



# WE POWER AMERICA

**Proposal for Collaboration with WE, The World**

WE Power America Renewable Energy Media Campaign & Movement Part of the WE Campaign of WE, The World



[WWW.WE.NET/WEPOWERAMERICA](http://WWW.WE.NET/WEPOWERAMERICA)



To support the launch of this Campaign, please contact:

Rick Ulfik

[Rick@WeTheWorld.org](mailto:Rick@WeTheWorld.org)

Founder of WE, The World & the WE Campaign

+1 212 867-0846

# IMAGINE...

...millions of Americans **finally understanding** that Green Jobs and Infrastructure programs could lift millions out of poverty and supercharge our economy while saving 1000s of lives from air pollution-caused respiratory illness, which worsens COVID-19.

...over 2 million people around the country stepping up to take collective action demonstrating the Power of WE to build the public support and political will that make this Green Energy Transition happen.

...defusing the Culture Wars and powerfully addressing the extreme political polarization in the US with a crucial unifying trans-partisan message about WE and the Common Good making sure the needs of ALL people are met, no matter whether they lean Red or Blue.

# The Mission

**WE** believe this Campaign is crucial now to:

Set the record straight for Americans about the tremendous economic, health, and environmental benefits of transitioning to Renewable and Green Energy systems being the primary energy providers in the United States.

Galvanize a viable movement with at least 2 million people taking action collectively to build the public support and political will needed for this Green Energy Transition.

Powerfully address the extreme political polarization in the US with a crucial unifying message about WE and the Common Good.  
This is especially important now as the pandemic continues alongside the expanding movement to end racism and inequality in the US and worldwide

# Benefits to Society

**Reduce air pollution saving thousands of the most vulnerable people's lives every year:** children and the elderly who have Asthma and other respiratory illnesses. As many as 90,000 people die from air pollution each year in the US. According to the World Health Organization, 7 million people die from air pollution each year around the world.

**Create major green jobs programs for millions of Americans** as they develop and build crucial 21st century infrastructure such as the Smart Grid and the Energy Internet, construct new beautifully designed no-carbon housing for millions of people, retrofit even more existing buildings for energy efficiency, design and install renewable energy systems, advance electrical storage battery technologies and other innovations.

**Re-ignite American domestic manufacturing** of solar panels, wind farms and electric vehicles. At this point, China is on track to become the global leader in renewable energy. By 2030 China is planning to have as much electricity generated annually by renewables alone as the entire USA currently generates using all forms of energy.

**Diminish the tremendous influence of oil, gas and nuclear power on geopolitics, terrorism, militarism and war.** Expanding cheap renewable energy will reduce the incentive to start wars for oil which have killed millions of people, cost trillions of precious dollars and increased sectarian conflict and terrorism.

The background of the entire image is a photograph of the United States Capitol building dome. The dome is white with a prominent American flag flying from a tall pole in front of it. The sky is a dramatic mix of orange, yellow, and blue, suggesting a sunset or sunrise. The text is overlaid on this background.

# The Opportunity

**Celebrity Spokespeople | Solar & Wind Energy Companies | The Power of WE that serves the Common Good**

Our Renewable Energy Media Campaign will have celebrity spokespeople and feature a consortium of solar, wind and other non-polluting renewable energy providers and partner groups. Under the banner of WE Power America they will collectively begin to have a recognizable media presence that inspires people and increases public awareness, support and coordinated action. The campaign will also help promote the importance of "WE" thinking and the Common Good that prioritizes the wellbeing of all people and the entire web of life.

# Meeting the Challenge

In the United States as many as 90,000 people die every year from air pollution. And recently, the World Health Organization reported that air pollution is the world's largest single environmental health risk - around 7 million people die from air pollution globally each year. And now, with the COVID-19 pandemic, we see that air pollution-caused respiratory illness is an underlying condition that can exacerbate the severity of COVID-19.

Policies of expanding renewable energy systems and minimizing the use of fossil fuels can not only address imminent catastrophic climate change, they can also save thousands of lives in the US and millions more around the world right now. And making the transition to renewables can be of huge benefit to the US economy by creating jobs, building infrastructure, and sparking innovation with the Smart Grid and the Energy Internet.



IPCC warns we only have until 2030 to reduce emissions or climate disruption will become irreversible.

As the new Administration takes power, we feel it is crucial to launch the WE Power America Campaign to ensure that the United States rejoins the Paris Climate Accord - especially given the recent warnings of the Intergovernmental Panel on Climate Change. WE Power America is designed to engage millions of people in a movement for Health, Economic Prosperity, International Peace, and a Livable Future for generations to come.

WE Power America will begin to create a recognizable media presence that inspires people and increases public awareness, support and coordinated action. The campaign will also help promote the importance of "WE" thinking and the Common Good that prioritizes the wellbeing of all people and the entire web of life.

Bill McKibben (whose organization 350.org was the primary organizer of some of the largest Climate Marches and other similar actions on the planet), Nobel Laureate Desmond Tutu, Jane Goodall, and many other organization allies (which together have millions of constituents) have already said they would support and participate in our Renewable Energy Media Campaign!



In the United States as many as 90,000 people die every year from air pollution.



**Is this campaign about more than the importance of making the move to Clean Energy in the USA?**

**Yes.** WE Power America has a double meaning. It's not just about Solar Power and Wind Energy providers with innovations to improve the economy and people's lives. It's also about WE Power – the Power of WE when people come together to transform their society for the Common Good. WE Power America is a Major Movement Builder, as well as an Awareness Campaign to set the record straight for the American people.



**Why focus just on the United States? Why not do WE Power the World?**

We are starting this campaign in the United States because the US is one of the world's primary polluters and greenhouse gas emitters. And the US has a tremendous influence on the rest of the world socially, politically, economically and environmentally. We would be thrilled to inspire and work with sister movements such as WE Power Brazil, WE Power India and in other countries worldwide!



**Will this campaign address fossil fuel workers' fears about losing their livelihoods if coal and oil jobs go away?**

**Yes!** The idea of making a "Just Transition" for workers moving away from fossil fuel jobs and entering the Clean Energy industry is an important feature of this media campaign. It is essential for the American people to understand that these workers' economic security and well-being is a core aspect of making the transition to Renewable Energy as the primary energy system in the USA.



**Is this campaign political?**

**No!** WE Power America is non-partisan and non-political. It is about meeting people's needs and improving their lives no matter where they live and what their political beliefs are. Since the Climate Crisis and other environmental issues are being politicized quite a bit, the WE Power America Campaign emphasizes other important aspects. WE Power America is crucial to be an influential voice in public discourse with the non-partisan non-political message of unity, innovation and a path to a peaceful, prosperous and sustainable future.



**Can For-Profit Companies Benefit from Investing in this Campaign?**

**Yes!** If your for-profit company prioritizes People and the Planet, then we would love to collaborate with you. We welcome Solar and Wind companies as Featured Sponsors as well as other socially and environmentally conscious and responsible companies. As a Sponsor of WE Power America:

- Your company will receive exposure in major media markets.
- Your company will be added to the WE Power America Social Action Active Support List – a directory of recommended organizations seen by millions of people anxious to make a concrete difference in the world.
- Your company can thereby greatly expand its customer base.
- Your company will in effect receive a new "Salesforce" of as many as 1000 people who will promote your company to their networks, by it being on the Social Action Active Support List, reaching as many as 2 million new potential customers for you!



# Impact & Reach of WE, The World

**WE**, The World has touched the lives of more than 6 million people!

**WE Work closely with:**

## Global Visionary Leaders

Desmond Tutu  
Jane Goodall  
Deepak Chopra  
Hazel Henderson  
Arun Gandhi  
Immaculee Ilibagiza  
Bill McKibben  
Marianne Williamson  
Daniel Ellsberg  
Riane Eisler  
Robert Thurman  
Patch Adams  
and many others

## Transformative Global Organizations

Amnesty International  
Oxfam America  
United Religions Initiative  
Jane Goodall's Roots & Shoots  
The International Trade Union Confederation  
The Shift Network  
The Charter for Compassion  
Oprah Winfrey's Belief Team  
The Compassion Games  
Unify  
Unity Earth  
Ecofest  
and many others

Through our Campaigns, Websites, TV Shows, Tele-Summits and Broadcasts we are reaching more than 850,000 people each year and our network of more than 40,000 leaders and members of socially conscious organizations and businesses represents millions of constituents.



# Power America Leadership Team



**Rick Ulfik**  
WE Power America  
Executive Program Director

**Rick Ulfik** is the Founder of **We, The World** and the **WE Campaign** at **WE.net** and Co-Creator of the annual **11 Days of Global Unity** September 11th to September 21st.

Participants and Supporters include **Desmond Tutu, Jane Goodall, Deepak Chopra, Bill McKibben, Marianne Williamson, Ralph Nader, Eve Ensler, Daniel Ellsberg, Hazel Henderson, Arun Gandhi** and many others.

For over 30 years Rick has been a member of hundreds of creative teams producing network television shows, feature films, national commercials, hit records and other media. Rick has worked with many of the world's largest Ad Agencies writing and producing music for commercials: **BBD&O, Young & Rubicam, Grey Advertising, Ted Bates, J Walter Thompson** and many others.

**Rick Ulfik** and **Roland Marconi** (see below) co-produced the popular **Visual Voices** a 13-part TV Series that was broadcast on the **Dish Network**, available in over 15 million homes.

Rick Ulfik is also an award-winning composer and keyboard player who has written music for **ABC TV, NBC, CBS**, the **Olympics**, feature films, commercials, records, and has performed with **Queen Latifah, Phoebe Snow, Carlos Santana, Judy Collins, and Bernadette Peters**. Rick serves every year as an **Emmy Awards Judge** for News, Documentaries, and Music.



# Power America Leadership Team



**Hazel Henderson** is the founder of Ethical Markets Media, LLC and the creator of the Green Transition Scoreboard® and executive Producer of its TV series. She is a world-renowned futurist, evolutionary economist, a worldwide syndicated columnist, consultant on sustainable development, and author of *The Axiom* and Nautilus award-winning book *Ethical Markets: Growing the Green Economy* (2006) and eight other books.

She co-edited, with Harlan Cleveland and Inge Kaul, *The UN: Policy and Financing Alternatives*, Elsevier Scientific, UK 1995 (US edition, 1996), and co-authored with Japanese Buddhist leader Daisaku Ikeda, *Planetary Citizenship* (2004).



**Mitchell J. Rabin**, M.A., L.A.C., hosts and produces a NYC-based cable TV show since 1993 called *A Better World*, and a weekly radio show that is on Progressive Radio Network since 2006 and on Blog Talk Radio since 2012.

Mitchell founded The Ecology Institute in 1990 as a means of marketing eco-friendly technologies with the goal of promoting renewable energy and solutions to sustainability. He has been a partner in several start-up green companies, including one of the first green construction supply houses in the U.S. and a 'portable power plant' that works with renewable energy sources to help people achieve complete energy independence.

Mitchell is a wordsmith, writer and communicator, using language to educate, uplift, excite, heal and inspire high-minded, big-hearted values.



# Power America Leadership Team



**Roland Marconi** has been producing, directing, shooting and editing for TV, documentaries, videos and other media for more than 20 years. He has worked with **CBS News, The Street, Gary Null Productions, Global Vision Group, INN World Report**, and many other media outlets producing news, public health and investigative reporting documentaries as well as infomercial/product promos that have helped to win numerous national and regional video awards.

Roland's recognition includes: National Edward R. Murrow Award Winner - CBSNews.com, EPPY Award: Best use of video - CBS MoneyWatch.com, Gold Award - Worldfest Houston, Audience Award, Best Documentary - NY International Independent Film Festival and many others.



**Ahmad Quazi Jr** has been an Executive Producer for many film, music and video projects through his production company, IMI Productions for over 20 years working with MTV, HBO, NBC, The History Channel, Sci-Fi Channel and others. He has worked with artists from all genres including Jennifer Lopez, Alicia Keys, Ricky Martin, Madonna, Michael Jackson, Beyonce, Tito Puente Jr., Akon and many others. He has worked with major record labels such as Sony, Universal, Virgin, and EMI, as well as with top radio stations such as Hot 97, Z100, Power 105, La Mega 97.9 and others around the USA.

Ahmad is also the Founder of the "I AM WORTHY" Anti-Bullying Campaign, and Founder and President of Celebrities, Citizens and Children Against Poverty. His passion is to find practical ways for prominent people in the fields of film, music, fashion, and sports to serve a higher calling in life and lend their voices for the good of humanity.



# Power America Leadership Team



**Karen Palmer**

Karen Palmer is a Livestream and Social Media Strategist, a best-selling author, and popular online talk show host who helps change agents, and peacemakers find their voice and share their message and gifts globally.



**Sue Blythe**

Networking, Outreach & Coordination



**Angel Fullerton**

Graphic Design, Web Design, Outreach, Team Support & Coordination



**Heidi Little**

Recording Artist, Concert Producer, Media Producer, Talk Show Host



**Alana Boyd**

Marketing, Web Design, Social Media, Advertising, Donor Liaison



**Kathryn Davis**

Media producer and radio talk show host

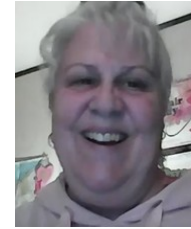


# Power America Leadership Team



**Joya Comeaux**

Joya Comeaux is a Film, Video and Film Festival Producer. She is Founder & Executive Director of Women Film Festival, Interfaith Film Fest and World Peace Productions.



**Jana Larsen**

Intra Team Communications & Coordination



**Abba Carmichael**

Social Media, Web Design, Marketing, and Media Production



**Happiness Akaniro**

Graphic Artist working in Video, Computer 3D, Painting & Illustration.



**Andrew Kaen**

Event Production, Social Media, Outreach and Coordination



**Christine Marie Gentile (aka iMOV)**

Concert and Event Producer, Recording Artist, Resource Partner Outreach

# Proposed Timeline for Phase 1 of WE Power America (WPA)

## Month 1

- Work with Producers, Writers, Media Consultants, Partners, Movement Organizers and others to design and write the Campaign to 1) Raise consciousness and, 2) Build the Movement to accelerate the transition to non-polluting renewable energy systems in the USA
- Begin the process of scheduling airtime, media buys and distribution of **WE Power America (WPA)** Ads and Public Service Announcements in national and targeted Regional media markets
- Begin Pre-Production for the first set of WPA Ads and Public Service Announcements

## Months 2-3

- Begin Production of the first set of at least 3 National WE Power America Ads and 3 National WPA Public Service Announcements – all with Celebrity Appearances whenever possible
- Begin Production of “WE Power – The Ultimate Renewable Energy Source” Ad
- Begin Social Media Video Campaign: Video Challenge/Contest. Best entries are voted by WE Power America Partners and Allies. The 3 most Favorite Videos (judged by WE Power America Partners) will be added to the Pro Videos for Distribution in Mass Markets
- Begin Production of at least 3 Regional Ads for targeted areas in the United States
- Begin reaching out to engage all grassroots groups, partners and allies across the spectrum of Environmental, Economic Justice, Health, Peace and other movements to endorse, support and participate in the WE Power America Campaign and Movement
- Begin planning Live Events: Public Forums, Town Hall Meetings, Festivals and Concerts that are coordinated with the Regional and National Ad Campaign Release Dates
- Create teams and infrastructure needed to receive and “put to work” the large numbers of people expected to respond to the “call” of the WPA Ads, PSAs, Social Media Campaign & Live Events

# Proposed Timeline for Phase 1 of WE Power America (WPA)

## Months 4-5

- Distribution of National WE Power America Ads and PSAs into mass markets through the Ad Council and other PSA media outlets.
- Distribution into independent Media outlets such as PBS, NPR, Pacifica etc. Full blown Social Media Distribution Campaign
- Targeted video distribution in regions where there is opposition such as where there is legislation to block or discourage renewable energy production
- Media Broadcast Appearances on TV, Radio, Social Media Live Broadcasts, etc by celebrities featured in the Ads and PSAs as well as principal campaign partners
- Connection and coordination with grassroots movements regarding related issues: Health, Infrastructure Jobs, Fracking, pollution, climate change, etc.
- Convene Public Forums, Town Hall Meetings, Festivals and Concerts in each target region that coordinate with the Media Campaign and Connect the Dots
- Engage the participation of local college campus & community groups

## Month 6

- Build the WPA Movement utilizing the thousands of new people who sign up in response to the Media Campaign. Put them to work in support of WPA Partners and objectives, overcoming obstacles, building public support and political will to accelerate the transition to renewable energy systems in the USA.
- Assess the effectiveness of the WPA Campaign to date using a variety of metrics (# of people reached, # of new volunteers recruited, amount of new funds raised, coverage by local, regional, national and international media, impact of actions taken, etc) as well as the Big Picture evaluation in consultation with primary Partners and other participants
- Taking into consideration how much funding is available (from initial funding and from new contributions and sponsorships) and the excitement level of the public, partners, and politicians, determine whether to build on the momentum that has been created by producing and launching a new set of WPA Ads and PSAs or by focusing on Action Steps by the new WPA Movement – or both!

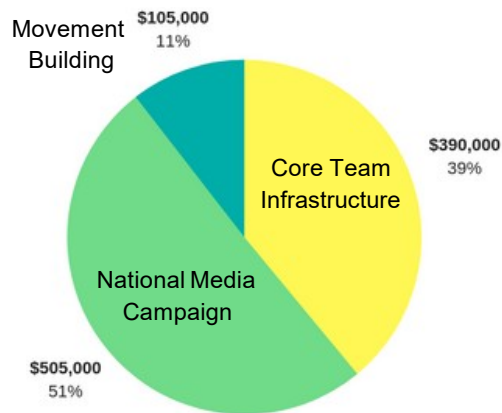


# Budget: 3 Possible Levels of Impact

Reach over  
**10 million people**  
2 million taking action



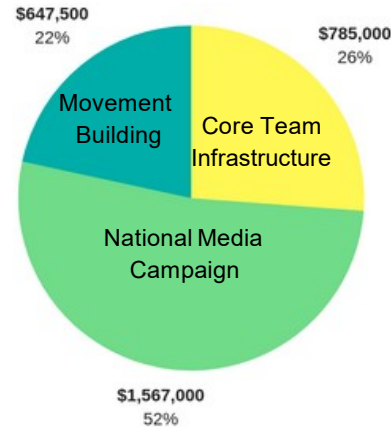
**\$1,000,000**



Reach over  
**50 million people**  
10 million taking action



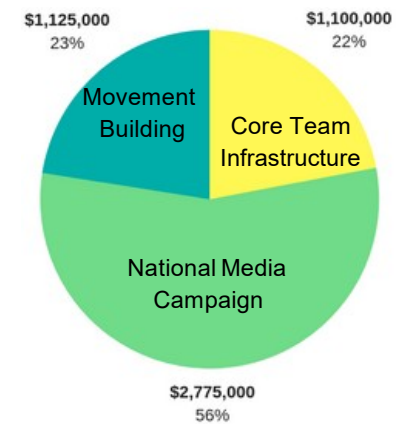
**\$3,000,000**



Reach over  
**100 million people**  
20 million taking action



**\$5,000,000**



[Click Here](#) for Full Outline  
of Financials & Budget

*“Climate change does not respect border; it does not respect who you are — rich and poor, small and big. Therefore, this is what we call ‘global challenges,’ which require global solidarity.”*  
– Ban Ki-moon (Former Secretary-General of UN)



# Summary & Final Comments

## **WE PowerAmerica**

### **Renewable Energy Media Campaign and Movement**

With a relatively small investment, we can inform and engage millions of people in a pivotal program that **impacts** lives and **saves lives** with Clean Air, Economic Prosperity, International Peace, and a Livable Future for the United States and the world.

**WE Power America** is designed to raise consciousness and encourage millions of people to work together to accelerate the transition to non-polluting renewable energy systems in the United States.

Besides showing how making this transition will save thousands of lives each year from air pollution, and create massive jobs programs that lift millions out of poverty, **WE Power America** will also promote **WE** values and the Common Good for the wellbeing of **all**.

As a result, perhaps millions of people will begin to realize that **WE Power** might actually be the **Ultimate Renewable Energy Source!**

Thank you for your support.

**Contact:**

**Rick Ulfik**

**Founder of We, The World and the WE Campaign at WE.net**

**+1 212 867-0846**

**We, The World**

**P.O. Box 750651**

**Forest Hills, NY 11375**

**USA**