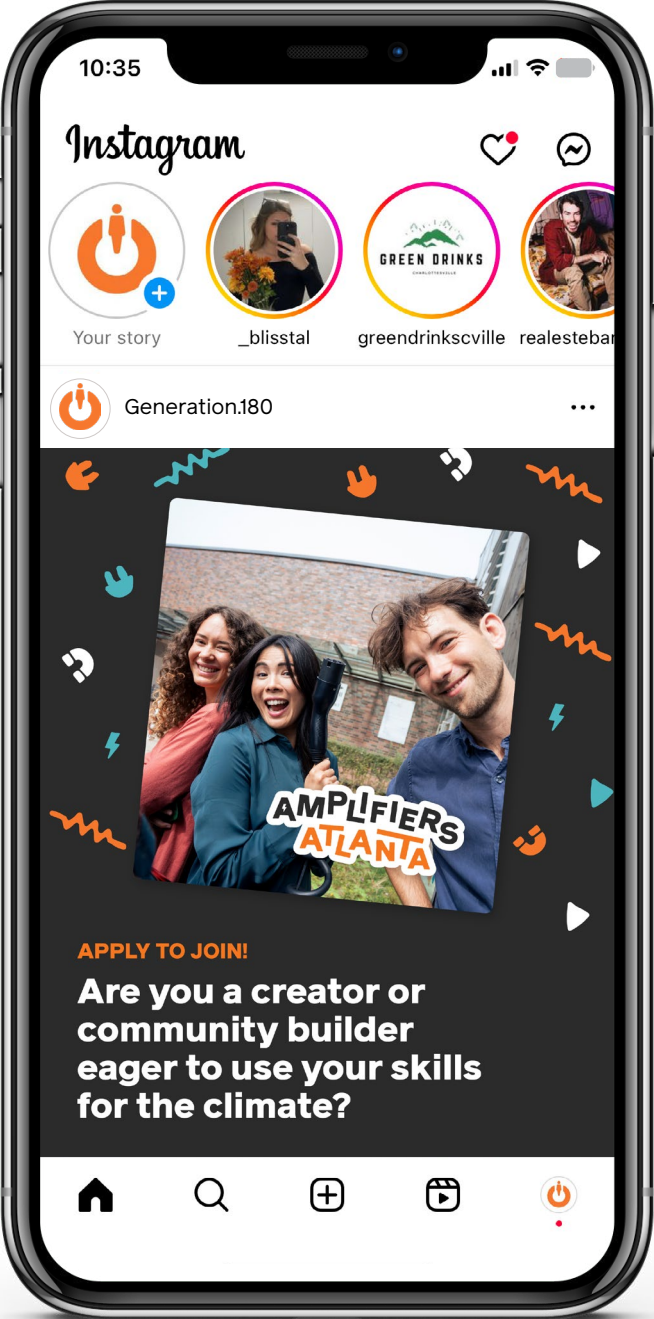


AMPLIFIERS

REWIRING
AMERICA

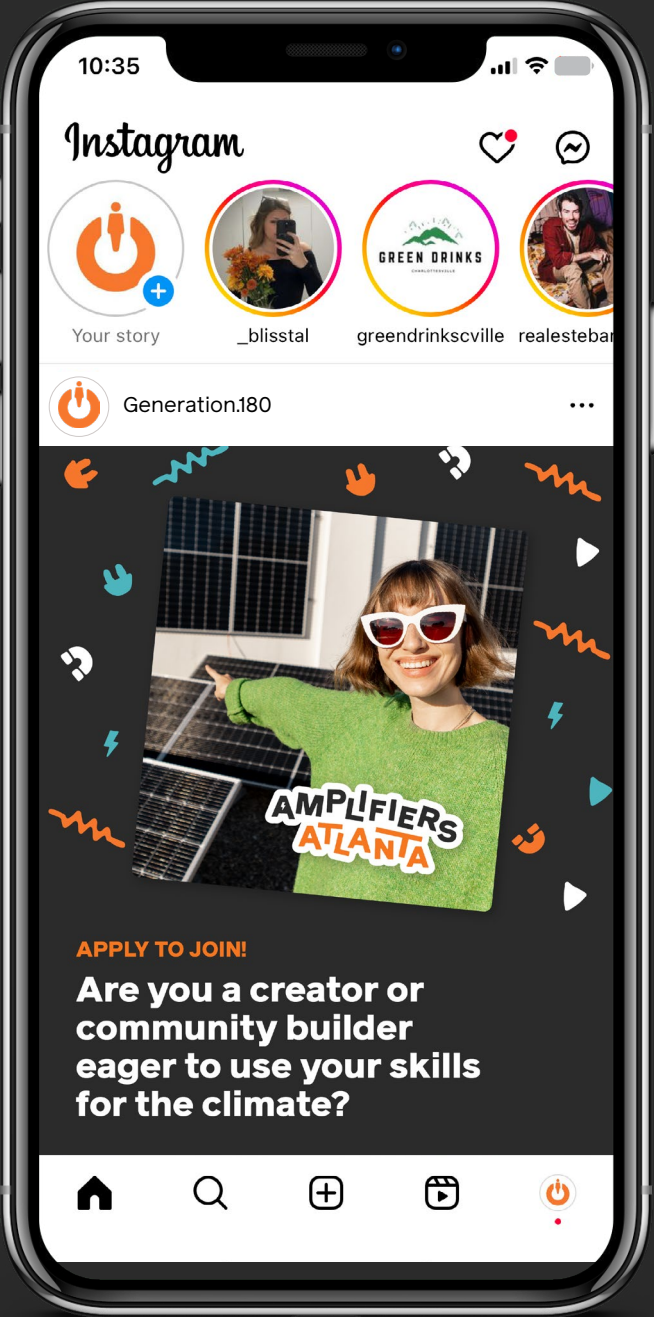
 Generation180

AD TO JOIN + CONTENT CREATORS





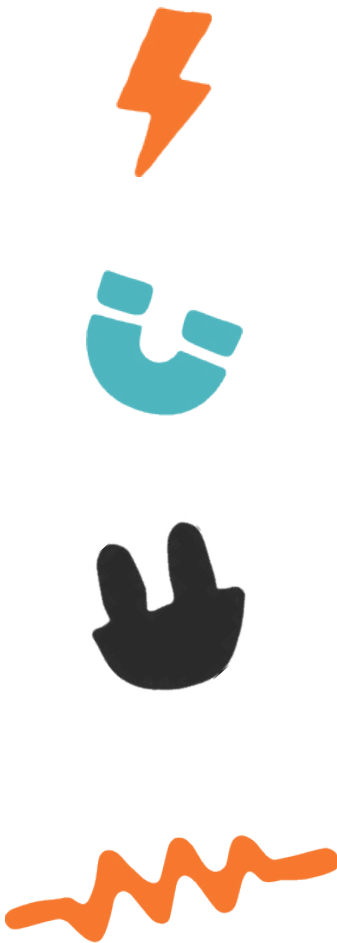
AD TO JOIN + COMMUNITY BUILDERS





Watt are the program details?

- **A Weekend Workshop In Atlanta on April 26th-27th**
The two-day, in-person workshop includes climate change and clean energy education, community-building, creative collaboration, inspiration, and fun! Community builders will develop action plans to engage with their home communities. Content creators will plan at least one video project about clean energy. Participants accepted to the training will receive a stipend and are responsible for their own travel and lodging arrangements.



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



REWIRING
AMERICA

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Agenda

Amplifiers: Atlanta Training | April 26-27, 2025
Atlanta Contemporary, 535 Means Street NW, Atlanta, GA 30303

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, Com 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 Of Ethan Garber, Home Upgrade Enthusia Mark McLaurin, Georgia State Director Jason Peavey, Co-owner, PV Heating, Lisandra Vazquez, Atlanta Comedian a Moderator: Sarah Lazarovic, Rewiring
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 P Health Sciences, Spelman College

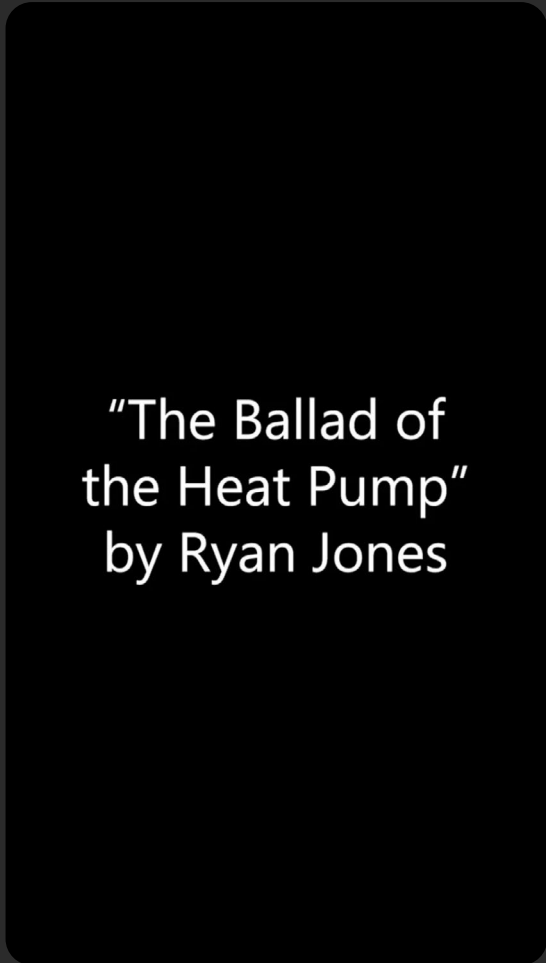
AMPLIFIER'S VIDEOS



👁 108K



👁 1,681



👁 58K



👁 921K



👁 2,081



👁 96.3K

EVENT PHOTOS

