

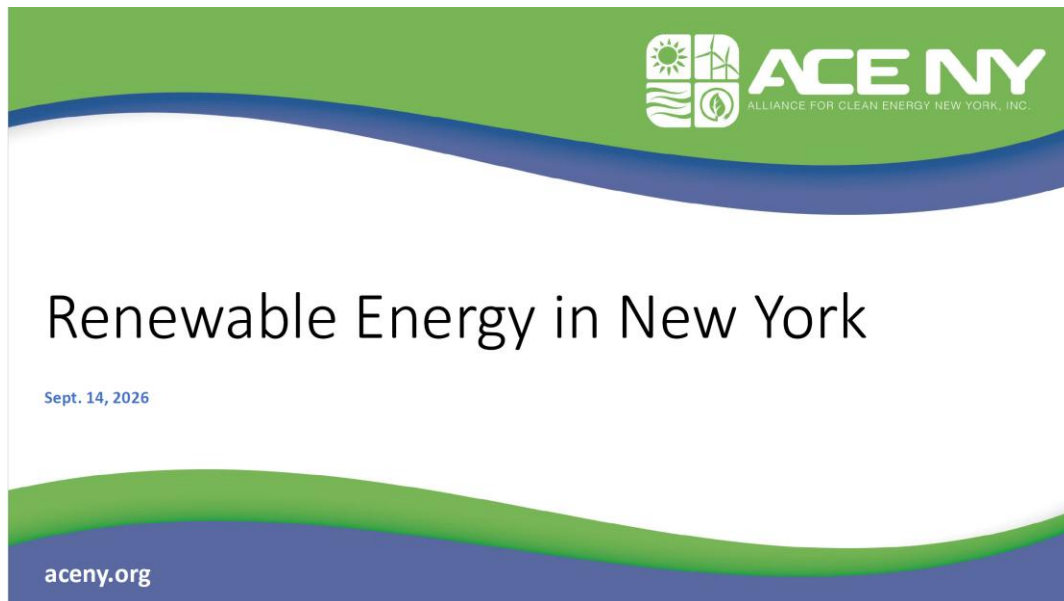
Transcript of The Rise of Influencers and Misinformation Webinar Video

This transcript is background information about [The Rise of Influencers and Misinformation](#) webinar. It was the September webinar in the Renewable Energy Supporter Speaker Series sponsored by [New Yorkers for Clean Power, Inc.](#) The presenter was Barry Wygel, Communications Director at the [Alliance for Clean Energy New York](#) (ACE NY).

New Yorkers for Clean Power is fiscally sponsored by Catskill Mountainkeeper. Public grant records specifically identify Park Foundation grants of \$40,000 in 2021 and \$140,000 in 2022 for NYCP, and an IRS-derived Climate Imperative Foundation filing identifies a grant to Catskill Mountainkeeper for the benefit of NYCP. ACE NY is a distinct nonprofit whose disclosed revenue is predominantly program-service income; public grant data identify the U.S. Energy Foundation and ACORE among its funders.

The recording for the webinar is available [here](#) and the slide deck [here](#). The transcript includes the slides. I provide links to the video at the start of the discussion for each slide and for quotes that I think are notable. I have highlighted quotes that interested me and included the video link for the quote.

The transcript for [The Rise of Influencers and Misinformation](#) webinar [video](#).



We're really excited about this next hour, Barry, take it away.

Awesome. All right, excellent. Hello, everyone. Thank you for joining.

So thank you all for joining. I think if I could title this presentation, it would really be a glass half full, glass half empty. Because I think when you look at developing renewables here in New York, there's certainly been a lot of wins, but there's also seems like there's never been what we have right now.

So I want to lay the groundwork a little bit for where we are, how we got here, what we're up against and how we can all get involved to help is really what I want to take away to be.

[Video](#) Link

Next slide, quick disclaimer. So there's going to be a lot of facts and figures in this presentation and I just want to we did our best to make sure that it was up to date with some of the figures might be out of date in terms of projects online and things in the pipeline and things like that. It's obviously very fluid moving picture when it comes to how much energy we need and what we are getting online, everything and things like that. So the numbers that are recorded in here are not for publication, they're just meant to be.

[Video Link](#)

New York's Nation-Leading Climate Goals

- CLCPA mandates:
- 70% renewable energy by 2030
- 100% emission-free energy by 2040



So these ones are not up for debate. These ones are set in stone and set in law. So in 2019, as all of you know, New York cast the Unity Leadership and Climate Leadership and Community Protection Act, the CLCPA also called the Climate Act, and it put into law that New York State must have 70% renewable energy by 2030 and 100% emission free energy by 2040. Now there were changes made to the CLCPA this year, which got a lot of head lines and a lot of action from the environmental groups around those changes, These two numbers did not change. These were not changed as part of the legislative process of this year.

A lot of that was up to the Public Service Commission in the CLCPA. The Public Service Commission can suspend these mandates at any time.

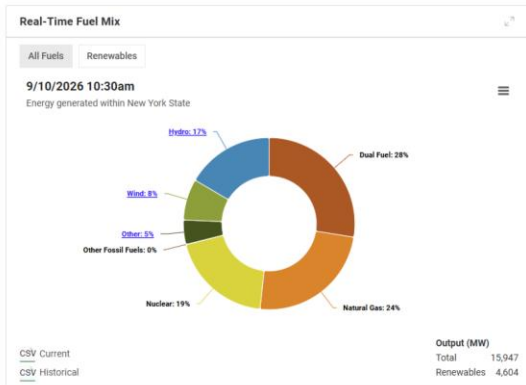
So while we made it through the budget and the legislative session unscathed, there is still a chance for these to be paused or changed by the Public Service Commission.

Video Link: And if we get wind that's something like that could happen, *we will obviously activate the environmental groups* and all the environmentalists to get involved in that debate.

As of now, these are still the law and this is what we're still working towards.

Video [Link](#)

Current Sources of Electricity in New York



UTILITY DIVE Deep Dive Opinion Library Events Press Releases
Generation TSD Grid Reliability Electrification Load Management Renewables Story

New York hits 5.6 GW hourly solar generation record

At the same time, the state's electric system is "operating with the narrowest reliability margins in recent years," said a report from the New York Independent System Operator.

Published June 10, 2026

Diana DiGianni
Reporter



Ice floats cover part of the Hudson River along the Manhattan shoreline as New York City experiences light temperatures following a winter storm on Jan. 30, 2026. New York is transitioning toward a winter peaking system with winter peaks rising more quickly than summer peaks, the New York Independent System Operator said in its 2026 Power Trends report. (AP Wirephoto)

Solar generation met around 29% of New York's electricity demand with more than 5.6 GW of generation during the noon hour on June 3, reaching a new record for the state, the New York Independent System Operator said Tuesday.

Most of that generation — 5.1 GW — was behind the meter, NYISO said. Front-of-the-meter solar accounted for 530 MW.



So I wanted to get a lay of the land of where we stand today. So I pulled the real time fuel mix from 10:30 AM on September 10th last week and this is what was making power in New York at this time.

And this is just when I made the slide. So it doesn't have, I didn't try to pull something that was pro any technology or anything like that, just a representative time in New York.

And you'll see when you think about the rule that we have to get the 70% in the next couple of years here, three years and a couple months, there are a lot of ways to go. We're still heavily relying on natural gas and dual fuel sources for our electricity.

We have made a lot of progress, which we will get into how much progress we've made in terms of making that energy transition. This was never going to be easy building the way power has always run historically in New York with a couple large generators, big new plants, big hydro dams and natural gas.

Video Link: And now we need to have thousands of new generation sources from rooftop solar to community solar to utility solar to wind to offshore wind. **There was no permitting or way to do that.** So it took this amount of time to build up a permitting regime in ores, to build up the way to go from a couple large generators to a **distributed grid with generation all over the state, which is much, much better in the long run for resiliency for climate.**

But the good news here is you'll see this headline a lot because it keeps happening, because we keep hitting new generation records as we keep deploying more solar. And a lot of the solar that was cited in the the article here on the right is from Distributed Soul as a combination of the community scale. Solar is designed warehouse rooftops and in fields and also rooftop solar. But we hit a 5.6 GW solar generation record in June of this year. Breaking a record that wasn't that old because it keeps

happening and we're probably breaking other ones this year. And same with wind, too. We keep hitting wings generation records in New York.

Video [Link](#)

Just, you know, it was a short glimpse here on June 10th, but or sorry on June 3rd on the record actually happened. But solar was providing 29% of the power for New York, which is not nothing. That's that's a big deal. That also means savings for the ratepayers. I think it was \$200 million saved in in one day. You have to Google that NYSEDRA quote that's been out there.

Video [Link](#)

Need to Build Renewables in NYS to Achieve CLCPA

FIGURE 7: ACTUAL AND FORECAST ANNUAL PEAK DEMAND: 2024-2045

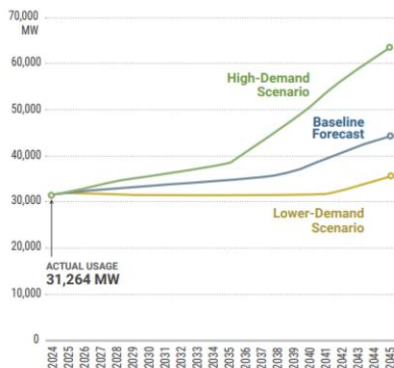
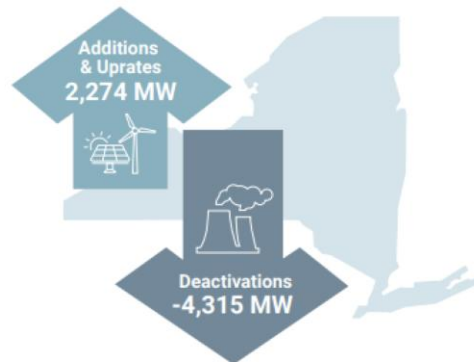


FIGURE 8: ADDITIONS AND DEACTIVATIONS SINCE 2019



That we need to do a lot more as you saw in that in that chart there of how much is online. So, not only do we need to transition the legacy sources that we make our power with here in New York, but there is load growth coming. Some of this is from data centers and and other large load users and there's certainly a debate around that and there's going to be policies that are are that come around around bring your own generation and things like that. A lot of it is just lifestyle and electrification and electric vehicles and things that are really great and that we need to do but they do need more power.

So NYISO who runs our grid puts out these numbers of how much power they think we're going to need. And if you look at this number in 2024, they thought we need about 31 gigs. And then you look at those numbers and how they scale. And even in the lowest case um scenarios, we need more power than we have today. So not only can we, you know, transition off of natural gas, but we need to build more than we had before. And right now, it's not necessarily happening.

So, our legacy fleet of natural gas and other sources are exceptionally old, some of the oldest in the country. A lot of our electricity infrastructure is some of the original stuff that was uh put in when electricity was invented. But even just in the last couple years, more electricity is coming off than coming on the grid. So, we're supposed to be transitioning away and adding power.

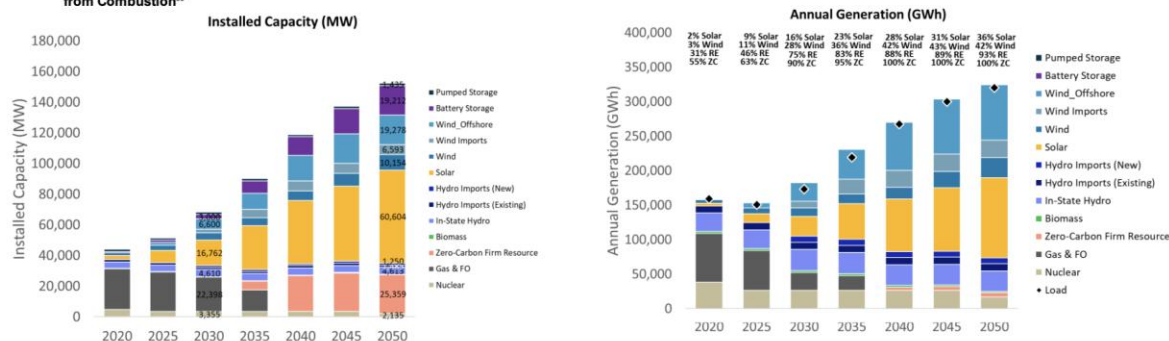
Video [Link](#)

We're actually net losing um power sources um to the grid. And this is something that's, you know, been flagged as a problem and is being used by opponents of renewable energy to say that um that we're not the way forward when we know that **renewable energy is the quickest and fastest to deploy technologies** um if everything um is allowed to go forward and there's been a lot of hang-ups in there which we'll get to later in the presentation.

Video [Link](#)

Predicted Need for Renewables from the Climate Scoping Plan (Appendix G)

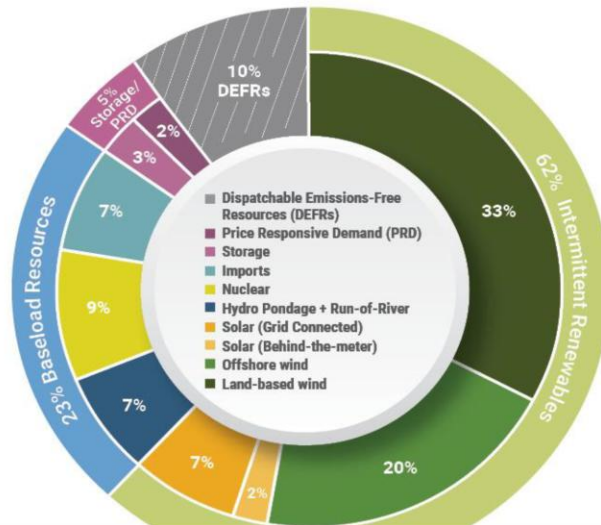
Figure 29. Installed Capacity and Annual Generation for Scenario 3: Accelerated Transition away from Combustion³⁰



We are going to set out um these slides, but this kind of breaks down what we need to build to meet some of those scenarios that were laid out there. So there's a lot of headlines about um nuclear technology and the governor wants to build first a gigawatt and then five more gigawatts of nuclear to complement the existing and um not going to comment on that either way. But when you just to put in perspective looking at 1 gawatt or 5 gawatts of nuclear some of the scoping plans call for 60 gawatts of solar to get built by by 2050. So it's it's certainly not an uh an either or scenario with with technologies. We need all the power we can get not only to meet the coming demand but to transition away from from the legacy sources. So when you look at um that that yellow number there of 60 gawatts that we need of capacity of solar that's a massive amount um in addition to the other stuff we need to build including offshore wind and onshore wind and battery storage and everything else that we need to build. So the the bottom line is we need a lot of of new power to come online.

Video [Link](#)

Sources of Electricity in 2040, If NY Achieves CLCPA



Ask AI Assistant

Simplify the document for me

This is what a potential grid could look like if we meet our CLCPA goals in 2040. It's not impossible. It's doable. Might not happen by 2040 and it 70% isn't going to happen by 2030, but there's no reason to think we'll be that far off if we keep progress and keep moving forward and keep moving projects forward. Um, so people have modeled what a grid could look like and it is achievable to make the transition and meet the the demand and needs that we have in the future.

So one thing that we are really trying to do this year is celebrate the success that we've had building out renewable technologies. We're seeing the benefits now and that's something that we need to harp on as people in opposition rises up against projects both solar and wind. We need to remind our elected officials and decision makers that this isn't new.

Video [Link](#)

Celebrating Success



We've had renewable energy in New York. We're seeing the benefits and we'll only see more benefits as we continue to build out new energy sources. So, I have two videos that I'm going to share with you um right now and I it's an example of the kind of successes and stories that we're looking to share as we try to convince additional communities to host renewable energy projects.

Video [Link](#)

The sounds of the gentle breeze are in on a picturesque fall day in Wyoming County, New York. The sounds of the gentle breeze are interrupted by the sound of a steam whistle. **A historic steam engine powered at least in part by the wind.** Some of this track goes back before the 50s. So it's in been in serious need of upgrades.

We get a lot of state money for track rehab to keep our really old railroad going. The only catch is the railroad has to upfront the money. What has happened over the years is the IDA extends a line of credit to the railroad. They charge interest. The reimbursement comes in to the railroad to simply pay the IDA back. You don't do that everywhere.

Wyoming County has a lot of dairy cows. So, we help provide the fertilizer, feed, and molasses that go into the farm. But we're probably most widely known for our steam excursions that started in 1962 with the locomotive that's behind us. While the logo for the town of Arcade features that steam engine, an appropriate logo for New York's reddest county could arguably be a wind turbine.

There's a few loud minority folks that are opposed to them and always will be. My favorite one is the it's going to create mad cow disease because the cows are going to watch them spin. There's not a lot of opposition to them. Wyoming County hosts five wind projects with another partially in Arcade under construction. Now the county has seen the full life cycle of a project from construction operation decommissioning and now plans to repower some of the earliest projects.

When I first heard about it some trepidation of course but uh when I heard about the money then I I was much more interested. We're going to get uh receive 10 turbines are going to be in this town. Somewhere between \$450,000 and \$500,000 a year will be our agreement for the next 20 years. So that's a substantial amount of money. Our our town budget is about \$1.1 million. So that's half of the budget. Here's what the taxpayer wants. They want the roads plowed in the winter. They want a nice road to drive on all year round. They want the sheriff to come when the house is being robbed. They want the ambulance to come when you're having a heart attack, but the fire department to come when your house is burning down and they don't want their taxes raised. So, when you've got a an opportunity like this to be able to solve all those problems for the taxpayer, usually you don't hear a lot of complaints.

These are large capital investments that take place in a rural county that it's a windfall that we really never anticipated, but it's certainly one that we welcomed. It's going to be a benefit for not only the land owners who rely on, you know, limited revenues for their egg industry, but it could help the towns with some tax revenues. And selfishly from an economic development standpoint, we had a paupers budget. We went from a line of credit of about \$125,000 a year to the uh IDA from the county to the county IDA being able to have a bank account similar close to \$3 million in assets. I don't think people really recognize the overall impact of what these wind companies do as well for the school districts and for the communities.

Town of Eagle, they were able to utilize funding for fire trucks, new fire trucks, new town uh snow plows. They renovated all their buildings. Plus, they eliminated the town tax. And along with that, the supervisor at the time, Joe Kushner, was able to negotiate in the host community agreement to repave all the town roads. So that is something that was very attractive to residents in the town of Eagle. Obviously, what's been true in Wyoming County for decades is now coming true across the state with towns, counties, and school districts negotiating tax payments from solar, wind, and battery storage projects that are going to transform their town budgets, setting them on a path for long-term success.

Let's have a strategy in place where we can concentrate on starting and growing our own businesses and help those existing businesses grow and expand. And that really is the focus of our economic development program, but we'll have to win projects. I don't know where we would be from a economic development standpoint. There's bumps in the road with everything. Always going to be. When you look at the financial benefit, you can't beat it. Wyoming County is a beautiful place and I'm very passionate about it and I I love this county. It's safe. It's beautiful. We want to embrace it and keep our kids here.

Video [Link](#)

All right. So, that was one. And then I have one more I want to show you. And then we'll get into the glass half empty part of the presentation.

So, one of the things that we really pride ourselves on as a company is getting that direct feedback from the community. Volunteer fire departments, highway superintendent, code supervisors, obviously the town officials themselves, our land owners are a huge resource. You know, one of the things we show at our open houses is literally a board. It's like this is what the concern was that was identified. This is either the solution that we've already found or what we're working toward. And you know, that's a really effective way of communicating to the folks in the community that we are hearing you.

Having support that exists outside of the industry is incredibly helpful. Anytime we can get someone who doesn't have a financial interest to either back up what we're saying or even add to it. You guys were speaking with a gentleman who abuts another project and I don't know if we could have a better advocate for the renewable energy community than that type of individual.

How has it been being a neighbor to a solar farm? A neighbor? Not a problem. The the wildlife is still here. The birds are here. The deer are here. And the people are here. Back when they built the telephone poles, people say, "Oh, they're eye sores." And back then, you only needed a 30 amp entrance on your house. We had a light bulb and a refrigerator. But today, you need electricity.

All it looks like is a metal building with no sides. There's no sun glare. It's not an eyesore. He can speak directly to what so many of the concerns are that people have. As I said, it's not an eyesore and it doesn't hurt the environment at all. Zero.

What it is that we're trying to do is we're meeting the needs of policy objectives that states like New York put in place. And there's a reason for that, right? It's because we all see the impacts of climate change. I think it's imperative for us to all work together to do what we can to ensure the continuation of a healthy environment for us and our kids and grandkids. Solar is the way to go.

Video [Link](#)

Solar Supports Farms, It Doesn't Replace

New York's farmers are facing unprecedented economic pressures—but the data shows they are turning to solar as a way to **keep farming**, not get out of the business.



Farmers in New York who sign solar leases were 3x more likely to use that money to invest in their farms, not reduce their ag operations

*Cornell February 2024 Study



85% of farmland with solar installations remains or eventually returns to agricultural use

*USDA Data



Nationally, 3x more Prime Farmland is used for golf courses than for solar

*US Department of Agriculture Economic Research Service



From 2017 to 2022, New York lost 365,000 acres of farmland, only 1,728 was used for solar.

All right. So, I know watching that, how could anyone be against us? It's hard to believe, but um they are. So um [laughter] there's a lot of them out. there. So a lot of what we're seeing in push back is this solar on farmland discussion. And I want to give you some stats that you can take with you and hopefully memorize a couple of these for the next conversation that you have when someone brings up this stuff. I am of the opinion and belief that a lot of solar supporters, a lot of environmentalists um know we need to do this but might not necessarily have these facts. Um so they're not able to accurately defend. And I think the more we can circulate things like this and get stories out there, the better. So, there was a really a I'm going to take you through each one of these and then a lot of the slides afterwards will be a lot quicker.

Video [Link](#)

There was a survey done by Cornell of farmers who had signed solar leases in New York. And when they surveyed them, they found that three times farmers in New York were three times more likely to say they were going to use their solar money to invest in their farms and not stop it. So, farmers that are getting money from solar are not getting out of the farming game. they're using it to improve their farming.

Video [Link](#)

A national study found that 85% of farmland with solar, the owners of the land said they plan to either use it during the solar farm or eventually return it to agricultural use. Unlike permanent development, which is things like golf courses, where three times more prime farmland nationally is being used for golf courses than solar. And this um is about the same in New York. and takes a lot more water, too.

Video [Link](#)

The comptrollers office did a really great analysis of land use in New York, and in their survey, they found that from 2017 to 2022, a bunch of farmland was lost in New York. 365,000 acres of farmland was lost, but only 1,700 acres of that was actually used for solar. And that doesn't even mean it was taken out of farm production. It just impacted that land. So the vast vast vast majority of land in New York of farmland being lost is from permanent development. It's from housing. It's from other uses. And these are the facts that we need to get out there because farming is not being killed by the solar industry.

Video [Link](#)

This Summer!

- Celebrating the largest energy buildout in New York State history
- Under construction:
 - 2.6 GW of utility-scale wind and solar
 - 1.7 GW of offshore wind
 - 1.0 GW of distributed solar
 - Enough energy to power **five million homes**
- **More Progress Leads to More Opposition**



So glass half full this summer was the largest energy buildout in New York State history. So currently under construction right now is more than 2.6 6 gawatt of utility scale wind gig 1.7 gigs of offshore wind a gig of distributed solar. That's enough power to power 5 million homes. That's huge.

It's awesome. But progress leads to opposition. Now that people are actually seeing solar in their towns or their neighboring towns, even though it's the a minuscule amount of land by percentage, they're now waking up to the fact that this is this is happening and that's leading to the the opposition.

Video [Link](#)

The Problem

The renewable industry is fighting project-by-project while the opposition is building a national narrative infrastructure.

- **Social media & influencer campaigns** Viral content and coordinated groups on Facebook, Instagram, X, and TikTok rapidly spread opposition. Influencers like Alexandra Fasulo have posted hundreds of times reaching millions, fueling local fights that go national.
- **Partisan realignment is rapid and structural** Pew 2026: Republican preference for prioritizing wind/solar over fossils fell from 65% (2020) to 28%; overall U.S. support dropped from 79% to 57%.



So the renewable energy industry, we are fighting project by project and the opposition is building a national narrative. We're seeing that in national politics. We're seeing that even here in New York with influencers that are not necessarily they might have started by opposing one project, but they're not limiting themselves to one project.

I think even a couple years ago, Facebook groups were people against ex solar. Now it's just New Yorkers against renewable energy and and groups like that. They're focusing on a statewide battle and a lot of the the developers obviously are focused on their own projects. So they'll support projects.

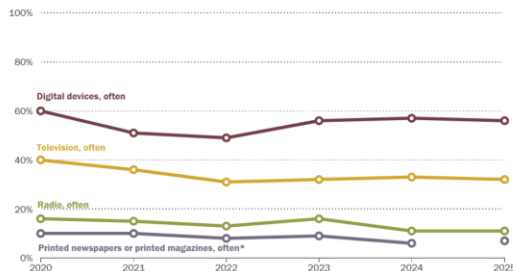
Environmental groups will try to activate around one project. Now is the time to really look at this as an industry. We're also seeing um some scary poll numbers and we'll get to more of that lately. But why is the opposition so successful?

Video [Link](#)

How people get their news

News consumption across all platforms

% of U.S. adults who say they get news from ...



21%

Adults regularly get news from news influencers on social media²

38%

18-29 year olds²

² News Influencers Fact Sheet, Pew Research Center, November 2025



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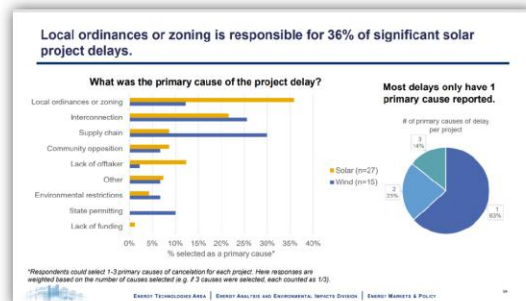
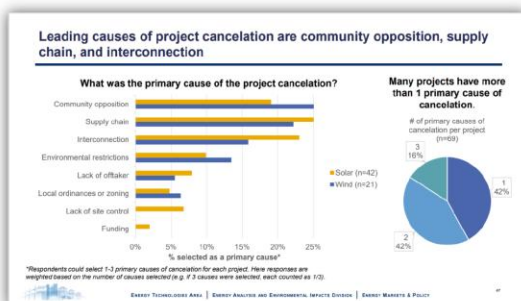
ALLIANCE FOR CLEAN ENERGY NEW YORK, INC.

Well, people are getting their news from influencers. So a survey of nationally a national survey found that 21% that's one in five people in America are getting their news from influencers on social media. not from journalists but influencers.

Video [Link](#)

Project Delays and Cancellation

- “Community opposition” is the number one reason for project cancellation.
- “Local ordinances/zoning” and “community opposition” are the number 1 and 4 reasons for a delay.



ACE NY

ALLIANCE FOR CLEAN ENERGY NEW YORK, INC.

When we pulled um developers, they're saying that community opposition is the number one reason for a project being cancelled and it's also um among the top reasons for a **delay in a project which leads to more costs which are passed down to the ratepayer.**

Video [Link](#)

The impact

Public support is eroding at the same time that anti-renewable narratives are becoming more organized, more political and easier to amplify.



The impact is working. So we're seeing since 2020 in this Pew survey that there is declining support for renewables across America. So just since um I think it was since 2020 there 13 point decline in support. A lot of that is national politics but also it's happening here in New York as well.

Video [Link](#)

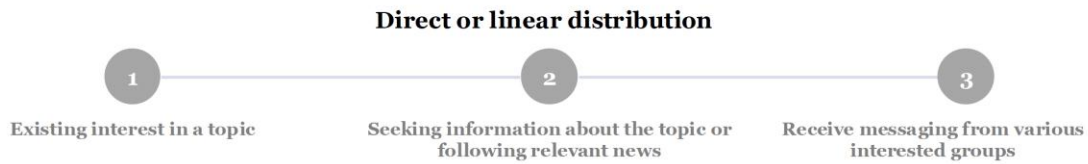
A message primed to work



Another reason why it's working is the messages sound good on their face. if you know you decided to be a advocate and you went out there saying that these things farmland's under threat, the wildlife's under threat, the government's overreaching and our local voices are being ignored, that's a pretty good point um to make out there and you can see why it would get clicks and why people are getting clicks making content like this. But as we know can't judge a book by its cover and and um when you actually dig into the facts around any of these um points, they don't pan out. But in a 30 second reel on Facebook looks pretty darn good.

Video [Link](#)

Social outreach is no longer limited by existing topic interest



Another reason is the algorithm and social media is working against us. So back in the day when we signed up for Facebook 101 15 years ago, you would go find a group that you would like, you know, a West Wing fan club and then in your feed you'd find posts about the West Wing. Um, and that was the way social media worked was you would seek out content and your friends would be in your feed and your groups that you signed up for. Now they're trying to get us addicted more than we already are.

Video [Link](#)

Social outreach is no longer limited by existing topic interest



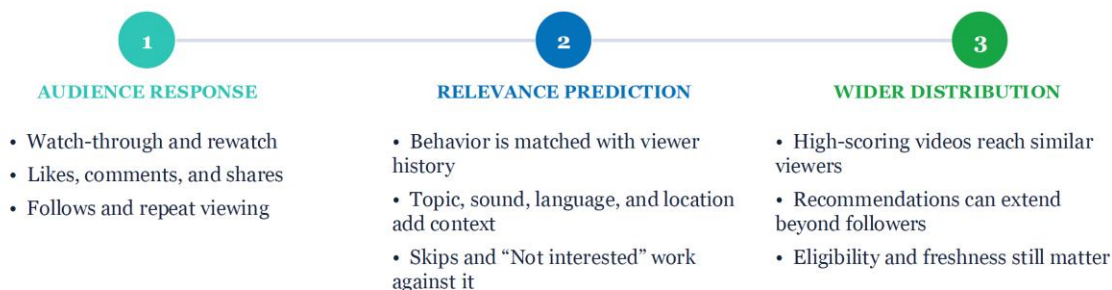
Emotional appeals and a strong personal point of view can take a niche issue into a much larger spotlight.



And they're giving us stuff that is emotional and strongly opinionated and trying to get us to engage in things that we did not sign up for. So that's why if you go and you search for an opposition group, tomorrow you're going to have 15 opposition groups in your feed because they think that that's what's going to keep you on their platform, which will then give you more ads, which will make them more money. And that's been a major change. things that are rewarded by the algorithm.

Video [Link](#)

Algorithms reward evidence of interest



Early follower engagement can be the spark for much broader algorithmic reach.



This all sounds familiar to what we're seeing in the opposition. People that like, comment, share, uh, we're seeing a lot of a lot of success in those types of things.

Video [Link](#)

Opposition packaged in highly shareable terms

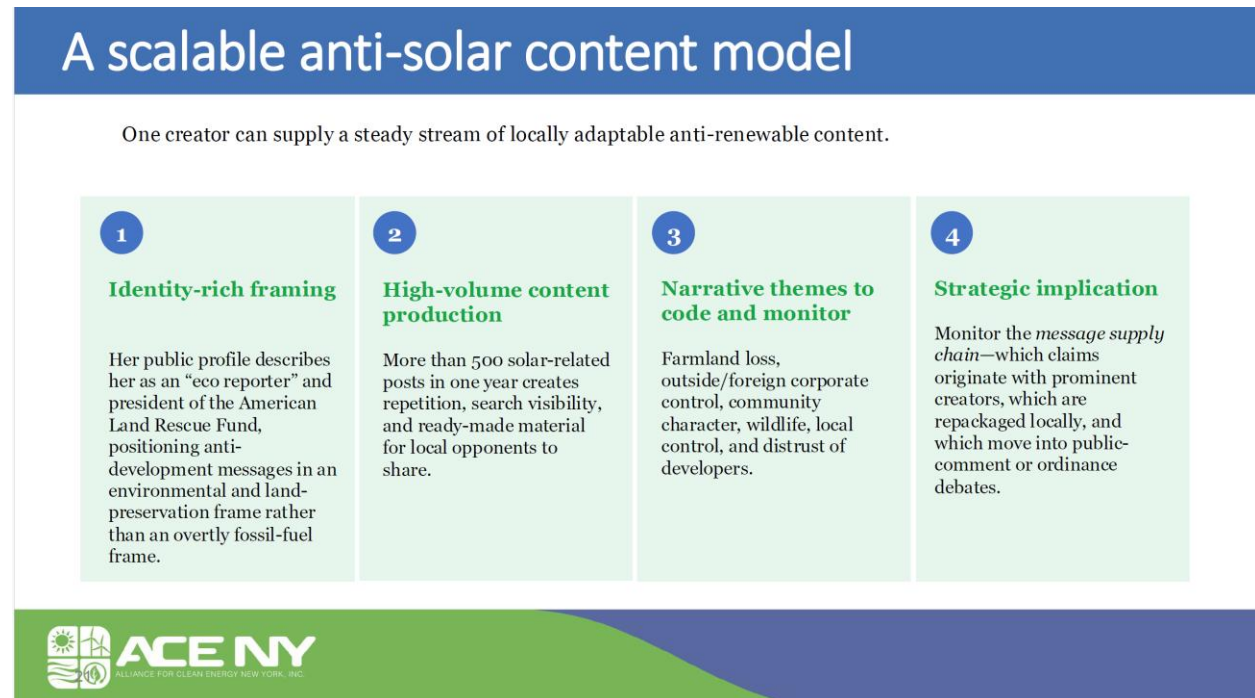


Looking at Alex Fasulo's page and what she is serving up to her audience. Um, so you do a, you know, search for publicly available posts here. The one on the left is the one I want to talk about the most.

You just run a sentiment analysis on what she is posting and this is a scale that runs from green to red. So green being positive things and red being negative things. So this is not only her content but the comments underneath as well across platforms. And you might notice there is no green on this.

There's no positive content on these pages. It's angry. It's negative. And it works. It gets people engaged. It's a lot easier to hate something and organize around an opposition than it is a support.

Video [Link](#)

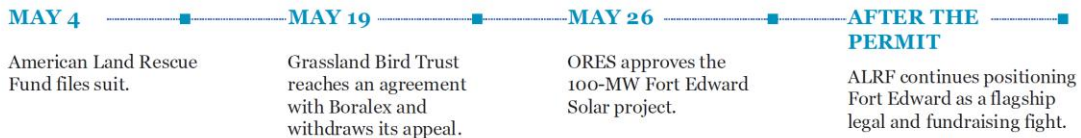


We all know that in organizing and um you know even in news content and other things like that because of all the things that I just went over, you can see why it would be successful to build a business around being an opposition influencer in a in the space that we're seeing.

Video [Link](#)

A permit is not the end of the narrative

The project process created an organization, a legal vehicle, fundraising infrastructure, and a narrative that can survive the permit decision.



THEN:

Project outcome ≠ narrative outcome.

A project can move forward while the opposition story becomes more organized, more durable, and more transferable to the next project.



Another really important point is that we're looking at project by project and we see winds that not necessarily the end of the narrative. So Alex became, you know, famous fighting the Fort Edwards solar project. That is a project that successfully received an ORES permit after working really hard to reach agreements with the Grassland Bird Trust and other environmental groups there to make sure that this project was an environmental net benefit. they get their project and Alex uses it as a chance to continue to fund raise and and raise um money and points around um her debate. So even though we you know quote unquote won that fight and they will hopefully be breaking ground on that project before the end of the year, she's only gained um traction because of us winning.

Video [Link](#)

How You Can Help

Be a Voice for Clean Energy Online 🌱

You don't have to be an expert to make a difference.

- **GET LOUD**
Share, like, repost, and comment on accurate clean energy content. Your voice helps good information cut through the noise.
- **KNOW WHERE TO SPEAK UP**
News articles • Politician pages • Local community pages • Industry posts • Public conversations
- **BE RESPECTFUL — BUT FIRM**
Correct misinformation without attacking people. Stick to the facts, not the fight.
- **USE THE FACTS**
Bring credible statistics, research, and real-world examples into the conversation. Specifics carry weight.
- **THINK BEYOND THE PERSON YOU'RE REPLYING TO**
You probably won't change the mind of the person you're responding to — and that's okay. Your response may reach hundreds of people quietly reading along.
- **Your comment could be the one that someone remembers.**



So I want to talk about how you can help here. And I have a couple of slides on this and then I'm going to pass it off to Lisa who's going to talk more about how you can help. But we need the help.

We need more people online doing things. And I'm going to talk about what those things are. You do not have to be an influencer to influence people is the takeaway that I want you to take from this.

Commenting, liking, these things still matter. They affect the algorithm. And we're hearing from elected officials who are on our side saying that they're scared to support us because of the opposition that they see. They scroll through their Facebook pages and they scroll through um comments on news stories and they try to gauge, you know, what the sentiment is in the public, which is not very scientific, but when they only see opposition, they're going to think that 100% of the is of the community is against them.

So, we need to be more active on social and this can be done without posting anything on your own page, which is entirely fine, but sharing content, liking content, reposting, and especially commenting on accurate content is incredibly important.

Places that you can do this, Alex's page, not a great one, because she's just going to block you like she blocked me and then most of the rest of the a staff and anyone else who says anything factual or disagrees with her. But there are good places to do this like news articles or politician pages or other groups, community groups, next door groups, things like that. Commenting on those can can shift the tide.

And it's important to remember that in the last bullet there, you're not going to change the mind of the person that you're responding to. If someone posts like an anti-solar comment on a news article and

then you respond with a fact, you're not convincing them. You're hopefully convincing everyone else that reads that. and these posts are getting thousands or millions of views. We see it in the analytics.

When you're responding, it's important to stick to the facts and not fight. And use credible statistics, research, and links. Again, someone might put a, you know, a couple four-letter words about a solar project in a comment and then you respond with a nice paragraph of facts. Again, um you're not commenting to that one person. You're commenting to the other people. So, that's the one that people could take away and the more we comment and get involved um the better it will be. It'll help us in the algorithm, but it'll also just help us in the court of public opinion.

Video [Link](#)

Learn More on How to Support

Examples:

Instead of: <i>"This is completely false. Do your research."</i> Try: <i>"I've seen this claim too, but the research actually shows something different. Here's the data..."</i>	Negative Comment: <i>"Nobody wants these projects in their community."</i> Your response → <i>"Community concerns are important, but it's also worth hearing from the farmers, landowners, and communities that support and benefit from these projects."</i>
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Small Steps to Big Impact: Supporting Clean Energy Efforts with Len Luka
Plugging In

0:00 1x 15:34

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Some more things that you can do to support um instead of attacking a person, someone saying nobody wants these, you know, you you can reaffirm their their their thought that community concerns are important, but let's actually hear from the people on the ground that that make a difference. and you can link to some data, things like that.

So, as Mel mentioned at the top, um, Ace New York has a clean energy podcast that has, I want to say 30 episodes so far, and we're going to get back to it pretty soon. Getting some more out there covering all sorts of different things like um to give you the facts to comment. You guys are the target audience.

Engaged Environmentalists in New York is the target audience. One of the episodes in particular that I wanted to highlight is right towards the beginning of the ones we did and I interviewed Len from New York for clean power and we went through there how you can support a project in I think it was 1 minute, 5 minutes and 1 hour and there are so many things that we can do in a minute like commenting

on a social media post or five minutes by sending an email to a town board official or an hour by going to a town board meeting. That will make a difference. Um, it absolutely will make a difference. I think that's my last slide. So, I'll open it up for any questions and then I will pass along to to Lisa

Thank you so much for joining.