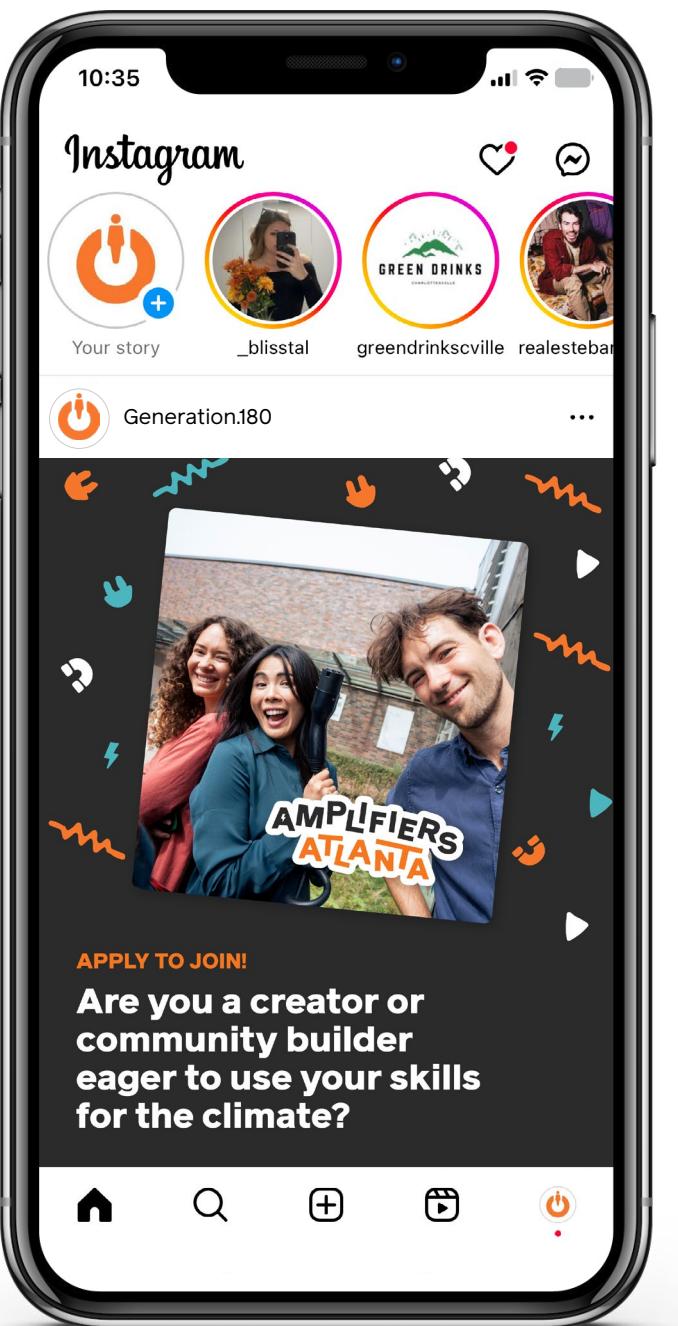


AMPLIFIERS

REWIRING
AMERICA

Generation180

AD TO JOIN + CONTENT CREATORS

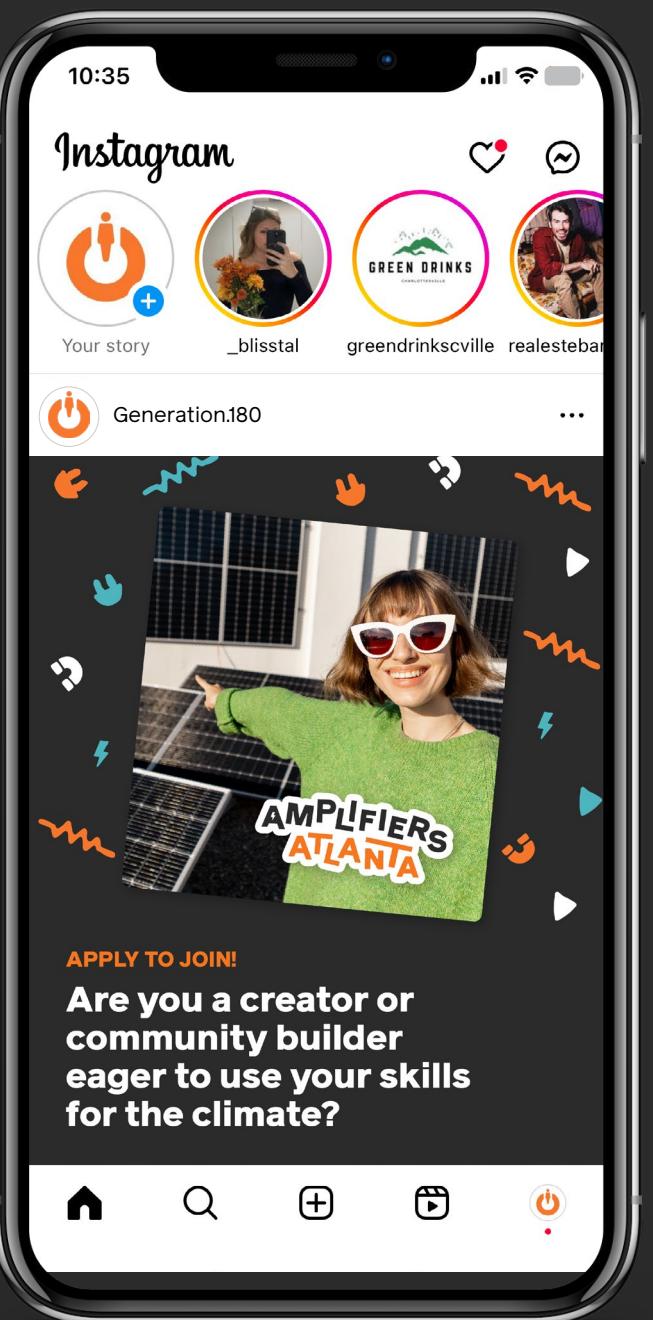


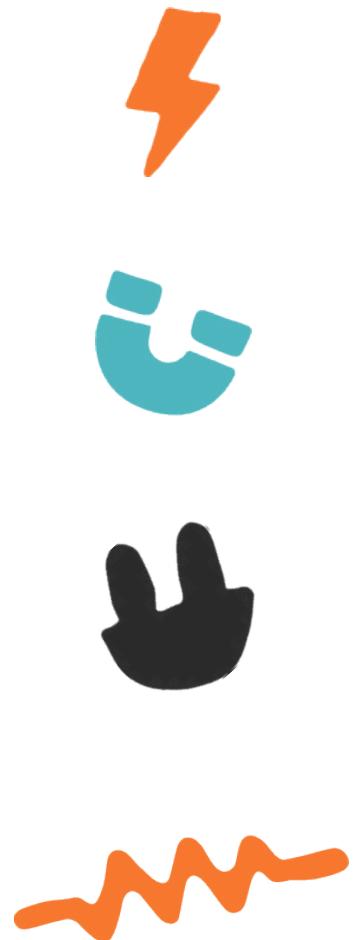
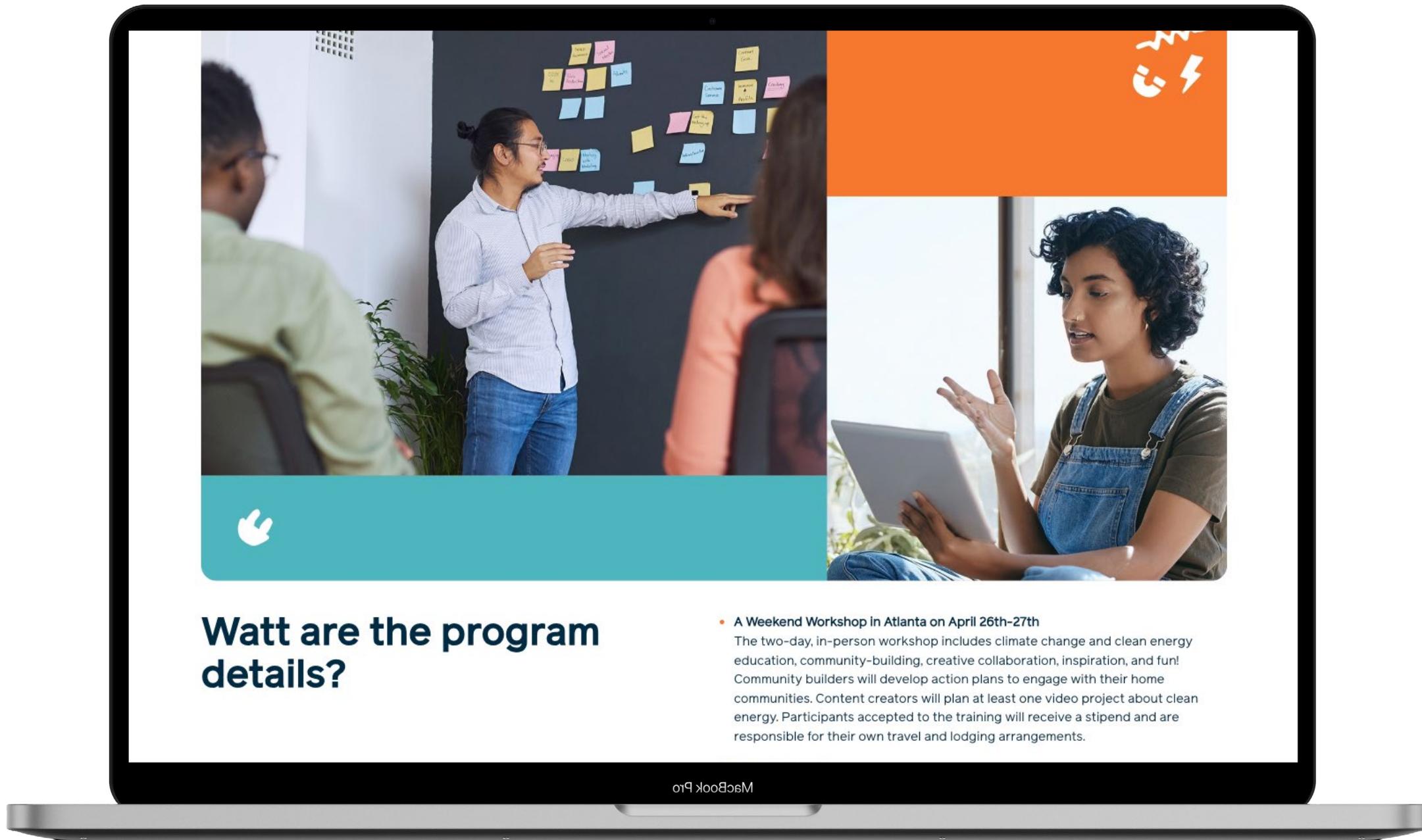


COMMUNITY BUILDERS



AD TO JOIN + COMMUNITY BUILDERS





EVENT ITEMS



A Simple Checklist to Make Sure Your Project Has the Most Impact

And we're happy to chat with you before you get started!

Checklist

- Is your project inspired by and directly referencing the learnings from the workshop?
 - Required: clean energy/electrification (e.g., solar, EVs, heat pumps, induction stove, other)
 - Optional: environmental justice, the role of the fossil fuel industry in obstructing the clean energy movement, or the importance of protecting climate progress
- Does your project have elements that make it specific to Georgia?
- Are you implementing the communications "best practices" when it comes to electrification and storytelling for change (what we learned about on day 1)?
- Does your video reflect the values of the Amplifiers co-creators (no violence, vulgarity, name-calling, sexual imagery, etc.)?

Video Production Timeline

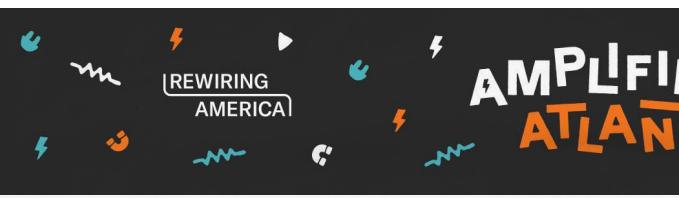
Video Format/Posting:
Videos should be approx. 30-90 seconds in length and shot vertically for best use on Instagram.
The video will be posted on Instagram in collaboration with Rewiring America and Generation180.

Thursday, May 8 Send *DRAFT* video concept and script to Esteban at esteban.gast@generation180.org

Thursday, May 22 Feedback on script provided to creatives

Friday, June 20 First draft of video due

Thursday, July 10 Feedback on draft video due to creatives



Agenda

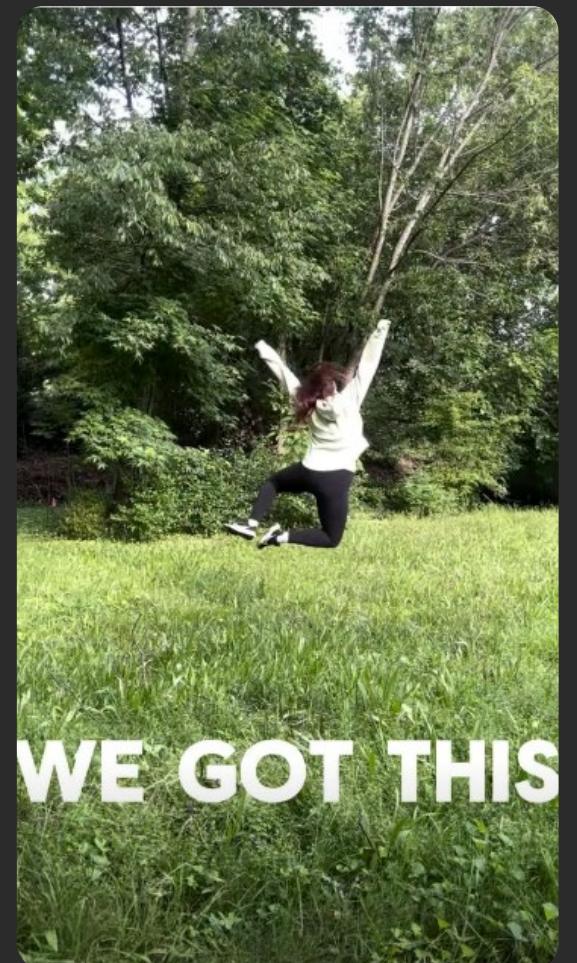
Amplifiers: Atlanta Training | April 26-27, 2025

Atlanta Contemporary, 535 Means Street NW, Atlanta, GA 30313

Saturday, April 26: Content Creators and

8:30 - 9:00 am	Arrival / Coffee and Snacks
9:00 - 9:20 am	Welcome and Introductions
9:20 - 9:45 am	Get to Know You Activity
9:45 - 10:45 am	Our Collective Clean Energy Story and Esteban Gast, Comedian-in-Residence Sarah Lazarovic, Vice President, Communications Rewiring America
10:45 - 11:00 am	Break
11:00 - 11:30 am	Debrief & Small Group Activity
11:30 - 12:45 pm	Guest Panel: Electrification in Atlanta Chandra Farley, Chief Sustainability Officer Ethan Garber, Home Upgrade Enthusiast Mark McLaurin, Georgia State Director Jason Peavey, Co-owner, PV Heating, Lisandra Vazquez, Atlanta Comedian and Actor Moderator: Sarah Lazarovic, Rewiring America
12:45 - 1:30 pm	Lunch
1:30 - 2:45 pm	Electric Messaging and Storytelling for Dr. Katharine Wilkinson, Co-founder & Sarah Lazarovic, Rewiring America
2:45 - 3:00 pm	Break
3:00 - 3:30 pm	Electrification in Practice (Team Activity)
3:30 - 4:30 pm	Environmental Justice Dr. Na'Taki Osborne Jelks, Assistant Professor of Health Sciences, Spelman College

AMPLIFIER'S VIDEOS



108K

1,681

58K

921K

2,081

96.3K

EVENT PHOTOS

