

# **CAMPUS WARS HOW-TO PACKET**

## **What is Campus Wars?**

Campus Wars is a competition between colleges and universities across Minnesota to see who can reduce their electricity use and heat consumption the most this February. It is also a collaborative project that will involve cooperation between the faculty, staff and students at each school. The goal of Campus Wars is to have a fun and competitive event while providing an opportunity to raise awareness, encourage simple lifestyle changes, implement new campus policies, and to be accountable for addressing the energy and climate crises our planet is facing.

## **Which schools are participating?**

Currently, the following schools are participating:  
Macalester, Carleton, University of Minnesota, University of Minnesota at Duluth, St Olaf, Hamline, Augsburg, Concordia, St Thomas, Gustavus Adolphus, St Scholastica

## **How do I get my school involved?**

- The first step is talking to facilities management / physical plant to make sure they can provide the data about electricity and heating usage. (See below)
- Next, contact the administration and ask for their support. Cooperation between students and the administration is crucial, and can lead to policy changes (such as reducing campus heating by a few degrees or installing more energy efficient appliances on campus), sources of funding for speakers and publicity, and perhaps even more creative ideas. Macalester's president, Brian Rosenberg, has sent a letter of invitation to the administrations of the seventeen colleges of the Minnesota Private College Council (see next bullet point), which he chairs. This will help get the ball rolling for some campuses. If your school is not on the council, but you would like for him to send the letter to your school's administration, contact any of the Macalester student contacts and we can arrange it.
- These are the colleges in the MN Private College Council: Augsburg College, Bethany Lutheran College, Bethel University, Carleton College, College of Saint Benedict, College of St. Catherine, College of St. Scholastica, Concordia College (Moorhead), Concordia University (St. Paul), Gustavus Adolphus College, Hamline University, Macalester College, Minneapolis College of Art and Design, Saint John's University, Saint Mary's University of Minnesota, St. Olaf College, University of St. Thomas
- Start thinking about the change you want to see on your campus. Think about events and publicity that will promote Campus Wars.

## **How is energy usage measured? / What information is needed from facilities plant?**

Campus Wars will be measured simply by full-campus % reduction of electricity and heating consumption in February. This amounts to a competition based on 'most-improvement' in each of these two categories. Each participating college should measure the total kilowatt hours (kwh) and British Thermal Units (BTU) consumed on campus during February 2007 and calculate a % reduction as compared with their three-year average of February consumption in '04, '05, and '06. Such data should be available through Facilities Management or Physical Plant billing records. Since the billing periods may not be for the same number of days, all data should be normalized to get an estimate of 28-day consumption for every year. We also encourage you to calculate how much energy and money your campus actually saves.

## **Campus Wars Promotion and Participation Activities**

The following is a list of ideas for possible campus events to get people aware of and involved in campus wars. Feel free to choose whichever ones you think will work best on your campus, or try them all!

- **Campus-wide lights out:** this could be a great way to kick off campus wars. If you can find a way to get access to the light controls in campus buildings during heavy traffic hours (eg, your cafeteria over the noon hour) and make a brief announcement about the commencement of campus wars, it would really catch your students' attention! It would not need to last for more than a minute, and would still be an effective attention-grabber.
- **Themed weeks:** for each of the four weeks of February, think of a different energy-reducing action your student body could concentrate on, such as "Army shower week," "Air dry week" (your laundry, your hair, your hands... you get it), or "Unplug it! week" (fridges, phone chargers, surge protectors, etc). It will keep people reminded that campus wars is still going on and give them new ways to do old things. It would be even cooler if we could coordinate the weeks with all the schools. Discuss!
- **Camp out:** Find a way to set up tents in a high-traffic area during the beginnings of campus wars, put up promotional signs, and get a few buddies to have a fun night (or day) roughing it outside in the Minnesota winter! While you're camping out, invite people's questions and use this activity to let them know about what it is that's so important that you're freezing your buns off to get the word out. This isn't necessarily an activity to suggest that students all camp outside and use NO energy, it's more to raise visibility and promote the event.

- **Film Screenings:** get a hold of some great documentaries about energy issues and climate change (such as *Who Killed the Electric Car?*- MPIRG owns this and can lend it out to schools- , *An Inconvenient Truth*, *The End of Suburbia*, or *Wired: A Day in the Life of Energy*) and screen them on your campus. Films are a great way to entertain and educate your campus about why energy conservation is so important.
- **Speakers:** Sheldon Strom from the Minnesota Center for Energy and Environment (MNCEE) or other conservation and energy advocates would be a great attraction and motivator- kick off event, perhaps? If you have a specific speaker, share with the group so people aren't being flooded with requests.
- **Updates** This may or may not be available info, but if you can find out how much energy has been saved that specific week, you could make a big visible sign/board so people know where they stand.
- **ADVERTISE!** Try to come up with as many ways to reach your campus and community as possible. Put up table tents in your caf, posters in the academic buildings, fact sheets about energy usage in bathroom stalls... find as many ways as possible to 1) let students know why Campus Wars is important, and 2) how they can help. It also wouldn't hurt to inspire their competitive nature and let them know about the pride that would come with being the most energy efficient school in Minnesota...

## **Publicity**

While high profile events, especially in the weeks directly leading up to February (if you are in school then), do a lot to get Campus Wars in people's consciousness, direct publicity is helpful also. There are many ways to do this, both before and during February.

- **Articles/Letters to the Editor** These could outline the principle behind the Wars, ideas on how to accomplish the goals, a schedule of events, and any other relevant information. It is also important to have comprehensive wrap-up, most likely through another article that gives the solid numbers of how much energy was saved, which school won, and a call for continued action.
- **Paper Visibility** postering, flyer, lit drops in dorms (of course, we should take into consideration how much paper we are using, and how we feel about that), table tents, banners. Also, any sort of daily or weekly bulletin that takes submissions.
- **Chalking and Tabling**
- **Academic Departements** Get departments such as Environmental Studies on board, and have them talk it up in their classes. Do your own class raps.
- **Dorms** Make sure Residential Life is aware, and have displays in dorms, and have RA's conduct floor meetings, or conduct them yourself.

- **Radio** Some schools have radio stations, which are required to do Public Service Announcements. It should be pretty easy to submit a clear summary of Campus Wars that DJ's can read on the air.

Since it seems that the school administrations are getting behind this project, we should take advantage of larger information networks. Getting something on the front page of the school website is one example. Perhaps we could get an email bulletin flash that is sent to the entire student body.

### **OUTSIDE MEDIA**

It will also be helpful if we get outside media sources involved. The more outside interest and coverage, the more motivation there will be.

- **Press Releases** Send press releases about the project to community and city newspapers, public radio stations (and commercial ones are worth a shot also, I don't know how open they are), and environmental group newsletters. A press release gives a description of what is happening/ an event that happened, so that a story can be written, even if press did not attend the event. For schools that are the only college in their town, do all of this that you can. For Twin Cities schools, or schools in the same community (Carleton and St Olaf), we should coordinate this so that the Pioneer Press does not get different versions of the same press release from all the different schools. (see next page for a sample press release, from last year's Dorm Wars between Carleton and St Olaf. Obviously, the specifics need to be changed, but it gives the general structure of a press release)
- **Press Advisory** Keep media aware of all the different events that are happening- if you are doing a camp-out, let newspapers and TV news stations know beforehand, and they may come out and take pictures and do a story. Write a press advisory about a week in advance of an event- make it concise, tell what exactly is happening and why they should cover it, and keep in contact so you know if they are actually going to show up.

### **Energy Saving Tips**

- Leaving a desktop computer plugged in overnight uses 4 kwh of electricity. That's 2.2 pounds of coal every night.
- The average dorm room, with everything turned off, but PLUGGED IN, uses 25 kw all the time. Unplug surge protectors.
- Mini fridges are responsible for over 50% of the electricity use for most Carleton dorm rooms, if you don't need it, unplug it.
- Sleep mode in computers still uses energy, unplug it.
- A cell phone charger plugged in uses 1 watt of energy indefinitely, whereas actually charging the phone uses 4 watts. UNPLUG IT.
- Turn off lights when not in use, even for short periods of time.
- Replace lightbulbs with compact fluorescents. CFLs use 1/3 of the energy of regular light bulbs.

**The next pages are the contact list of all the confirmed and tentative schools, some sample posters from past Dorm Wars, and a sample press release.**

## **Campus Wars Contacts Fall 2006**

### **MPIRG Campus Organizers:**

Rachel Bartleson (UMTC) – [rbartleson@mpirg.org](mailto:rbartleson@mpirg.org), 612-501-2553

Brad Hammer (St. Kate's, Hamline, Augsburg) – [bhammer@mpirg.org](mailto:bhammer@mpirg.org), 309-236-9425

Sean Koebele (Carleton, Macalester, UMM) – [skoebele@mpirg.org](mailto:skoebele@mpirg.org), 612-961-0333

Peter Starzynski (UMD) – [pstarzynski@mpirg.org](mailto:pstarzynski@mpirg.org), 773-882-1982

### **\*Carleton College:**

Whit Jones – [jonesj@carleton.edu](mailto:jonesj@carleton.edu)

Brittany Larson – [larsonb@carleton.edu](mailto:larsonb@carleton.edu) - MPIRG

Matt Cole – [colem@carleton.edu](mailto:colem@carleton.edu) - MPIRG

Dan Sugarman – [sugarmad@carleton.edu](mailto:sugarmad@carleton.edu) - MPIRG

### **\*Macalester College:**

Louise Sharrow – [esharrow@macalester.edu](mailto:esharrow@macalester.edu), 513-213-0086 - MPIRG

Timothy Den Herder-Thomas – [tdenherder-thomas@macalester.edu](mailto:tdenherder-thomas@macalester.edu) – MPIRG and all others

### **\*University of Minnesota Duluth:**

Birch Cappette – [capp0024@d.umn.edu](mailto:capp0024@d.umn.edu) - MPIRG

### **\*University of Minnesota Morris:**

Emily Helgerson – [helge106@morris.umn.edu](mailto:helge106@morris.umn.edu) - MPIRG

Rene Maes – [maesx004@morris.umn.edu](mailto:maesx004@morris.umn.edu) - MPIRG

### **\*University of Minnesota Twin Cities:**

Rachel Bartleson – [rbartleson@mpirg.org](mailto:rbartleson@mpirg.org)– MPIRG

Leo Kucek – [kuce0028@umn.edu](mailto:kuce0028@umn.edu)– MPIRG

Kevin Clay – [clay0092@umn.edu](mailto:clay0092@umn.edu)

### **College of St. Catherine:**

Eryn Schneider – [eeschneider@stkate.edu](mailto:eeschneider@stkate.edu)- MPIRG

### **\*Hamline University:**

Matt Leavitt – [mleavitt02@hamline.edu](mailto:mleavitt02@hamline.edu)- MPIRG

Bradley Bobbitt – [bbobbit01@hamline.edu](mailto:bbobbit01@hamline.edu)

Cassidy Meeks – [cmeeks01@hamline.edu](mailto:cmeeks01@hamline.edu)

### **Augsburg College:**

Brad Hammer – [bhammer@mpirg.org](mailto:bhammer@mpirg.org) - MPIRG

### **St. Olaf College:**

Mary Sotos – [sotos@stolaf.edu](mailto:sotos@stolaf.edu)

Jim Farrell – [farrellj@stolaf.edu](mailto:farrellj@stolaf.edu) – Professor at St. Olaf, very helpful and interested in campus sustainability, could help us with admin/finding students interested

**St. Thomas University:**

Bernadette Seefeld- [bmseefeld@stthomas.edu](mailto:bmseefeld@stthomas.edu)

Abby Gaul- [asgaul@stthomas.edu](mailto:asgaul@stthomas.edu)

**Southwest Minnesota State University:**

Samantha Hattey – [hatteys@mac.com](mailto:hatteys@mac.com)

**University of North Dakota at Grand Forks:**

Evan – [evan@aero.und.edu](mailto:evan@aero.und.edu)

**\*College of St. Scholastica:**

Courtney Mitchell- [cmitch2@css.edu](mailto:cmitch2@css.edu)

Josie Johnson- [JJohns15@css.edu](mailto:JJohns15@css.edu)

**Concordia College:**

Dana Cox – [dmcox@cord.edu](mailto:dmcox@cord.edu)

**To be copied and pasted in email field: BEWARE! Some email programs use semicolons, some use commas. Save yourself the trouble, and format it now.**  
[rbartleson@mpirg.org](mailto:rbartleson@mpirg.org); [skoebeler@mpirg.org](mailto:skoebeler@mpirg.org); [pstarzynski@mpirg.org](mailto:pstarzynski@mpirg.org);  
[jonesj@carleton.edu](mailto:jonesj@carleton.edu); [l Larsonb@carleton.edu](mailto:l Larsonb@carleton.edu); [colem@carleton.edu](mailto:colem@carleton.edu);  
[sugarmad@carleton.edu](mailto:sugarmad@carleton.edu); [esharrow@macalester.edu](mailto:esharrow@macalester.edu); [t Denherder-thomas@macalester.edu](mailto:t Denherder-thomas@macalester.edu);  
[capp0024@d.umn.edu](mailto:capp0024@d.umn.edu); [jschult4@d.umn.edu](mailto:jschult4@d.umn.edu); [skoo0024@d.umn.edu](mailto:skoo0024@d.umn.edu);  
[helge106@morris.umn.edu](mailto:helge106@morris.umn.edu); [maesx004@morris.umn.edu](mailto:maesx004@morris.umn.edu); [lyon0114@umn.edu](mailto:lyon0114@umn.edu);  
[clay0092@umn.edu](mailto:clay0092@umn.edu); [eeschneider@stkate.edu](mailto:eeschneider@stkate.edu); [mleavitt02@hamline.edu](mailto:mleavitt02@hamline.edu);  
[bbobbit01@hamline.edu](mailto:bbobbit01@hamline.edu); [cmeeks01@hamline.edu](mailto:cmeeks01@hamline.edu); [bhammer@mpirg.org](mailto:bhammer@mpirg.org);  
[sotos@stolaf.edu](mailto:sotos@stolaf.edu); [tjrodengen@stthomas.edu](mailto:tjrodengen@stthomas.edu); [zjsimmons@stthomas.edu](mailto:zjsimmons@stthomas.edu);  
[hatteys@mac.com](mailto:hatteys@mac.com); [evan@aero.und.edu](mailto:evan@aero.und.edu); [cmitch2@css.edu](mailto:cmitch2@css.edu); [dmcox@cord.edu](mailto:dmcox@cord.edu);  
[JJohns15@css.edu](mailto:JJohns15@css.edu); [asgaul@stthomas.edu](mailto:asgaul@stthomas.edu); [bmseefeld@stthomas.edu](mailto:bmseefeld@stthomas.edu);  
[bjvetter@stkate.edu](mailto:bjvetter@stkate.edu); [eeschneider@stakte.edu](mailto:eeschneider@stakte.edu); [lraetz@gac.edu](mailto:lraetz@gac.edu); [kwheeler@gustavus.edu](mailto:kwheeler@gustavus.edu);  
[jjohns15@css.edu](mailto:jjohns15@css.edu); [ediedrich@csbsju.edu](mailto:ediedrich@csbsju.edu); [Madison@stolaf.edu](mailto:Madison@stolaf.edu); [dermbach@carleton.edu](mailto:dermbach@carleton.edu);  
[kuce0028@umn.edu](mailto:kuce0028@umn.edu);

# Don't Let Olaf Win the Wieners\*

Unplug your cell phone charger  
Hang-dry your laundry

***DORM WARS 2006***

\* Save the most energy for your dorm during the month of February and win an all-dorm hot dog party from Tiny's Hot Dogs.

BROUGHT TO YOU BY MPIRG

*DORM WARS 2006*

*Things to Do  
in the Dark.*

*Take a shower*

*Eat strawberries*

*Dream*

*Dance*

*Talk with your roommate*

*Play hide-and-seek*

*Drink tea*

*Check your e-mail*

*Breathe*

*Take a walk*

*Tell scary stories*

*Play mafia*

BROUGHT TO YOU BY MPIRG

Q:  
What do the Ozone  
layer and your gluteus  
muscles have  
common?

A:  
They both love it when  
you take the stairs!!!!

***Dorm Wars 2006***- Save on Watson's  
electricity bill for the month of February and  
win an all-dorm hot dog party and tons of other  
stuff (DVD's, too!). Information brought to you by MPIRG, larsonb

BROUGHT TO YOU BY MPIRG



# MPIRG

Celebrating 35 Years of Student Activism!

**For Immediate Release**

**February 13, 2006**

Brittany Larson  
Organizing Intern  
Minnesota Public Interest Research Group  
Phone: 913-568-9820  
Email: [larsonb@carleton.edu](mailto:larsonb@carleton.edu)  
Fax: 612-607-4050

## Students Camp Out in the Cold to Promote Dorm Wars

**Northfield-** On the Carleton College campus this time of year, you find ice skating rinks, amateur movies, the usual grind of rigorous class schedules, and this week, seven students sleeping out in tents on the bald spot. Why would they be doing this in the middle of February with warm, cozy dorms right next door? They're doing it to raise awareness about excessive energy usage on campus, of course.

Carleton and St. Olaf are currently engaged in an energy-saving competition called Dorm Wars. The contest is two-fold: campus vs. campus and dorm vs. dorm. Whichever dorm to reduce energy usage the most in comparison to last February wins a party featuring hot dogs donated by Tiny's, as well as other prizes purchased by College President Robert Oden.

Dorm Wars is put on by a coalition of students including, on the Carleton campus, The Minnesota Public Interest Research Group (MPIRG), Students Organizing for the Protection of the Environment (SOPE), Greenhouse, and other members of the Green Newtork, as well as The Environmental Coalition at St. Olaf.

By sleeping out in tents and using minimal amounts of electricity, we hope to remind students to constantly think about saving energy, and to realize that it's easy to cut back on your usage. As a result of Dorm Wars, we hope that students will develop lifelong habits of not needlessly using the world's limited and valuable resources.

For more information on the students camping out, Dorm Wars, or Energy Month, contact Carleton's chapter of MPIRG by emailing Brittany Larson, organizing intern, at [larsonb@carleton.edu](mailto:larsonb@carleton.edu).

**WHO:** Carleton MPIRG students will be camping out in tents all week.

**WHAT:** Camping out to remind and encourage students to save energy and showing examples of how to do that, as well as to promote Dorm Wars and Energy Month.

**WHEN:** February 12<sup>th</sup> through February 17<sup>th</sup>.

**WHERE:** The bald spot at Carleton College, across from Sayles-Hill.

###

## Media Contacts:

Please always check that you have the right person when calling, some of these phone #s may be the central assignments desk although I have tried to find personal phone #s. Also make sure that you have the right fax # when you talk with these people.

### News papers:

Star Tribune: Tom Meersman, Environment Reporter ([meersman@startribune.com](mailto:meersman@startribune.com))  
Phone: (612) 673-7388 Fax: (612) 673-7833

Opinions Editor: [rmeador@startribune.com](mailto:rmeador@startribune.com) (612) 673-7383

Pioneer Press: Dennis Lien, Environment Reporter ([dlien@pioneerpress.com](mailto:dlien@pioneerpress.com))  
Phone: (651) 228-5588 Fax: (651) 228-5500

Minnesota Daily ([news@mndaily.com](mailto:news@mndaily.com))  
(612) 627-4070 ext. 3203

Associated Press ([apminneapolis@ap.org](mailto:apminneapolis@ap.org))  
(612) 332-2727

### Radio:

MN Public Radio:

PattiRai Rudolph ([prudolph@mpr.org](mailto:prudolph@mpr.org)) - MPR news coordinator (651) 290-1330

(Possible good contact): Euen Kerr ([ekerr@mpr.org](mailto:ekerr@mpr.org)) fax: (651) 290-1295

KFAI-FM Radio:

Ann Alquist ([aalquist@kfai.org](mailto:aalquist@kfai.org)) - News director (612) 341-3144 , ext. 18

WCCO-AM Radio:

Telly Mamayek ([tmamayek@wccoradio.cbs.com](mailto:tmamayek@wccoradio.cbs.com)) - (612) 370-0691

KMSP Radio:

Assignment Desk: (952) 942-0455

### TV:

KSTP-TV: Jason Davis with "On the Road" ([ontheroad@kstp.com](mailto:ontheroad@kstp.com))

Check #s for Jason or central: Phone: (651) 642-4600 Fax: (651) 642-4540

KARE 11 TV: Rick Kupchella (big Will Steger fan) ([rkupchella@kare11.com](mailto:rkupchella@kare11.com)) no personal phone: KARE 11 switchboard: (763) 546-1111 Fax Advisories to Advisory Board: (763) 546-8606

WCCO-TV: Don Shelby – ([dgshelby@wcco.cbs.com](mailto:dgshelby@wcco.cbs.com))

Assignments Editor George Norman ([gtnorman@wcco.cbs.com](mailto:gtnorman@wcco.cbs.com)) Phone: (612) 330-2509  
Fax: (612) 330-2767

Mark Butcher ([mebutcher@wcco.cbs.com](mailto:mebutcher@wcco.cbs.com)) (612) 330-2504

FOX 9 News ([FOX9NEWS@foxtv.com](mailto:FOX9NEWS@foxtv.com)) channel 9 Phone: (952) 946-5767

**For contact information for out-state newspapers, please email [skoebele@mpirg.org](mailto:skoebele@mpirg.org). We have spreadsheets with contact info that were too big to print and include, but they can be emailed as attachments.**