



What's Up with Offshore Wind?

**CONFLICTS AND SOLUTIONS:
OVERCOMING OFFSHORE WIND OPPOSITION**

JAN. 18 • 4 – 5 pm

What You Will Gain:

Best practices for setting the record straight on offshore wind's status, potential and benefits in New England.

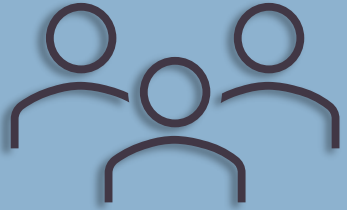
Access to a practical messaging guide and social media tool kit to help identify and counter deceptive messaging.

**CURRENT STATUS
FUTURE PLANS
GETTING IT DONE**

**A 3-PART
WEBINAR SERIES
ON ZOOM**



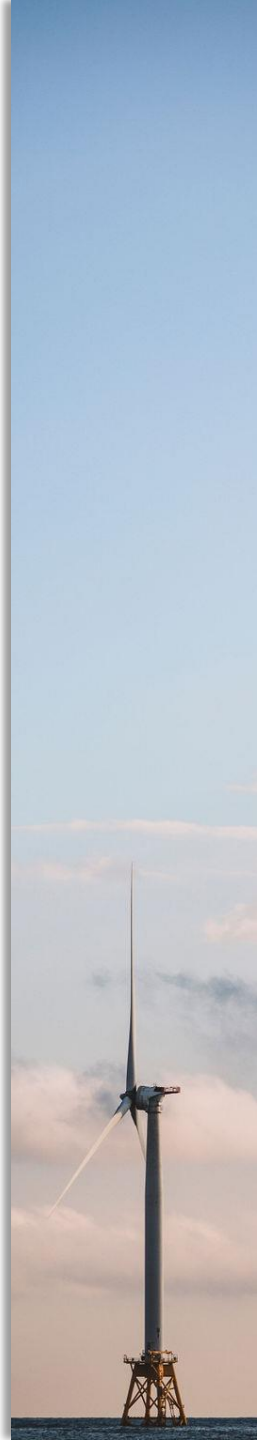
Offshore Wind Communications Toolkit



**RESEARCH
COMPOSE
SHARE**

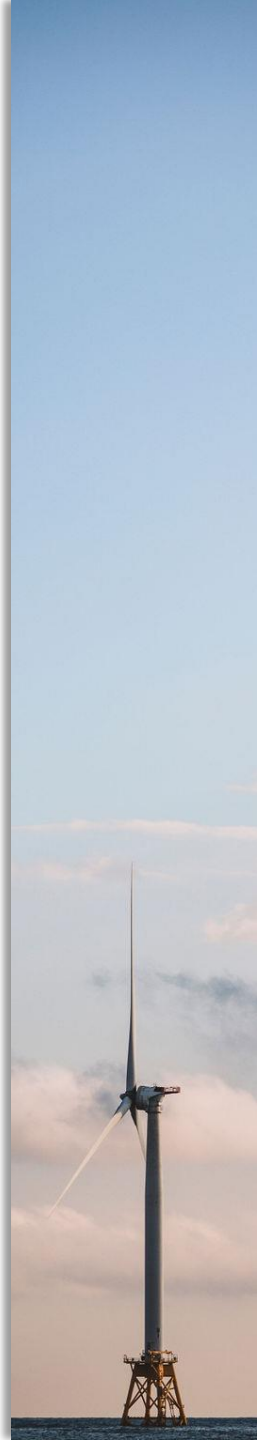
Research

- Build a stable of resources – **How: Over time**
- When to trust a news outlet – **Hint: Be Cautious**
- Go to the source – **Think: Primary**
- Find people to talk to – **BOLO: Events, Socials, Hearings**
- Be dedicated – **a.k.a., Who has the time?**
- Find your vision – **Uplift: Your experience is singular**



Compose

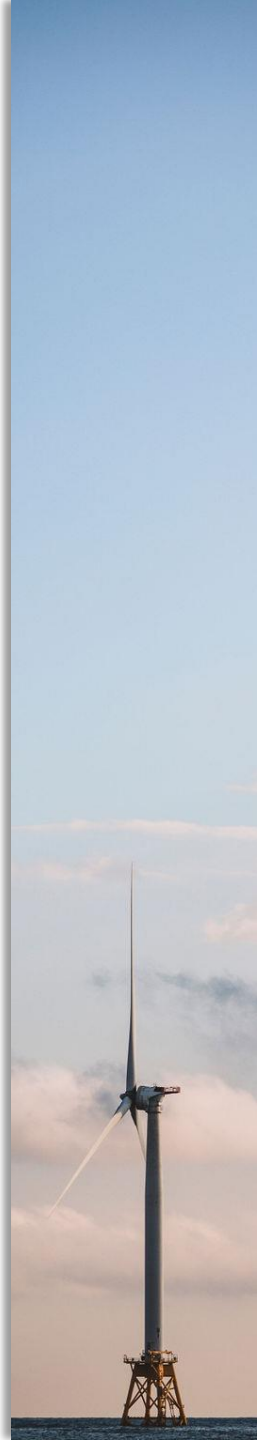
- **FRAME:** issue, argument or concern
- **FOCUS:** central point
- **THINK:** Intro / Body / Conclusion
- **SET:** Limits - word count / time / audience
- **FIND:** Voice / tone / emotion
- **DO:** stick to what you've learned
- **DO:** build trust
- **DON'T:** speculate



Share

Outline your network

- **FRIENDS:** IRL vs. socials
- **MENTOR:** Who reads your work OR Listens
- **NEWS OUTLETS:** Read their content. Know the sides.
- **SOCIAL MEDIA:** Be careful. Protect yourself.
- **RADIO:** Who is the best voice? Is it you?
- **VIDEO:** Invest when it's the right time.
- **EVENTS:** When to attend. When to speak.



LTE / Op-Ed

Letter to the Editor

Write a Letter to the Editor when you are **responding to a published article.**

Respond by sending your letter to the editor of the news outlet where the article is published.

Check the guidelines.

LTEs are usually shorter than Op-Eds.

Opinion/Editorial

Write an Opinion piece for a publication when you want to **address an issue that is not already being covered** in the publication.

Check the guidelines.

Op-Eds can be a bit longer than LTEs.

DO:

Keep it short

Be precise

Check your work

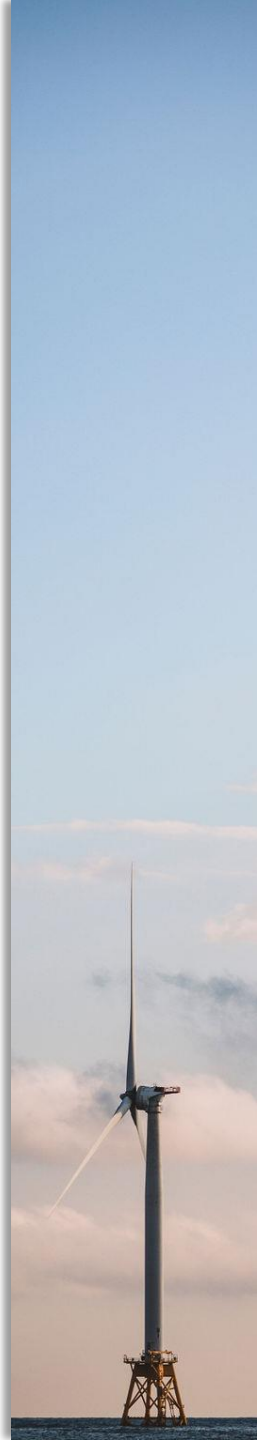
Share with a friend first

DON'T

Speculate

Point fingers

Lose focus



LTE / Op-Ed

Follow the 1...2...3...

It's easy to get started writing by answering a few questions.

Your answers can make up the three main parts of your LTE/Op-ed.

What's going on?

1

Explain what you have observed that led you to write the LTE/Op-Ed.

What is the opportunity?

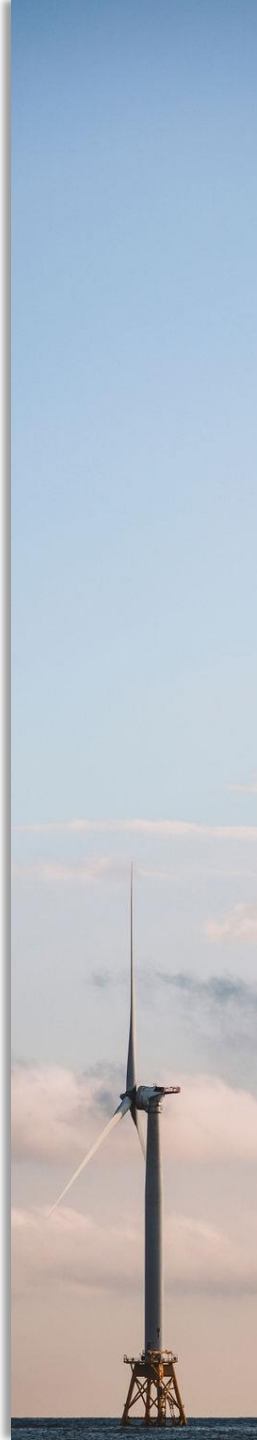
2

Describe what you would like to see done about what is going on.

What is your next step?

3

Share what you plan to do or are doing to create change and affect the situation you are writing about.



Stakeholder Engagement

High Value

Submitting a public comment is a valuable process that NE4OSW engages in regularly.

For Everyone

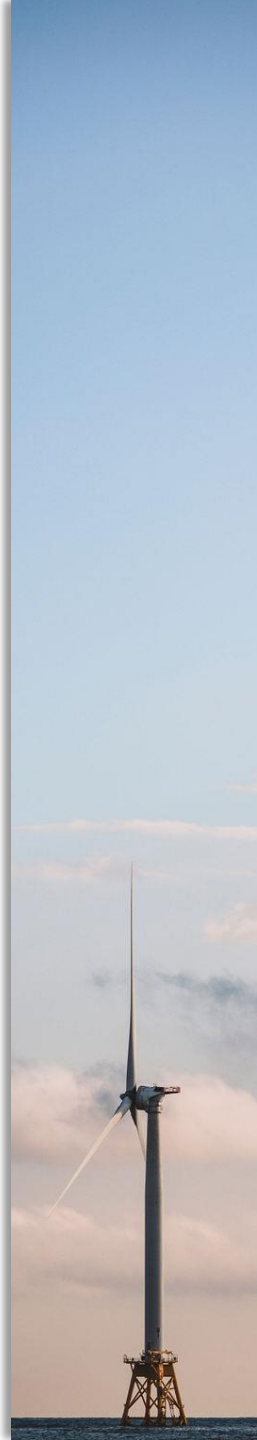
We encourage our partners and members of the public to share their thoughts in this process.

How to Submit Public Comments

Typically, in any public meeting (federal, state or local), people can submit their public comment through a **written or oral method**.

Each way has different requirements. Based on the comment you would like to submit, choose the best avenue, and there is **no harm in doing both**.

The scope of the decision-making (federal, state or local) will influence how and when you should engage in the comment process.



Stakeholder Engagement

Oral Comments: In-person or Web-based

NE4OSW engaged in the Bureau of Ocean and Energy Management's comment period for Notice of Intent to Prepare an Environmental Impact Statement for Beacon Wind's project offshore Massachusetts.

We submitted oral comments in the form of a **150-word general statement** in support of the offshore wind project and the criteria we'd like to see considered.

Oral comments are typically **limited to 3-5 minutes**.

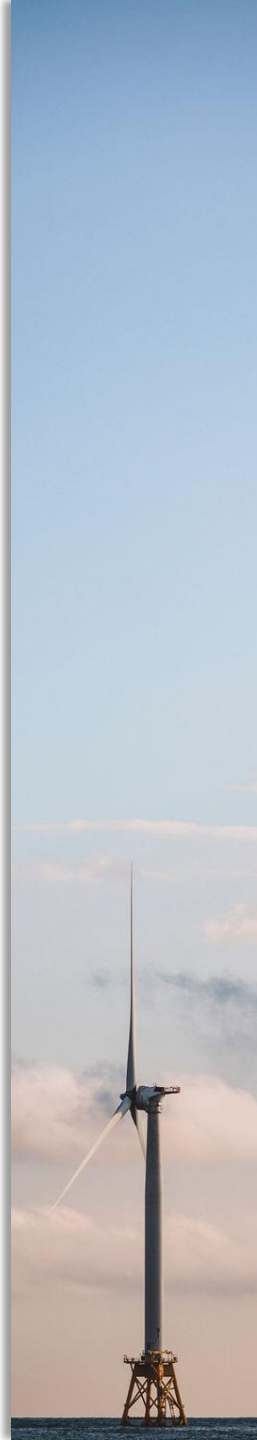
Example

"I am Zahra Saifee [Z A H R A S A I F E E] speaking on behalf of the Environmental League of Massachusetts, a member of the New England for Offshore Wind Coalition. I want to thank BOEM for holding these public scoping meetings to inform and involve the community with the Beacon Wind project, which has the potential to contribute MA and the New England region's efforts to combat climate change. We have ambitious goals in MA and surrounding states to achieve net-zero emissions by 2050 if not sooner.

Offshore wind is our region's best opportunity for new sources of clean, renewable energy. Thanks to its technical potential in the northeast, offshore wind is the single biggest lever we can pull to reduce emissions, address the climate crisis, and grow the economy at the same time. We have an opportunity to create thousands of high quality, family-supporting, and union jobs. We have an opportunity to repair past harm and direct economic benefits to disadvantaged and marginalized communities. We have the chance to build up an industry that can be part of the solution to the climate crisis and boost our economy.

All of this must be done responsibly for the environment and the wildlife that depends on it. We encourage BOEM to carry out a thorough environmental review process to address wildlife and environmental concerns. And we urge the agency to conduct an expeditious and thorough analysis using the best available science and data and an inclusive stakeholder engagement and consultation process.

Thank you for the opportunity to comment, we will be submitting written comments as well."



Stakeholder Engagement

Written Comments:

Written comments allow for much more depth and information than oral comments. Within your comments, consider the following tactics:

- **Establish** your expertise/relevance in the area you are commenting on
- **Define** your objectives
- **Present** an argument, supported with data if needed, and show how this is related to the document you're discussing
- **Pay special attention** to any requests for data or information, or questions, within the document
- **Cite or include sources**, if you refer to outside material in your comment

Excerpt – April 2023

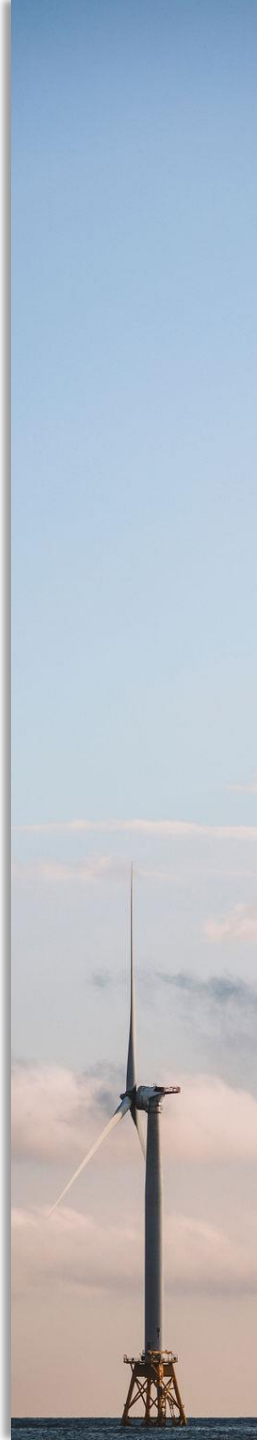
RE: BOEM-2023-0011 – Draft Environmental Impact Statement for SouthCoast Wind Energy, LLC's Proposed Wind Energy Facility Offshore Massachusetts

Dear Director Klein,

New England for Offshore Wind appreciates the opportunity to submit comments on the Draft Environmental Impact Statement (DEIS) of SouthCoast Wind Energy, LLC's Proposed Wind Energy Facility Offshore Massachusetts, which was published to the Federal Register on February 17, 2023. "As BOEM works towards issuing a final environmental impact statement (FEIS)

...

As BOEM works towards issuing a final environmental impact statement (FEIS) for SouthCoast Wind, we want to underscore four factors that we believe are foundational to responsible development: (1) the importance of stringent protection of wildlife and habitat throughout every stage of project development and operation; (2) robust engagement of community and expert stakeholders; (3) environmental justice, community benefits, and avoiding adverse impacts; and (4) maximizing local economic benefits through prioritizing use of domestic content and ensuring creation of high-quality union jobs with equitable career pathways."



Stakeholder Engagement

Highlighted items
are hyperlinked.

Where to Find Public Comment Opportunities: Federal Review

Stakeholder Engagement | [Bureau of Ocean Energy Management \(boem.gov\)](https://www.boem.gov)

Lease and Grant Information | [Bureau of Ocean Energy Management \(boem.gov\)](https://www.boem.gov)

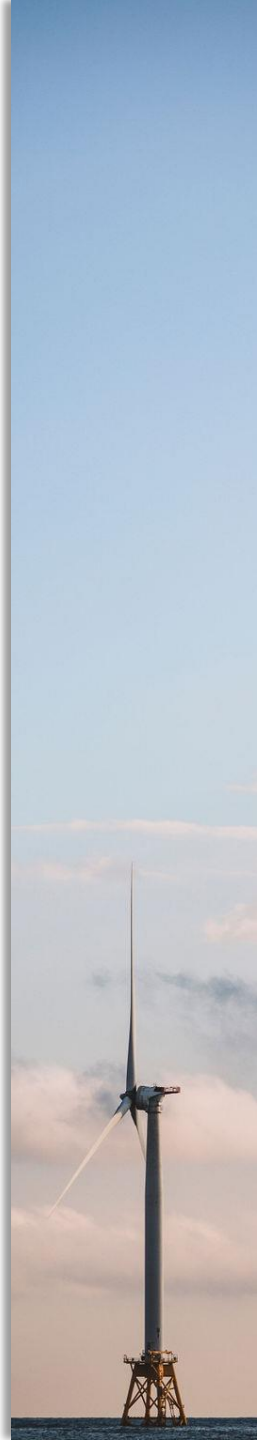
Within a project's federal review process, you can provide comments during the:

- Wind Energy Area Selection
- Leasing Review
- Environmental Impact Review

Fishing and Offshore Renewable Energy ([boem.gov](https://www.boem.gov))

BOEM's comment guide How to Comment ([boem.gov](https://www.boem.gov))

Federal Energy Regulatory Commission ([ferc.gov](https://www.ferc.gov))



Stakeholder Engagement

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Where to Find Public Comment Opportunities: Offshore Wind Project Developers

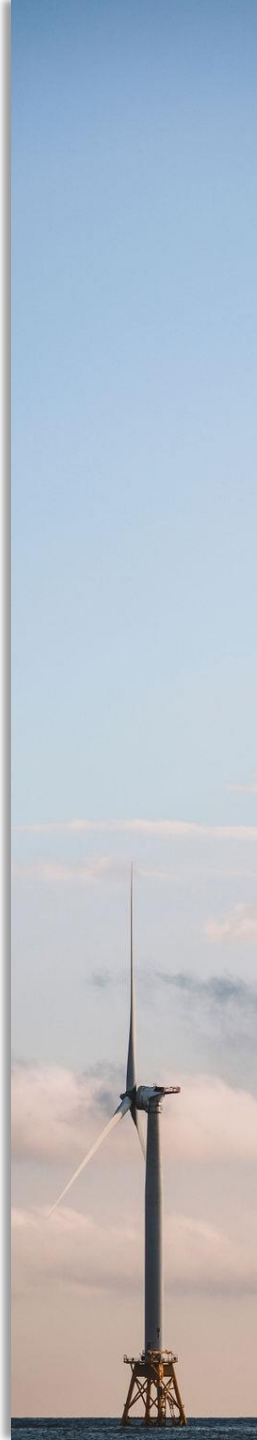
Check **Developers' Project websites** and **social media** or sign up for their **email updates**. They will share upcoming events and opportunities for public comments as they move through the permitting process.

[commonwealthwind.com](https://www.commonwealthwind.com/learnmore) - [commonwealthwind.com/learnmore](https://www.commonwealthwind.com/learnmore)

[revolution-wind.com](https://www.revolution-wind.com/news) - [revolution-wind.com/news](https://www.revolution-wind.com/news)

[parkcitywind.com](https://www.parkcitywind.com/learnmore) - [parkcitywind.com/learnmore](https://www.parkcitywind.com/learnmore)

[southcoastwind.com](https://www.southcoastwind.com/stay-updated) - [southcoastwind.com/stay-updated](https://www.southcoastwind.com/stay-updated)



Resource Suggestions

Who is New England for Offshore Wind?

New England for Offshore Wind is a broad-based coalition of environmental organizations, labor unions, academic institutions, businesses, and business associations that aims to drive regional collaboration and increased state commitments to responsibly develop offshore wind in New England.

Explore our Resources

NewEnglandforOffshoreWind.com

Follow Us

[@NE4OSW](https://twitter.com/NE4OSW)

Contact Us

Zahra Saifee, Coalition Coordinator
zsaifee@environmentalleague.org

Jennifer Delony, Strategic Communications Director
jdelony@ne4osw.org



Members



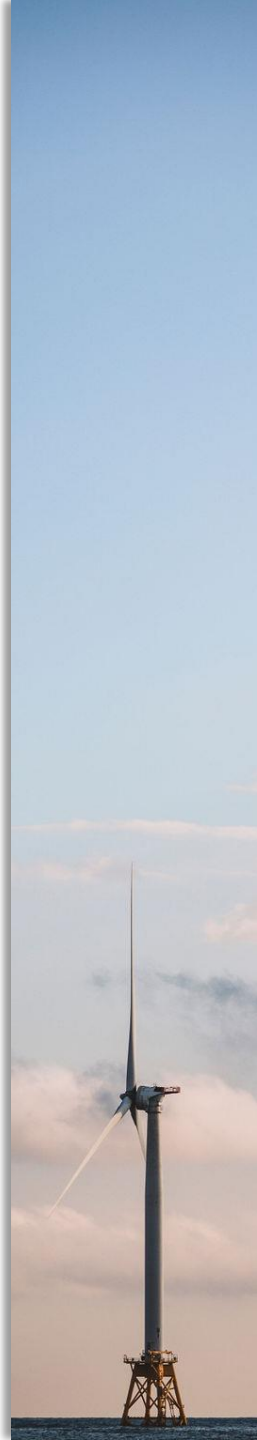
Resource Suggestions

Real Offshore Wind - youtube.com/@RealOffshoreWind

Explore answers to frequently asked questions about offshore wind based on research by **oceanographers**, **ecosystem scientists** and **sociologists** working to understand how humans impact and interact with the Earth.



Will offshore wind threaten the North Atlantic Right Whale?



Resource Suggestions

Bureau of Ocean Energy Management

[boem.gov](https://www.boem.gov)

National Oceanic and Atmospheric Administration

[noaa.gov](https://www.noaa.gov)

Northeast Ocean Data Interactive Offshore Wind Lease Area Map

northeastoceandata.org/data-explorer/?energy-infrastructure|planning-areas

Latest Market Report on the U.S. Offshore Wind Industry

[energy.gov/eere/wind/articles/offshore-wind-market-report-2022-edition](https://www.energy.gov/eere/wind/articles/offshore-wind-market-report-2022-edition)

Locations for New Offshore Wind Deployment in U.S. Waters

[boem.gov/renewable-energy/lease-and-grant-information](https://www.boem.gov/renewable-energy/lease-and-grant-information)

Utility Dive's Offshore Wind Projects and Policies Tracker

[utilitydive.com/news/tracking-offshore-wind-farms-construction-policy/647408](https://www.utilitydive.com/news/tracking-offshore-wind-farms-construction-policy/647408)

Offshore Wind Power Facts

[cleanpower.org/facts/offshore-wind](https://www.cleanpower.org/facts/offshore-wind)

Federal Infrastructure Projects Permitting Dashboard (Select Sector: Wind – Federal Offshore)

permits.performance.gov/projects



**Highlighted items
are hyperlinked.**