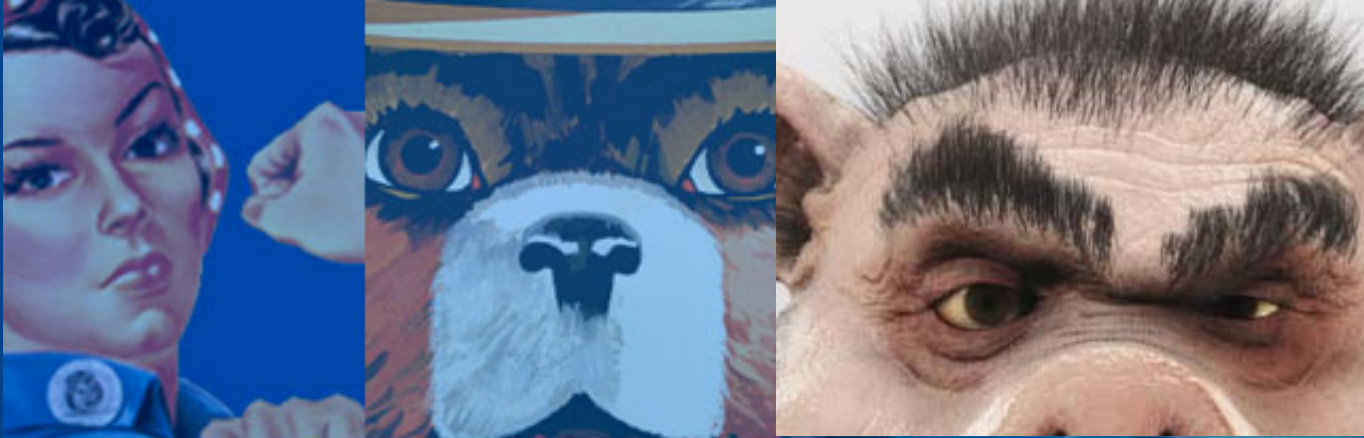


Alabama
Alaska
Arkansas
Colorado
Georgia
Guam
Kansas
Kentucky
Louisiana
Maryland
Minnesota
Missouri
Nevada
New Mexico
North Dakota
Ohio
Oklahoma
Texas
Utah
Virginia
Wyoming



Mid-Campaign Report



Energy Outreach Colorado
Together we generate the power to help.





www.EnergyHog.org



NAIMA
NORTH AMERICAN INSULATION
MANUFACTURERS ASSOCIATION

Proud Partners

Agenda

1. Campaign overview
2. Measurements of success
3. Results so far
 - TV spots
 - Radio spots
 - Website hits
 - Public Relations Efforts
 - Other

Energy Efficiency Campaign

Campaign Goal

- Raise public awareness of the benefits of energy efficiency and conservation.

Campaign Strategies

- Use effective advertising to empower children to take the lead in their home and influence their parents to make wise energy choices. (years 1 & 3)
- Reach adults with Public Relations

Campaign Overview

Non-Profit Sponsor: Energy Outreach Colorado, with support from NFFN

Major Partners: The U.S. DOE, Home Depot, North American Manufacturers Association (NAIMA)

20 state energy offices:

- Alaska, Alabama, Arkansas, Colorado, Georgia, Kansas, Kentucky, Louisiana, Maryland, Minnesota, Missouri, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, Texas, Utah, Virginia, Wyoming

***New partner:** The Guam Energy Office

The Energy Efficiency Campaign Progress Report

PHASE 1

CHILDREN 8-11 years

Kid TV: complete, distributed to all TV stations in U.S.

4 spots -- Fridge :30, :15
Exterminator :30, :15

Kid Radio: complete, distributed to all radio stations

5 spots – The Three Hogs :60
A Curly Tale :60
The Boy Who Cried Hog :60
Deal :30, :55/:05

Website: complete

www.energyhog.org

Web Banners: artwork complete, not distributed

Will be distributed by end of Oct.

Other Collateral Materials: complete, ongoing

Bookmarks, Costume, Tattoos, Scavenger Hunt, Classroom kits-done. Posters (coming soon).

The Energy Efficiency Campaign Progress Report

PHASE 2

ADULTS – PUBLIC RELATIONS, not PSA's

Video News Release: complete
w/Admiral Truly, not distributed

Waiting to distribute in winter
(colder, higher energy bills)

Audio News Release: complete/
distributed

652 placements nationwide (24
million impressions)

Website: wire frame complete,
end of October

Will be live by end of Oct.

Web Banners: working on

Distribution Feb/March 2005

Other Public Relations:
ongoing

National speaking opportunities; radio
and TV, pitching this winter

Measurement of Success

- Donated media dollar value
 - reports provided on a quarterly basis (always one full quarter behind)
- Campaign fulfillment
 - website hits (games, scavenger hunt, etc)
- Research tracking study
 - provides pre and post wave comparison
 - measures advertising and issue awareness

Campaign Results

- Launch: March 8th, 2004
- Available Data:
 - Broadcast TV: March-August
 - Cable TV, Radio: March-June
 - Radio: March-June
- Total Donated Media Value to date:
 - \$7,201,289



TV Results

How Results are Measured

TV

- **Broadcast TV: Nielsen Sigma monitors network affiliate and independent stations in all 217 DMAs and reports to Ad Council monthly**
- **Cable TV: Nielsen Sigma monitors network stations and reports to Ad Council quarterly. Local cable is accounted for by formula based on distribution and media universe standards**

Broadcast TV Results

- Spots ran 11,512 times through August
- Donated media value: \$386,389
- Nearly 60% ran between 7 a.m. and 7 p.m. – good daytime placements for children
- Ran in top 5 DMAs - NY, LA, Chicago, Philadelphia, San Fran

Network TV Results

(March-June only): value = \$45,000

- Cartoon Network value (\$30K)
- CNN International
- Speed Channel (auto racing)

Local Cable TV

- Distributed in May
- May-June: \$1,095,100



Radio Results

How Results are Measured

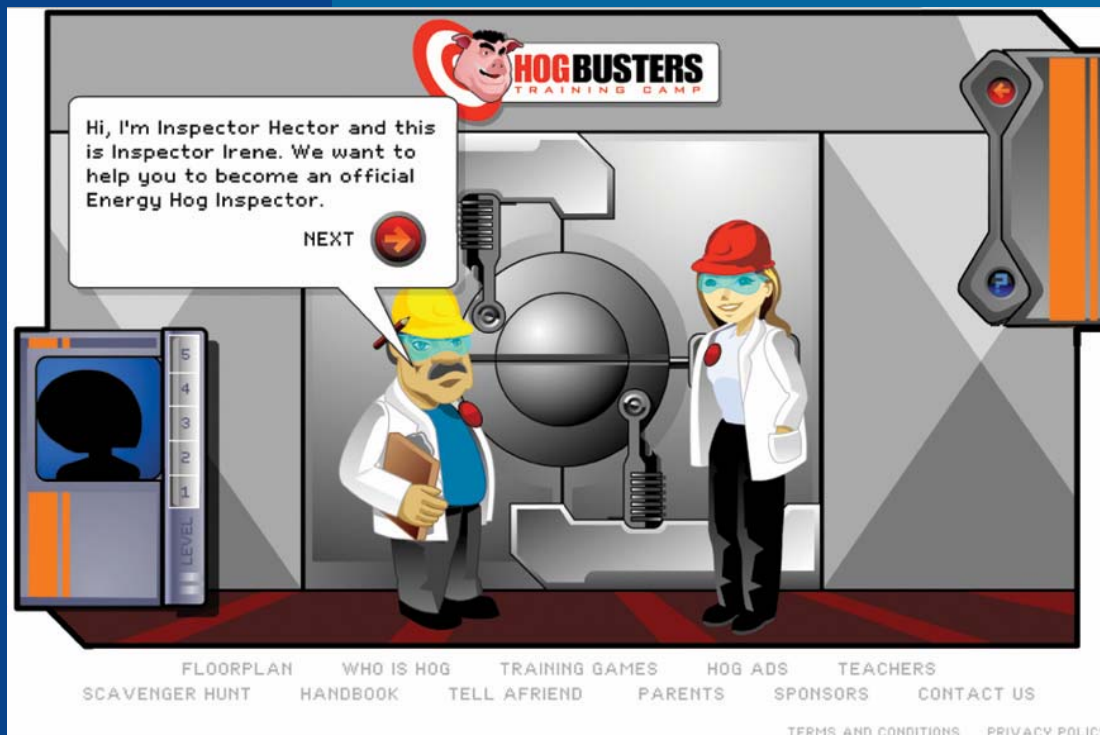
Radio

- **Tracking:** Verance monitors stations and reports to Ad Council quarterly

Radio Results

- Spots ran more than 130,000 times through June
- Donated media value: \$5,355,200
- Highlights
 - Spots ran on ABC radio in the top 3 DMAs – NY, L.A., Chicago
 - Radio is typically 50% of donated value of Ad Council campaigns

Website Results

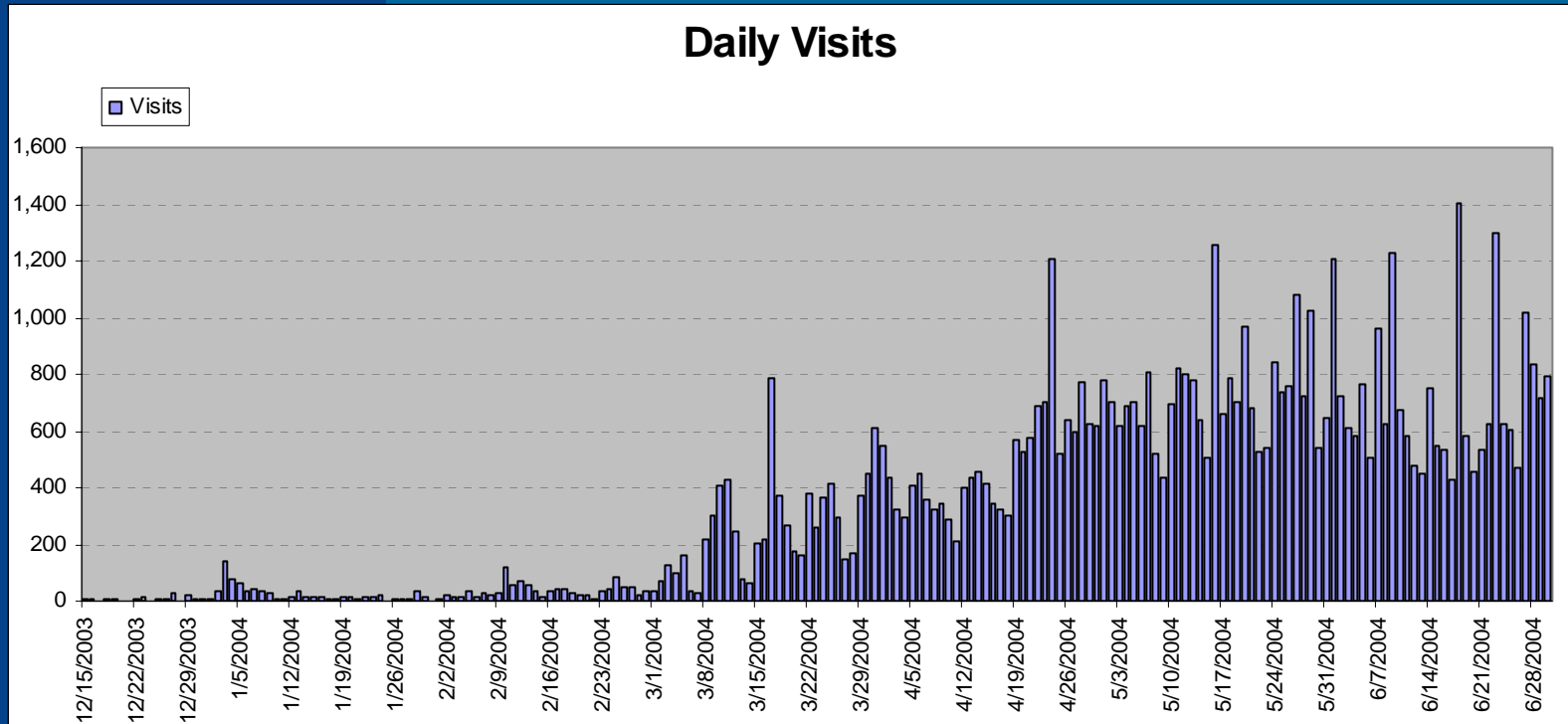


How Results are Measured

Website

- **Website: Hits reported monthly**
 - More than 108,000 visits since launch
 - Since March, we've averaged more than 18,000 visits per month. More than 10,000 per month unique visitors (new)
 - Average time on site is a remarkable 10 minutes

Website Results



- Since March, average 18,000 visits per month

How Results are Measured

Website

- Generally, if a visitor plays one game, they play all 5
- Most get there by typing URL directly
- Other top referrers include aol.com, google.com, yahoo.com, and msn.com
- Sponsor referrers include energy.gov, state.ks.us, simplyinsulate.com, utah.gov, nationalfuelfunds.org, and naseo.org

Research Tracking Study



**How
Results
are
Measured**

Research Tracking Study

- **Gauging Awareness: Ad Council conducted pre-campaign telephone study for children and adults to get a baseline “awareness” measure**
- **Same study will be conducted approximately 18 months after distribution**

Fulfillment Materials



- Costume
- Bookmarks
- Tattoos
- Secret Toolkits



Secret Tool Kit
for fighting off energy hogs!



www.energyhog.org

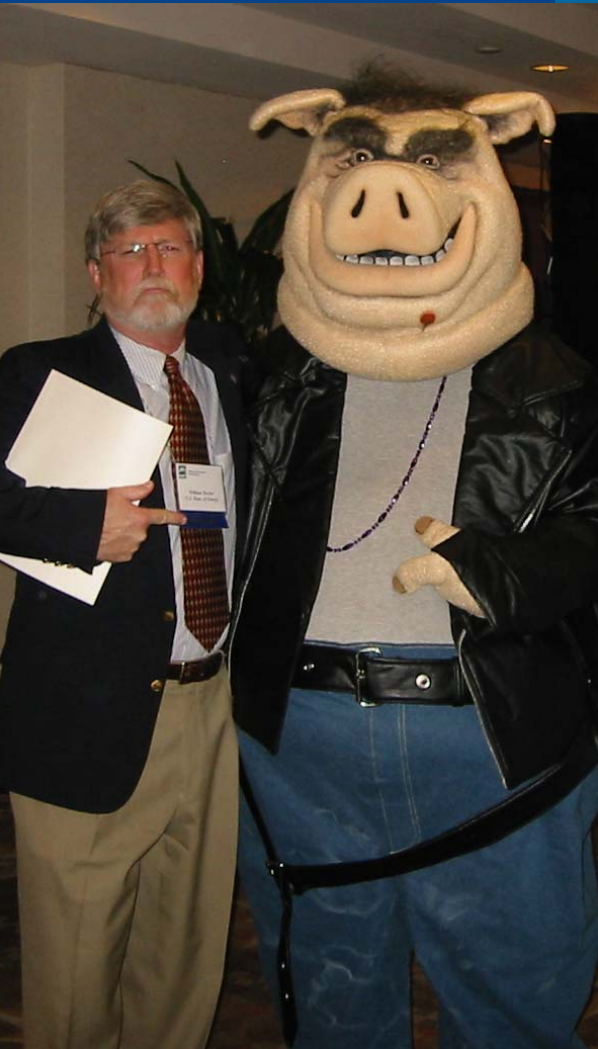


NAIMA
NATIONAL ASSOCIATION
OF INDUSTRIAL MANAGERS

Alabama Department of Economic and Community Affairs, Arkansas Department of Economic Development, Energy Office, Colorado Governor's Office of Energy Management and Conservation, Georgia Environmental Facilities Authority, Louisiana Department of Natural Resources, Minnesota Department of Commerce, State Energy Office, Missouri Energy Center, North Dakota Department of Commerce, Ohio Department of Development, Office of Energy Efficiency, Pennsylvania Department of Environmental Protection, Texas State Energy Conservation Office, Virginia Department of Mines, Minerals and Energy



Other



- **107 partner and non-partner “requests”**
 - Materials for events
 - TV or radio for local TV, other
 - Articles or website links
- **40 Events** (other than school visits)

Example: Utility Co. Requests

Note: This is just a sample of requests - there are many more

- **Indiana Municipal Power Agency**
- **Memphis Light Gas & Water (TN)**
- **Savannah Electric (GA)**
- **First Electric Cooperative (AR)**
- **Electric Light and Power**
- **Maquoketa Valley Electric Cooperative (IA)**
- **City of Sugarland (TX)**
- **White River Valley Electric Coop (MO)**
- **Glendale Water and Power (CA)**
- **Bonneville Power Administration**
- **NC Electric coop (NC)**
- **Nat'l Rural Electric Coop (NRECA)**
- **MO Public Utilities**

Example: Articles

Note: This is just a sample of requests - there are many more

- **Deseret Morning News (UT)**
- **TXU – newsletter article**
- **Richmond Times Dispatch**
- **Akron Beacon Journal**
- **Columbus Dispatch**
- **American Public Power Assc.**
- **Topeka Capital Journal**
- **Girl Scouts USA**
- **Delaware County Daily**
- **Jamestown Board of Public Utilities**

Example: Events with Energy Hog

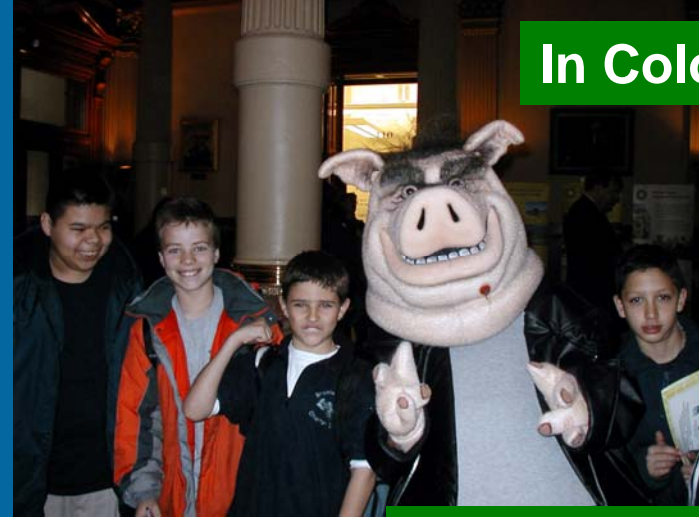
Note: This is just a sample of requests - there are many more

- Alabama public events
- Alaska Rural Energy Conference
- Kansas – Back to School Fair
- Denver St. Patrick's Day Parade, other events
- Maryland Assc. Of Counties Conference
- Missouri Earth Day
- MN- Energy Smart Conf., Affordable Comfort
- NM State fair
- Ohio public events
- TX public events
- Utah Earth Day with Governor at capital
- VA Energy Fair

In Kansas



In Colorado



In Utah with Governor



**W/ Ken Mentzer
(NAIMA) at Western
Governor's meeting**



In Utah



In Alaska



In Missouri



NEW

Energy Hog Classroom activities!

To request free
classroom
activities, call
NEED at

800-875-5029

School Programs In

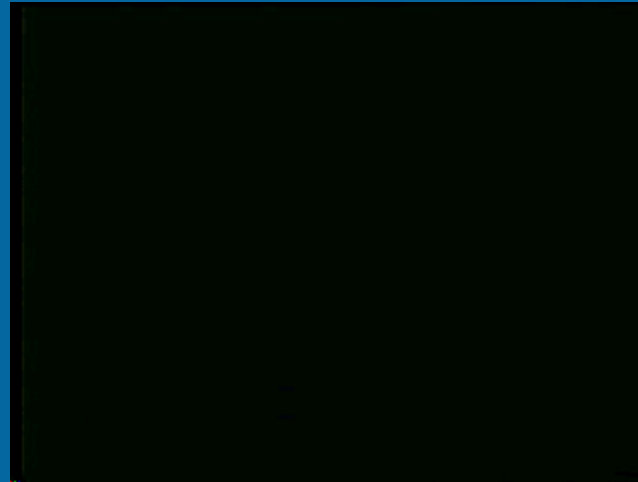
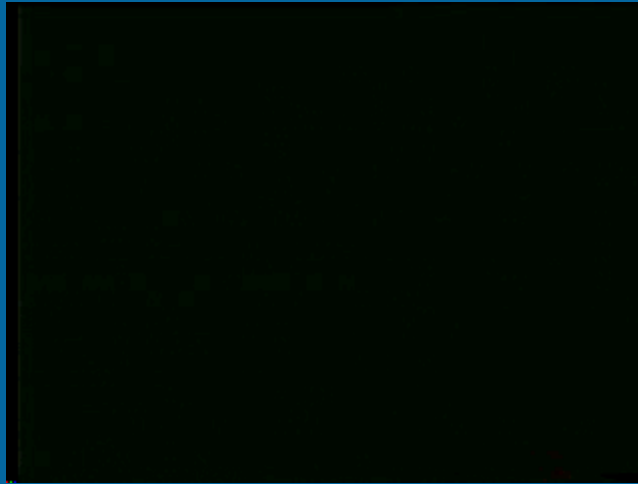
- Colorado
- Nevada
- Wyoming
- Minnesota
- Kansas



PR Results so far

- Video New Release, January:
Will be distributed to top 30 media markets + partner states
- Regional Media Tours: 9 cities (3 complete), results - 4 TV stories, 2 print
- National speaking opp's - TV
- National Radio announcement (complete, 652 placements)
- National Print

Tampa local news clips



Example: Print coverage

-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Press Syndicate, Inc.

5664
EXAMINER ENTERPRISE

BARTLESVILLE, OK
06/02/2004
N
CIRC: 15000

Helping people stay cool without overheating family budget

(NAPS) — If you have begun to get hot under the collar about rising energy costs, you have lots of company. The Energy Department recently predicted a 3.5 percent increase in U.S. electricity rates, just as summer arrives.

The typical U.S. household already spends about \$1,446 a year on home energy bills. While there may not be anything that consumers can do about power rates, a new nationwide campaign has been established to help people become smarter users of energy and save money in the process.

The campaign, produced by the Advertising Council and TracyLocke, and sponsored by Energy Outreach Colorado, is distributing information on smart energy usage throughout the United States. A primary source is the campaign Web site at www.energyhog.org. While designed in part for children, the site contains useful tips on energy efficiency improvement projects for adults as well as links to related energy efficiency sites for people of all ages. For example, there's a link to the U.S. Department of Energy, which offers an online virtual home tour with tips for saving energy and money at home in a single-family house, a condo or an apartment.

The site contains tips that are written in straightforward language that can be understood by any homeowner or apartment dweller who wants to minimize summer electricity costs while still staying cool. For example:

- Keep the sun out during the day and let the cooler night air be a source of comfort. So get into the habit of closing the windows and drawing the blinds each morning.

- Trim vegetation from around the air-conditioning unit. Keep bushes and other plants four to five feet away from your outside condensing unit. This will allow ample airflow around the unit.

- Adjust the rotation of ceiling fans. Most ceiling fans have reversible motors, so all you have to do is flip a switch to change direction with the season. During the summer, your fan should rotate counterclockwise to circulate the cool air.

- Use ceiling, box or oscillating fans in conjunction with the air conditioner. Fans create a windchill effect that makes you feel cooler at a warmer thermostat setting. But remember, this cooling effect only works if you are using the air conditioner.

- Check air filters. Take the time to check them out now and replace the ones that are dirty. Use your monthly elec-

tric bill as a reminder to check your filters each month.

- Add reflective film or solar screens to windows. These simple additions can go a long way in reducing heat gain, which will lower energy usage. When added to windows on the eastern and western sides of your home, these materials can reduce your annual cooling costs by up to \$11 for each 3-by-6-foot window. For windows with a southern exposure, you can save about half that amount.

- Set your thermostat on "auto." Use the "auto" fan setting on your thermostat. Setting it to "on" causes the fan to run even when you are not there. This increases your bill, but doesn't provide any benefits.

- Check the level of insulation in the attic. This is especially important

if you own a home that is more than 20 years old. More than 80 percent of houses built prior to 1980 lack adequate ceiling insulation. If you like do-it-yourself projects, your local home improvement center can guide you through this. If you'd rather call a professional, look for a local insulation company and make sure it is bonded and insured.

The energy efficiency campaign is supported by the leading energy experts at the U.S. Department of Energy, the Home Depot, the North American Insulation Manufacturers Association, the National Fuel Funds Network and 20 state energy offices throughout the United States.

For more energy tips that you can use year-round visit www.energyhog.org.

Small changes can make big impact on utility costs

Colorado expert demonstrates techniques to stop energy waste

BY A. LEE GRAHAM
STAFF WRITER

Paul Kriescher held a laser thermometer to a light bulb and spied savings.

"Just as I thought," said the energy guru, sensing 120 degrees emanating from the glowing orb.

Just a few degrees cooler and utility costs would drop, a realization not lost on Kriescher or homeowner Jennifer Little. She welcomed energy experts into her Irving home on Tuesday to learn ways to control energy expenses.

Though the demonstration occurred in the Dallas Cowboys' hometown — for now, anyway — it proved to Plano residents and

others how a few simple strategies can save big bucks in the long haul.

"That message is important for Plano and anywhere else with high energy bills," said Kriescher, a Colorado energy expert promoting energy efficiency.

Launched by The Ad Council, the national efficiency campaign teaches consumers to identify "energy hogs" and battle wasteful energy use.

"I knew about air-conditioning savings but not about what a differences appliances and light bulbs could make," said Little, whose first utility bill as a homeowner proved shocking.

The former apartment dweller paid \$40 to See ENERGY, Page 14A



Paul Kriescher with Energy Outreach Colorado and a member of the National Energy Ad Campaign Council displays an energy efficient lightbulb in an Irving home Saturday.

DAVID JOHNSON
STAFF PHOTO

Groups Offer Energy Tips To Children

By LIZ BLEAU lizbleau@denverpost.com

Published Aug 1, 2004

RIVERVIEW — A light bulb can be a really bright idea if it's saving you money on your energy bill.

And those spiggly, energy-saving fluorescent light bulbs can do just that, costing \$10 to \$12 a year less to operate than standard incandescent bulbs.

That and other ways to squeeze the excess out of energy bills were among the tips offered in Riverview on Tuesday in a demonstration by two nonprofit groups trying the Southwest by getting people to stop being energy hogs.

The Advertising Council and Energy Outreach Colorado, a nonprofit energy efficiency group, produced the campaign and geared it primarily toward children. Paul M. Kriescher of Energy Outreach Colorado used a model home in the South Fork subdivision for the demonstration.

He showed how a compact fluorescent bulb, using only 10 watts of electricity, generates heat up to only 10 degrees, compared to an incandescent bulb that uses 60 watts and burns at 125 degrees.

"What you're spending a bit of your energy dollar for is to heat the incandescent bulb," he said. The fluorescent bulb, which cost about \$6 to \$10, last up to 10,000 hours, compared to standard bulbs that last up to 1,000 hours, he said.

Other home energy-saving tips include:

- Keep the sun's heat out of your home by using coatings and films rated "Low-E" on windows and closing drapes and blinds during the day when the house is empty.

- Maintain your air conditioner at 75 degrees when you are home and turn it up to 80 when you leave. It's not hard to do this with easy-to-install programmable thermostats found in home-improvement stores for about \$40.

- Cool indoor air with ceiling fans.

For more tips, visit www.energyhog.org.

Energy guru demonstrates cost-cutting tips

Continued from Page 1A

Little, holding the \$30 bulb. "So when she discovered a need for 'how to' tips to demonstrate energy-saving techniques, Little brought in the change."

"It was a huge difference," said Little.

Large energy bills are a source of frustration and higher bills that Kriescher showed Little and a handful of media representatives how to reduce energy use. It's a daily battle with him.

An advocate of Lightbulb Trading, Energy & Design Inc. in Denver, Kriescher specializes in residential energy audits and energy efficiency.

He explains "The Ad Council campaign," "energy hog" mascot, portrayed as a villainous character, representing energy-wasting appliances and energy audits and giving fans the "back account" list. These coupons can obtain with a few dollars' worth of energy efficiency improvements, according to Kriescher.

"When you have low, you use energy. That's why you have low. Using light without heat or air is a big money saver. The energy program focused on the Irving home, putting out articles and creating weekly alerts along the way."

"Start with energy audits that people can run out to Home Depot and fix with \$20 worth of

money," said Kriescher.

Some of those involve no cash. "Energy turning your blinds downward instead of upward contributes heat and prevents heat from rising," said Kriescher.

Using ceiling fans to circulate air can save money, as well — at least than a penny an hour. Purchasing a new refrigerator can cut annual power expenses from \$90 to \$29 thanks to recent advances in energy efficiency, according to Kriescher.

"I never thought about that," said Little, surrounded by diagnostic equipment collecting data on her suburban abode. From without, she can see the energy audit equipment, her own savings. Conducting monthly air movement and utility costs.

"It's just one way we all can save," said Kriescher.

Other strategies include:

- Closing the sun. During spring, winter and fall on sunny days that will not warm your roof. Homeowners may open shades on all east, west and south windows in morning hours and close them at sunset. The passive solar energy can cut heating costs from 10 percent to 30 percent on

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HUTCHINSON, MN
06/02/2004
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CIRC: 2400

NEW CAMPAIGN AIMS TO HELP PEOPLE STAY COOL WITHOUT OVERHEATING FAMILY BUDGET

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Fans of home comfort are welcoming a new campaign that offers energy-saving tips written in straightforward language.

So get into the habit of closing the windows and drawing the blinds each morning.

- Trim vegetation from around the air-conditioning unit. Keep bushes and other plants four to five feet away from your outside condensing unit. This will allow ample airflow around the unit.
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Energy Outreach Colorado
Together we generate the power to help.



Rick Grice
Governor's Office of Energy
Management and Conservation

Maria Ellingson
Energy Outreach Colorado
(303) 825-8750 x225