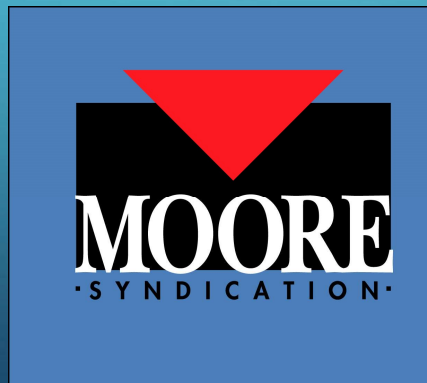
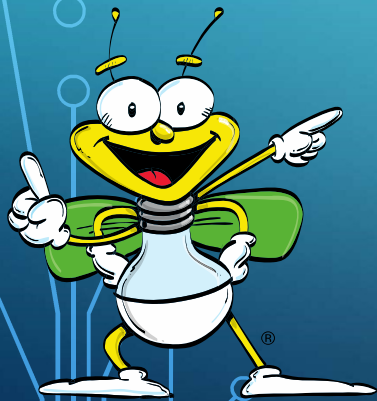


# IMPORTANCE OF SAFETY PROGRAMS TO CHILDREN AND PROVEN EFFECTIVE CAMPAIGNS

PRESENTED 2018 BY MOORE SYNDICATION, INC



# WHY TEACH SAFETY TO SCHOOL CHILDREN?

- They are very impressionable and they remember
- At risk now and in the future
- **Raise a safety conscious customer**
- Haven't formed an opinion of the utility yet
- Raise a customer who thinks positively of the utility
- Schools provide a captive audience

# SUCCESSFULLY REACHING CHILDREN



- In 1983 Alabama Power developed a series of TV spots directed to children.
- The spots used a cartoon character, Louie the Lightning Bug® to teach children about electrical safety.
- The spots used original music and easily remembered lyrics that caught the attention of both children and adults.

# NINE SAFETY VIDEOS WITH MULTIPLE MESSAGES

- Stay way from power lines
- Indoor safety
- Cord safety
- Downed lines
- Substations
- Sailing
- Electronics in the bath
- Holiday lights safety
- Obey Signs
- Available in Spanish & French

# FORMULA FOR A SUCCESSFUL CAMPAIGN

- The character and voice-over tested in focus groups.
- The Louie spots featured a jazz musician as the voice talent. Jack Sheldon had been the voice of ABC's Schoolhouse Rock and other ABC after school programs.
- The music, memorable lyrics, Jack's unique and recognizable voice combined to make enduring and endearing safety messages.
- Professional cell animation done by a company that produced movie trailers and national commercials.

# UTILITY COMMENT

- Our Louie experience has been very positive. Our program utilizes the safety commercials, booklets/tattoos/stickers and costumed character. We run our Louie commercials in both English and Spanish, during after-school advertising blocks on the local PBS station and during Saturday morning children's programming on local TV networks. During our community events, we find our target audience of children remember the "jingles" from the commercials. **Since our predecessor company used the previous commercials, the parents of these students also have strong recall of the messaging.**
- Tracy Janda, Manager Community Relations
- CenterPoint Energy

# FILLING EVERY MEDIUM IS CRITICAL TO SUCCESS

- TV and radio
- Internet, Social Media
- School programs, including print, online educational downloads, videos
- Community - Character costumes, billboards, bucket truck wraps, banners, promotional products
- Louie Live Theater – More than 46,000 students '17/18, 98% favorability with teachers



# LONGEVITY AND CONSISTENCY ARE THE KEYS TO SUCCESS

- Just under 100 utilities have adopted the Louie program over the years
- 67% of those still using have been using the program for more than 20 years
- Some of those have been using the Louie program since the 1980s
- Consistency of the safety message is why



# FILLING THE VOID IN NATURAL GAS SAFETY

- RP1162 regulation changed everything
- Natural gas companies, pipeline companies needed to communicate safety
- Sniffasaurus was introduced to address the void
- TV spots, video and print
- Moore Syndication expanded the line



# Do you know the rules of ELECTRICAL & GAS SAFETY?



## ELECTRICAL SAFETY RULES

- Don't climb trees near power lines.
- Never plug anything into a power outlet.
- Don't touch wires or outlets.
- Keep fingers and toes away from these.
- Never touch wires or outlets.
- You're not to play with power lines.
- Don't use anything that has a cord.
- Never touch anything that has a cord.
- Don't use anything that has a cord.

## GAS SAFETY RULES

- Small gas leaks fast!
- Keep it clean around appliances.
- Gas leaks smell like rotten eggs.
- Call 811 before you dig!

## ATTENTION TEACHERS! FREE Materials for your classroom!

We're the good heat. Alagasco

# SAFETY SPOTS

alagasco.energyunderground.com

Order complimentary Alagasco safety materials for your class!

**CLICK HERE**

### Summer Gas Safety Tips

Summer is almost here, and it's the perfect time to go over natural gas safety tips with your students. Here are some important things to remember about gas safety:

- When cooking over a flame, don't wear loose clothing or spray cooking oil. Do not place flammable substances near the flame. These include anything that will burn—such as paper towels, fabric or fabric packaging—nearby.
- Children should never attempt to light natural gas logs or space heaters. Always play with the valves that turn gas logs on and off.
- Always remove the gas log valve key and store it in a safe place, away from the reach of children.
- Always wear the chimney fire helmet anytime you light the fireplace stove. Never dry clothing on a natural gas space heater.
- Children should never be allowed near a natural gas flame (candle, range, space heater, etc.).
- Never use natural gas cooking appliances for drying clothes or heating a room.

**In the event of an emergency**  
Alagasco service personnel can be reached 24 hours a day at 1-800-292-4008.

Order **FREE** materials for your classroom

Need FREE classroom materials for the upcoming year? Order NOW to receive these great teaching resources in time for next year. But hurry, supplies are limited!

**SNIFFASAURUS** says if you...

## NorthWestern Energy Safety Shorts

Delivering a Bright Future

### SAFETY TIPS FOR EDUCATORS

**Dear Teacher,**  
We would like to share important information about electrical safety with you and your students. Please take a few minutes to read this information and pass it on to your students. We encourage you to use this information to help your students learn about electrical safety.

**Stay safe during spring storms**

Now let's jump into our lesson!

**Free Teaching Material!**

**Northwestern Energy greatly appreciates electrical and natural gas safety education programs designed to inform and educate students.**

**Third Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Fourth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Fifth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Sixth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Seventh Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Eighth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Ninth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Tenth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Eleventh Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

**Twelfth Grade**  
Learn the Lightning, Stay Safe! Book, Activities, and Games.

## Electronic Teacher's Kit

Compliments of Spire™, the CD contains an electronic version of the Energy Underground Teacher's Kit. The Safety Kit contains activities for grades K-4. The Mole and Worm Kit contains activities for grades 5-7.

Choose the appropriate grade level below to reach a menu screen with links to PDF documents.

Note: Adobe Reader is required to view the documents.

### Sniffasaurus' Energy Underground Gas Safety

Grades K-4

Unlock the secrets of natural gas at Sniffasaurus' Energy Underground! These lessons will help teach your students about gas safety while having FUN!

**CLICK HERE**

### Gas Safety with Mole and Worm

Grades 5-7

Follow Emile the Earthworm

Visit [spire.energyunderground.com](http://spire.energyunderground.com) all year!

## Energy UNDERGROUND

Keep Spire's Energy Underground in mind as you plan for the upcoming school year. The site is appropriate for all grades. Energy Underground offers a great opportunity to teach students about the history, science and benefits of natural gas as well as important safety tips for the entire family.

Download lessons and experiments along with these fun ways to teach and learn:

- Games
- Activities
- Natural Gas Safety Lessons
- Online Movies
- And much more!

For additional FREE teaching materials for your classroom simply visit [spire.energyunderground.com](http://spire.energyunderground.com). See reverse side for more details.

**TEACHERS: ORDER FREE TEACHING MATERIALS!**

**CLICK HERE**

# Natural Gas Safety in 2018



## with Sniffasaurus®

© 2018 Spire Energy, Inc.

# USING THE INTERNET TO REACH TEACHERS





# TARGETING TEACHERS

- Lesson plans about electricity and natural gas
- Experiments
- Core curriculum standards
- Games, movies, puzzles for kids
- Teacher registrations, optional offers of free materials
- Teacher content surveys

# ENGAGING TEACHERS TO SPREAD THE SAFETY LESSONS

Home Louie's Space Games Safety Shorts New Frontiers Wise Energy Use PowerPlus Just for Teachers

**NorthWestern Energy ElectricUNIVERSE®**

## Just for Teachers

Nebraska, Montana and South Dakota Curriculum Standards supported by the Energy Electric Universe®  
Click [here](#) to view the standards for each state.



**NEW Educational Resources**  
Videos, downloads, electrical programs and more!




Home Energy Underground Games Energy Underground Activities Sniffy's Underground Deep Earth Teacher's Resources Watch Movies

**NorthWestern Energy Energy UNDERGROUND®**


**Teachers!**  
Register here for **FREE** bi-annual newsletters with information and ideas for your classroom and **FREE** classroom teaching materials.

**CLICK HERE**




## Just for Teachers


This section contains lesson plans, experiments, resources and downloadable activities to assist you in the classroom and help bring the Energy Underground to your students.



**Lesson Extensions**  
Give your students lessons in the value of natural gas and what it takes to get it to your home.




**Other Resources**  
Links and other resources to aid you in your lessons on natural gas.



**Communications Center**  
Help your students learn about natural gas.

We want your opinion!  
Please click here to take our survey.



Teachers who complete and submit the survey will be entered in a drawing to win:

- One \$100 Visa Gift Card per semester
- Two \$50 Visa Gift Cards per semester.

Drawings will be announced at the end of each semester by NorthWestern Energy.  
Limited one gift card per winning entry. Teachers may only enter once.

# MOORE SYNDICATION, INC.

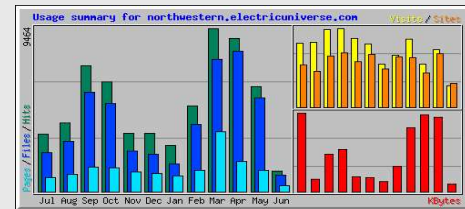
- Research schools, maintains the lists
- Mails or ships to schools
- Moore Syndication brands, stocks and distributes
- Records all orders
- Fields teacher inquiries
- Hosts and maintains the websites

# PROVIDING THE ANALYTICS



## Usage Statistics for northwestern.electricuniverse.com

Summary by Month  
Generated 18-Jun-2018 05:33 CDT



Month	Daily Avg					Monthly Totals				
	Hits	FBes	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jun 2018	65	52	20	11	234	82076	212	364	951	1179
May 2018	202	180	41	18	522	806924	563	1244	5417	6062
Apr 2018	328	302	63	15	332	833711	423	1727	8154	8862
Mar 2018	305	247	111	21	487	693621	670	3456	7666	9464
Feb 2018	177	138	43	18	497	275647	508	1213	3877	4963
Jan 2018	86	52	29	13	377	110574	426	911	1617	2672
Dec 2017	108	69	33	19	520	153215	618	1035	2163	3364
Nov 2017	112	79	38	22	448	161252	678	1165	2371	3373
Oct 2017	204	164	44	24	530	458463	774	1377	5111	6354
Sep 2017	242	191	47	25	502	408039	760	1421	5744	7284
Aug 2017	127	93	32	20	349	136258	637	992	2913	3966
Jul 2017	106	73	26	20	415	859194	630	829	2280	3314
<b>Totals</b>						<b>4978974</b>	<b>6899</b>	<b>15734</b>	<b>48264</b>	<b>60857</b>

Generated by [Webalizer Version 2.23](#)



## WHAT TEACHERS SAY:

- 100% of teachers surveyed for NorthWestern Energy found the materials useful
- 100% reported the students had a positive response

# SUPPLEMENTAL EDUCATIONAL TOOLS FOR KIDS

**MOORE SYNDICATION** Specializing in Safety Communications for Electric and Natural Gas Utilities Plus Other Products and Services 205.871.8819

NEWS & SPECIALS STORE MULTIMEDIA & VIDEO CONTACT US

STORE ELECTRICAL SAFETY NATURAL GAS SAFETY WEB SITES SAFETY DISPLAYS CONTRACTOR SAFETY SPECIALTY ITEMS

## Safety Displays

Make your next electrical safety presentation one to remember with our line of safety models.



**powerTOWN**

**MOORE SYNDICATION**

### Moore Syndication Products

We sell a variety of energy efficiency and electrical safety products. Explore our product offerings in greater detail by clicking the button below. There, you can sort by categories or view our complete catalog of products.

[VISIT THE STORE](#)



Louie and Gruffy Dolls

Grade-Specific Activities

**MOORE SYNDICATION** Specializing in Safety Communications for Electric and Natural Gas Utilities Plus Other Products and Services 205.871.8819

NEWS & SPECIALS STORE MULTIMEDIA & VIDEO CONTACT US

STORE ELECTRICAL SAFETY NATURAL GAS SAFETY WEB SITES SAFETY DISPLAYS CONTRACTOR SAFETY SPECIALTY ITEMS

## Power Town 3D

NEW safety training computer program for utilities, technical colleges or construction companies.



**Power Town 3D**

Conduct your own self-guided safety presentation.

### Moore Syndication Products

We sell a variety of energy efficiency and electrical safety products. Explore our product offerings in greater detail by clicking the button below. There, you can sort by categories or view our complete catalog of products.

[VISIT THE STORE](#)



Louie and Gruffy Dolls

Grade-Specific Activities

# MOORE SYNDICATION, INC.

- Presented by Pam Moore, President of Moore Syndication
- 205-871-8819
- [pamm@mooresyndication.com](mailto:pamm@mooresyndication.com)
- [Mooresyndication.com](http://Mooresyndication.com)

