



Putting a New Face on Selling Peak Oil: Kris Can

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Topic: [Sociology/Psychology](#)

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I think it might be safe to say that the peak oil movement has long had a mostly older male and perhaps somewhat, erm, geeky set of spokespeople - from James Howard Kunstler to Richard Heinberg to Matthew Simmons--in that they've all tried to convince people through logic, facts & figures and long speeches at conferences that we should be worried about PO. And even our own staff here at the Oil Drum--aside from Gail and Leanan--are middle age to older men. (Though it should be noted that we are making some changes soon to add a little more diversity and different types of media to TOD...but more on that later!)

So how else can we generate Peak Oil awareness? [Kriscan](#) - a young woman with a video blog that's making her PO pitch using all sorts of innovative marketing techniques - asking people on the street, [making a song about peak oil](#), and yes even resorting to the types of suggestive body language more typical of an MTV music video (think Christina Aguilera) than college professor lecture.

Here's her recent attempt at asking random people on the street if they even know what Peak Oil is:

And a public service announcement that you will not be seeing on network Television:

Now watch it again and try to concentrate on the words. Believe me, it starts to sink in after the fifth or sixth viewing. JH Kunstler has even [commented about her](#) and she has a video response to him.

What innovative ideas have you seen out there to educate people about peak oil in your area?



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