

# Case Study

Propane Education & Research Council





## CASE STUDY: Propane Education & Research Council

### Challenge

The Propane Education & Research Council needed to insert propane autogas into the national conversation regarding states' allocation of Volkswagen Environmental Mitigation Trust funds toward new school buses. The current news was dominated by other alternative fuel sources, like electricity and "clean" diesel, and excluded propane.

### Solution

TSN Communications:

- Collaborated with the Propane Education & Research Council to develop its strategy to drive awareness and understanding of propane autogas school buses in priority states.
- Closely monitored media coverage where VW Environmental Mitigation Trust funds were allocated or considered for fuel sources other than propane autogas.
- Created templates for both opinion-editorial and letter to the editor documents in order to respond immediately to coverage.
- Developed and executed a "newsjacking" tactical approach to submit op-eds and letters to the editor to dozens of publications across the nation where funding articles excluded propane autogas.

### Result

Within a four-month period, the Propane Education & Research Council helped change the national conversation so that propane autogas is now recognized as a viable school bus fuel alternative to conventional diesel. The campaign resulted in placement of dozens of op-eds and letters to the editors in newspapers across 10 priority states.

“TSN Communications has been an active Propane Education & Research Council partner for more than a decade. We use TSN to represent us in front of customers, at trade shows and public forums, knowing they will communicate our messages well.

TSN is unique in that they perform at a high level across a broad variety of tasks, always operating as a cost-effective partner. They have taken the time to know our business, serving as a great advocate to our customers and offering insights how we can better serve the marketplace. That is the true meaning of partnership. ”

— Tucker Perkins, President & CEO