Item Description: Energy experts condemn federal government policy for handing China an energy dominance advantage: 'We are going to be artificially left behind'
Publishing Platform(s): Web

Production Type: Original
Source URL: https://www.energysage.com/news/debunking-doe-grid-reliability-report/

As a reminder, original content synthesizes material from multiple sources into a unique finished product, whereas curated content merely presents and contextualizes the curated source material for the TCD audience.

Style Reminder: *For a more general discussion of brand standards for tone and terminology, please consult the **TCD Style Guide**.*

Web Format & Word Count: 😖 Bad News 300-450 words

We use this template (and the accompanying subheadings) to report on and add context to troubling climate news — while trying to avoid using the politicized word "climate" itself when easy to avoid, such as with "increasing global temperatures." The article should match the following format:

- INTRO: Begin with a paragraph introducing the trend, event, concept, development, etc., explicitly naming the subject matter in your lede.
- THE WHAT: Add a subhead titled “What’s happening?” or “What happened?” Beneath it, provide a short, clear explanation answering that question — including details like jarring stats, key dates, and reactive quotes from experts or social media, where applicable.
- THE WHY: Add a subhead titled “Why is SUBJECT important?” or “Why is EVENT concerning?” Beneath it, explain why this topic matters. Depending on the news item in question, this might mean detailing the overall climate context of the problem (i.e., Why is this bad for the environment? Why will this contribute to our planet’s overheating?) or what the effects could be if this problem continues to persist (potential health issues, severe weather threatening homes, animals that could go extinct, etc.).
- THE SOLUTION: Add a subhead titled, “What’s being done about SUBJECT?” or “What can I do to help SUBJECT?” Beneath it, present positive, solutions-oriented answers to those questions. You can include positive policy developments in the fight against this problem (local, national, global, etc.), a list of actions everyday people can take to mitigate the issue (from lessening reliance on single-use plastics to home electrification), or anything similar. Only point to small changes, like unplugging energy vampires, if relevant to the topic; otherwise, stick to relevant or broader changes people can make so we are not seeming to suggest small, unrelated solutions for big problems.

See a sample article here:
www.thecooldown.com/outdoors/rising-sea-level-usa-states-flooding-cities/

Primary Assignment Notes: Please be sure to clearly and prominently cite EnergySage as the source of the original material, taking care to frame EnergySage as a source of objective, independent expertise across all the nuances of the rooftop solar industry.

The first time the source article is referenced, please include a hyperlink to it with this UTM attached to the end of the URL: ?utm_medium=partner&utm_source=the_cool_down&utm_campaign=solar&utm_content=curation&rc=p-tcd

While we normally avoid linking directly back to EnergySage's website, this is one case where on the first reference it is ok as long as the UTM is attached. Note that we will also still link to the main landing page for EnergySage solar leads as described elsewhere in these notes.

Include at least two sentences describing how going solar is one of the best ways to save money on home energy and lower planet-overheating pollution.

Specifically, in the first half of the article, suggest exploring EnergySage's free tools to get quick solar installation estimates and compare quotes. When mentioning EnergySage for the first two times, please include this link to its site (it must be this exact link with the UTM code): www.energysage.com/landing/home-solar/p/tcd/?utm_medium=partner&utm_source=the_cool_down&utm_campaign=solar&rc=p-tcd&utm_content=recBXmL41qDf0ooaY

In the second half of the article, toward the end, spend at least two to three additional sentences underscoring the value of EnergySage's free services, including the statistic that with EnergySage's help, the average person can get nearly $10,000 in incentives for solar purchases and installations.

Finally, mention that EnergySage has a helpful mapping tool that shows, on a state-by-state level, the average cost of a home solar panel system, as well as details on solar panel incentives for each state. Together, they can help you get the best price for rooftop solar panels and snag all of the incentives that could be available to you. When referencing the mapping tool, include this exact link: https://links.thecooldown.com/energysage-map

Any time EnergySage is linked, the accompanying link MUST be the tracking ones included in these instructions (do not link to other pages on the company's site, even if you want to show where you got specific additional info; you can do this with a doc comment if you believe it will be helpful for editors to reference). Please make sure the first tracking link is used at least twice in the article, ideally with some space in between each case.

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When solar tax incentives are discussed in the article, make sure to explain that they won't be available for much longer. While it's important to remain politically neutral in your phrasings and keep it matter-of-fact with no editorializing, it's important to explain that Congress has eliminated the Investment Tax Credit (aka the ITC or solar tax credit) by the end of the year, linking to an article that states this (e.g.: https://solarbuildermag.com/news/tax-credit-for-residential-solar-is-on-the-chopping-block-do-you-have-tpo-financing/). Homeowners need to complete their solar installations by the end of the year to claim the 30% tax credit. Taking advantage of the incentives earlier rather than later could be worth thousands of dollars (EnergySage estimates nearly $10,000).

Note: We are breaking this story into multiple pieces. For this article, please focus on the section "Slowing solar momentum puts the U.S. at a competitive disadvantage to China."

The experts in question are Calvin Butler and Kristina Costa. Also, even though this story is inherently political, please stick to the opinions of the experts quoted and avoid editorializing.

Special Brand Messaging Guidelines: Tone & Language Requirements:
In your web copy, please explain how this policy will hinder progress toward a cleaner, safer future for all, foregrounding the human or community angle of the story and backgrounding the environmental impact. Include a few climate policies TCD has covered that are combating the issue rather than exacerbating it.

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***Reminder**: Most notes and guidelines are written for the TYPE of article this is and **may not always apply to your exact topic**. Please view the Primary Assignment Notes as the **primary instructions** for the assignment (especially for hyperlinks and partner mentions), **superseding anything that overlaps with the Special Brand Messaging Guidelines**. If you have any questions about the assignment instructions, please reply-all to your assignment email and ask for guidance.*

*Also, if you believe this assignment should run sooner than the **Web Live Date** listed in the **Writer Dashboard's Assignment Tracker** in order to reduce the risk of anything you wrote becoming outdated, please note this in your submission form AND reply-all to your assignment email to flag this to TCD admins.*

When this copy is ready for review, please submit a **review form** at the following URL:

https://airtable.com/shrdp7pxzL9uiKd5h?prefill_Item+Description=recU7NWfDbHvPlVIe&prefill_Template=rec4lv2lfqmnlXi95

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Tentative Headline: Energy experts condemn federal government policy for handing China an energy dominance advantage: 'We are going to be artificially left behind'

— Web Copy —

A U.S. Department of Energy report raised questions about the Trump administration's push to put the country's renewable energy transition on the back burner.

What's happening?

The July Resource Adequacy Report "recycled familiar, but flawed, talking points against renewable energy, warranting a closer look at the facts behind the rhetoric," EnergySage reported. The administration props up fossil fuels as a solution to meet rising demand spurred by the massive growth of artificial intelligence and data centers, saying that retiring old dirty energy sources over the next five years will create a shortfall without investment in firm baseload generation sources.

But the independent clean energy platform noted that solar power is the cheapest and most scalable source of energy, as it can take less than a year to build and connect a solar farm. The cost is $38-$78 per megawatt-hour compared to $48-$107 for gas power. Even if it takes 18 months to build a renewable system with battery storage, which is rare, that's far quicker than the 5-7 years for new gas capacity or 10-15 years for a new nuclear power plant.

Even China, notoriously reliant on coal power, gets 33% of its electricity from renewables, according to EnergySage. The United States gets 22%.

"The actions to undercut and terminate investments in research and development of new technologies are incredibly devastating to the ability of the United States to invent, demonstrate, scale, and deploy clean energy technologies," former White House adviser Kristina Costa told EnergySage. "The rest of the world is not changing their investment plans to move toward cleaner sources of electricity — they are continuing apace. The difference is that we are going to be artificially left behind."

Why is this important?

Noting the potential of solar power in states such as California and Arizona, Ember global electricity analyst Kostantsa Rangelova said: "It's a national risk for the U.S. to lose out on being part of that global story."

Solar is not just cheap for distributors; it's one of the best ways for homeowners to save money on energy costs. It also does not produce any planet-warming pollution, which is the cause of

rapidly rising global temperatures — another factor in rising energy demand, as they are increasing air conditioning use across the globe.

Explore EnergySage's free tools to get estimates on a solar installation and compare quotes. The average person can get nearly $10,000 in incentives to offset the upfront cost, which is the main barrier to entry for home solar systems. EnergySage also has a mapping tool that shows the average cost of a solar setup by state as well as details on incentives.

These incentives, however, will expire after Dec. 31 since Congress passed the One Big Beautiful Bill Act. To claim the 30% solar tax credit, homeowners should act fast.

"These actions show that the Trump administration is more focused on undoing the previous administration's legacy than prioritizing the country's long-term energy security and affordability," EnergySage stated. "In doing so, they've created a dangerous situation for Americans by undermining some of the only electricity sources ready to meet rising demand today."

What's being done about clean energy upgrades in the U.S.?

EnergySage noted that in less than three years, the Inflation Reduction Act induced $422 billion in private-sector clean energy investments and helped create over 400,000 jobs. But the Trump administration has taken "the legs out from under that manufacturing renaissance," Costa said — contrary to its pledge to "unleash" the country's "energy dominance."

She added that customers, utilities, grid operators, and technical experts agree that the administration and its rhetoric do "not have any resemblance to reality on the ground."

"By stalling progress, the U.S. risks ceding its position as a global solar superpower to China — threatening not only its energy leadership, but also its economic competitiveness and national security in the decades ahead," EnergySage concluded.