



July 8, 2008

E-to-the-fourth!

Communications strategy for environmental organizations

Connecting people, place, and process

etothefourth.com

E to the fourth






*strategic communications
for environmental organizations*

LEO A. W. WIEGMAN
INSTIGATOR-IN-CHIEF

100 Benedict Boulevard
Croton-on-Hudson NY 10520
USA

o: 914-271-1145
c: 914-980-9437
e: leo@etothefourth.com
w: etothefourth.com

E to the fourth is a strategic communications consulting service for environmental organizations.

-  Our four key topics are energy, environment, economics, and equality.
-  Our goal is unlocking what the experts know for the rest of us to use.
-  Our method is connecting people, places, and process.
-  Our services include research, writing, editing, and overall communications strategy.
-  Our expertise is communicating the human role in climate change.

E to the fourth is a new communications firm that will help environmental organizations reach target audiences and strengthen their identities as thought-and-action leaders.

Our Topics: Energy, Environment, Economics, and Equality

E to the fourth helps organizations create accessible information from details of energy, environmental, economic and equality policy. Each domain without the other is incomplete.

All the decisions we make about how we drive our economy involves energy choices. Our choices of what kind of mechanical power to use directly impact both our environment and our health.

Environmental “bads”—such as pollution, over-harvesting, inadequate regulation, outmoded standards—often stem disproportionately from the few and the powerful. These same few

(images at top) In [Kingston](#), New York, on the shores of an autumnal Hudson, Nathan and Adrian examine the dried husk of a water chestnut, an [invasive](#) from Asia. Stepping on that barbed pod really hurts!

and powerful also often reap the most “goods” further reducing their incentive to change. But the tide may be turning. Efficiency and fair-mindedness are good for business.

For this simple reason, any solutions we undertake to address energy systems, environmental protections, and economic institutions must also present starting gate equality to the citizens who will be impacted.

So, we need to bring viable solutions to all these areas to unleash the new green economic engine of a future that will be less reliant on carbon.

Our Goal: Unlock expertise for effective climate action



Here we look from the North Cove landing in Croton-on-Hudson on the east side of the Hudson to the south across Haverstraw Bay. A century ago, the railroad and others hardened the Hudson’s shoreline with stone rip rap. Yet storm surges, tidal forces and time have breached the rip rap. The Hudson reclaims its former shoreline, by scouring out the fill and depositing fine beach sand.

The human role in accelerating global change is evident in nearly all realms of the natural world upon which human health, safety and welfare depend.

To deal effectively with climate change on a global scale, we must create action that crosses borders, languages, cultures, markets, and oceans.

Our goal is unlocking what the experts know about the grand challenges we face and making that knowledge useful for everyone—from experts in other fields to legislators and policy makers, from our parents to our peers and our children.

Our Method: Connect people, places, and process

We translate science and policy into understandable messages.

People care about where they live. They may or may not realize how connected their “place” is to everything else. Or how the natural or human induced processes unfold that affect their place.

To make the information memorable, we need to uncover the underlying stories. To make it useful, we need to explain the opportunities for solutions in everyday language.

Our goal at E to the fourth is to elucidate both the natural history process and the public policy process. Our method is simple. Find the story! And find a way to tell it! With words and pictures.

Our Services

E to the fourth starts with the basics of research, writing and editing.

Typical E to the fourth work product includes editorial services and communications strategy for research reports, fact sheets, information architecture for websites, news feeds, illustration archives, and books.

From earned media to comprehensive integration of messages and content, the E to the fourth process maximizes clarity, creativity, cost-effectiveness, and goal-directed product development.

E to the fourth makes comprehensive use of media tools to communicate clearly about our complex world. Each medium—print, digital, web or conference—has its role to play, whether traditional or new technology or fixed or interactive presentations. E to the fourth will bring the media together that suits each story that needs to be told.

Expertise: Communicating the human role in climate change



A Hudson Valley resident, E to the fourth's instigator-in-chief, Leo Wiegman worked in book publishing for many years, most recently as an editor at [W.W. Norton & Company](#), where he published non-fiction books for the general reader and for college courses about photography, the environment, and basic sciences. Leo served as Trustee in the [Village of Croton-on-Hudson](#) for 3 terms from 2001 to 2007. Leo was co-founder of the Croton Sustainable Energy Cooperative, a local information sharing service on energy efficiency and alternatives. Leo serves on the County's Steering Committee for the [Indian Brook-Croton Gorge Watershed Conservation Action Plan](#) working to unify land use and conservation efforts and is a Trustee of [Teatown](#) Lake Reservation in Ossining.

For samples of [Leo's Related Writing](#)

Contact

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