest group? With a growing apathy among the eligible voters we need to attract and motivate them by transforming that apathy into passion.

We are truly in a global community. We would be wise to recognize that global action has become a trendy meme among those who feel motivated to participate. At the same time, we can't ignore the importance of another truth. That is, that however lofty and altruistic the ideal of improving things globally we are ultimately more effective at achieving this locally.

I encourage you to consider joining the Energy Reality Project as a way to do just that. It means doing more than just blogging or commenting or simply responding to threads but also attending public gatherings and doing planned talks that inform, educate and motivate the listener.

Al Gore has been getting a lot of it right. He has chapters in many cities around the world with his Climate Reality Project (name is no coincidence.) Of course, what is missing is his support of nuclear energy. He has over 6,000 "climate leaders" or more accurately foot soldiers. It is both admirable and maddening. To most of us "reality" means truth. Somehow the truth has eluded Al Gore and his followers.

I personally have met with some individuals here in Ontario who can bring me up to speed on what the lobby process is all about. In addition, Steve Foster from Barrie Ontario has become active and has already provided valuable insights and editing to the policies and direction of the project as well as content of the website. A number of others have started to participate from Facebook and have become unofficial editors for the web pages.

This first newsletter is a more official way to get the ball rolling and to start the process of establishing roles for various members to take on writing and editing responsibility. Steve and I have discussed building a corps of volunteer editors to manage website content pertaining to key subject areas of the Project.

I don't believe I need to rehash the things we believe. For instance, you know and probably agree that an "all of the above" approach to creating an acceptable energy mix is too expensive. We should not claim to know what balance is ideal but certainly recognize that we are always learning and that we can provide intelligent analysis.

Ultimately, we need to get active and reach out to the vast majority of people who are either badly misinformed or apathetic about energy issues. We need to engage the media and the political process. For example, the Energy Reality Project can become the place for developing a set of talking-points and fact-sheets to counter misinformation, for generating "tool kits" to help people submit letters-to-the-editor, we can generate press-releases and submit articles for publication. We could have a rapid-response team that submits comments to online articles to counter misinformation using ERP fact sheets to aid the process. We could develop/discuss ideas on how to engage your local city council to get

energy matters formally included in local Long-Term Planning process and many, many other possible ideas.

In summary, the Energy Reality Project is about bringing bloggers and activists together with the goal of taking concrete actions directed at raising public awareness and influencing the political process.

So, to become involved you can participate in a few ways. Visit our website, sign up at the forum, sign up at the Facebook group and keep a dialog with us by email. You can start by responding to a few questions:

1. Do you want to be added as an editor/writer?
2. Would you be willing to have some existing articles with full accreditation given added to our website
3. Do you have experience with Wordpress?
4. Do you wish to or would consider taking on a leadership role with the Energy Reality Project?

Rick Maltese

Email: info@energyrealityproject.com

Website: <http://energyrealityproject.com>

Forum: <http://erp.freeforums.net>

Facebook: <http://www.facebook.com/groups/energyreality>