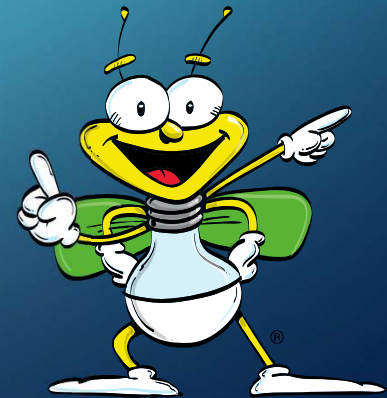


# GAS AND ELECTRIC SAFETY PROGRAMS FOR CHILDREN AND HOW THEY ENGAGE THE COMMUNITY

PRESENTED BY MOORE SYNDICATION, INC TO UPSA, MAY 8<sup>TH</sup>, 2019



# MOORE SYNDICATION, INC. PROVIDES COMPREHENSIVE SAFETY PROGRAMS TO GAS AND ELECTRIC UTILITIES

- School safety programs
- TV & Radio and Computer 3D animations
- Safety videos and print materials
- Safety websites, and Table top safety models
- Fulfillment programs
- Analytics and web statistics

# REASONS GAS AND ELECTRICAL UTILITIES PROMOTE PUBLIC SAFETY

- Avoid accidents
- Save lives
- Reduce costs
- Be compliant
- Defense in litigation

# “FAILURE TO WARN IS A CHARGE ALMOST ALWAYS RAISED IN ANY LAWSUIT.”

**ELECTROCUTION**  
LAWYERS PLLC  
Law Offices of Jeffrey N. Feldman

Home Testimonials Blog About us Resources

Injured? Free Advice (844) 253-3705

## How many people are affected by electrocution?

Our attorneys are sharing recent statistics from electrocution accidents throughout the country, which mostly affect utility and construction workers

Power is everywhere in the modern world, and installations exist wherever we work, live or play. While that equals electricity at our finger tips at all times, it also means people are injured and killed in electrocution accidents – the majority of which are construction and utility workers.

15 SHARES

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According to the CDC's NIOSH, the construction industry comprises approximately 8% of the U.S. workforce, yet it accounts for 44% of job-related fatalities. Consider the statistics:

- Electrical hazards cause more than 300 deaths and 4,000 injuries each year among the U.S. workforce.

Search for:

### Testimonial



### Free Consultation

First Name\*  Last Name\*

Email\*

Phone\*

Message\*

**Need Help?**  
Hello! How may we assist you?

# SAFETY OUTREACH IS THE CONNECTION TO THE COMMUNITY

- Public rarely objects to safety advertising, communications or programs
- Customers view safety communication as in their best interest
- Utility cares about the public and children specifically

# WHY TEACH SAFETY TO 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

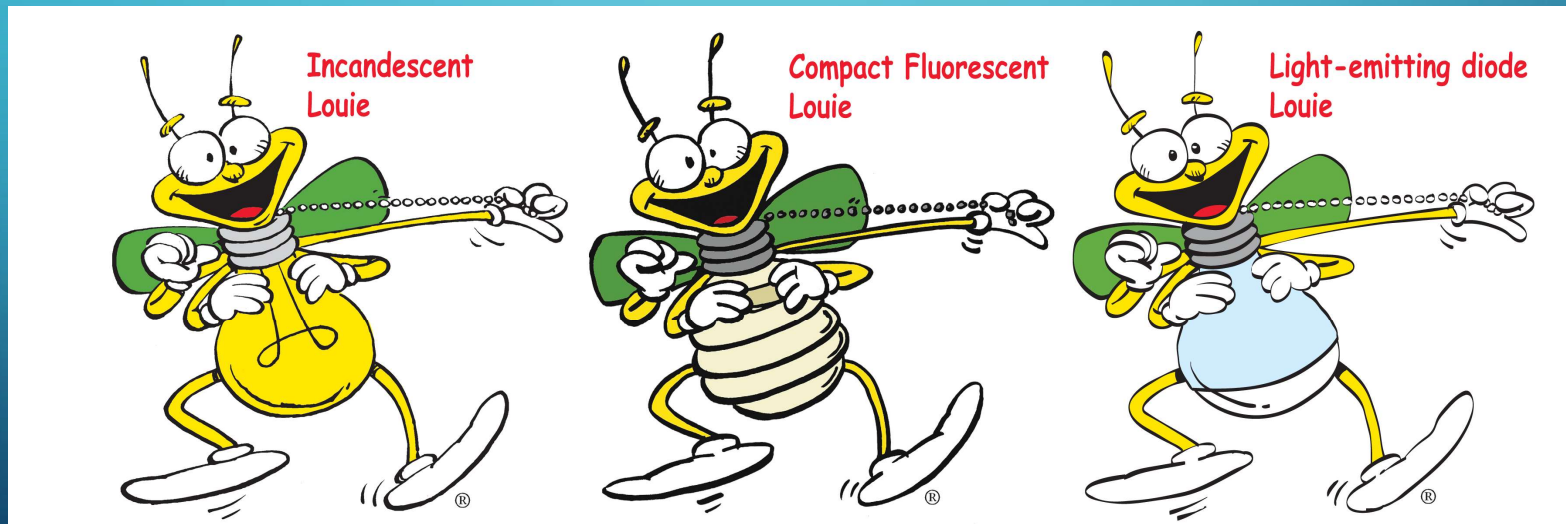
# SUCCESSFULLY REACHING AND TEACHING CHILDREN

- Alabama Power developed a series of TV spots directed to children.
- The spots used a little 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.
- Moore Syndication has exclusively marketed the program since 1989

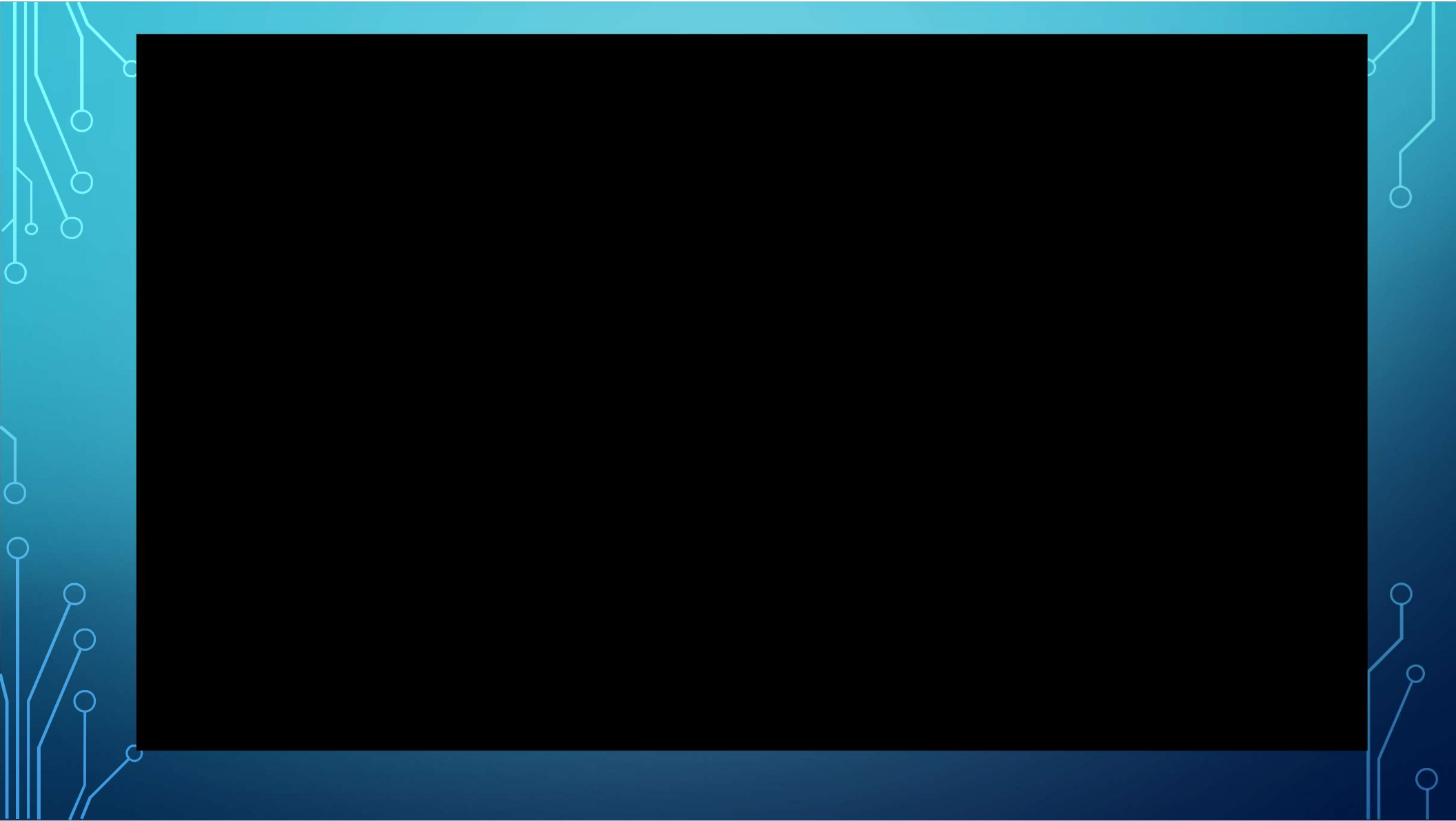


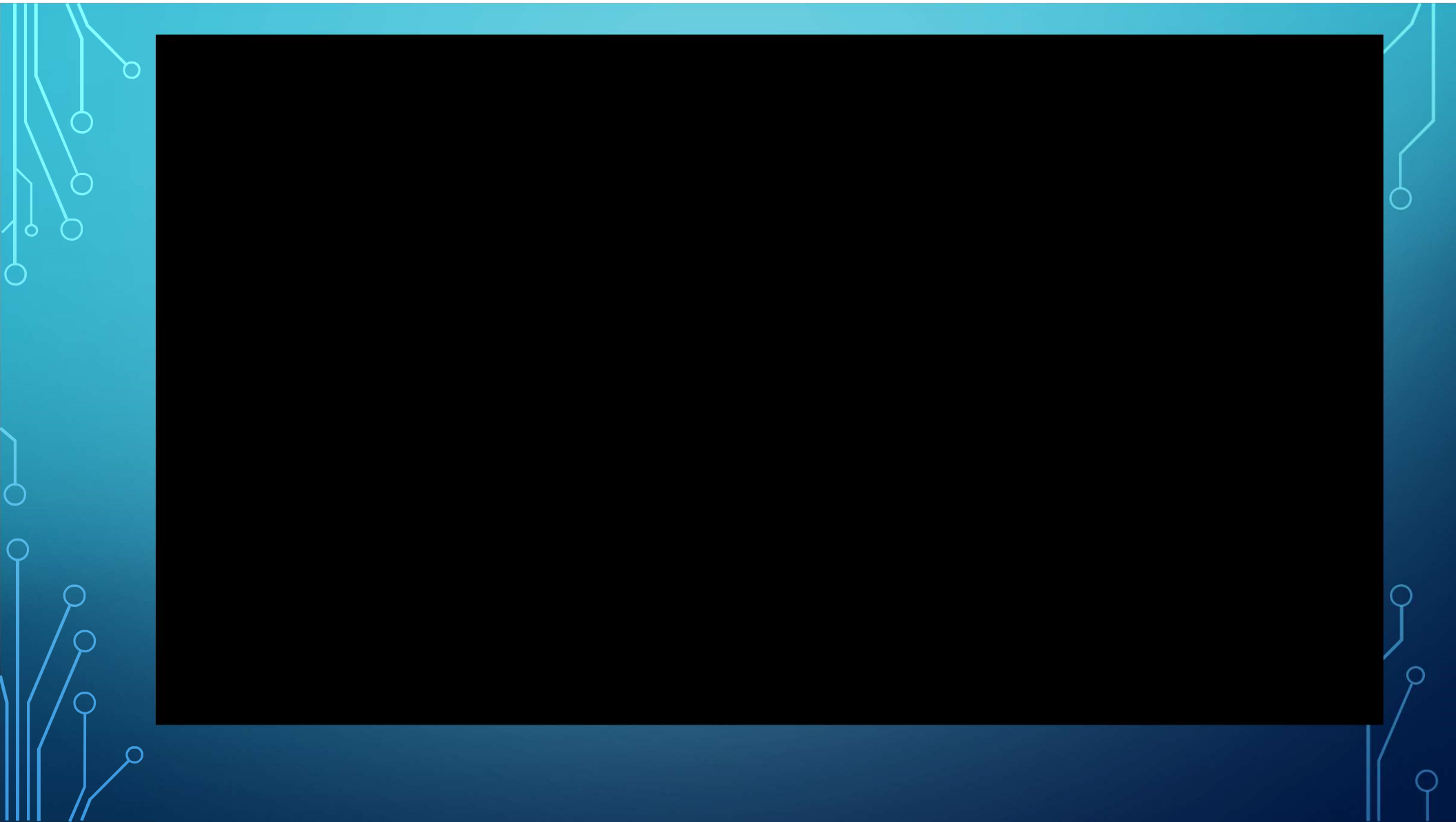
# LOUIE EVOLVES WITH THE INDUSTRY

- Keeping the character up to date
- Videos and Materials, too









# HOW'S THAT WORKING FOR YOU?

- 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.** The costumed character makes multiple appearances during the year.

**Tracy Janda**  
Manager, Community Relations  
CenterPoint Energy

# FILLING EVERY MEDIUM IS CRITICAL


- 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 in '17/18, 98% favorability with teachers



# YOUR COMMUNITY CONNECTS WITH THE CHARACTER



# SOCIAL MEDIA CONNECTIONS

 **Mississippi Power** @MS\_Power · Feb 8  
Congratulations to this bright group from West Side Elementary for receiving their Energy Efficiency Education mini-grant this week! At least 75% of their class participated in our in-home survey, which qualified them for their mini-grant. Learn more: [mississippipower.com/eee](http://mississippipower.com/eee)



1 3

## #NationalTriviaDay



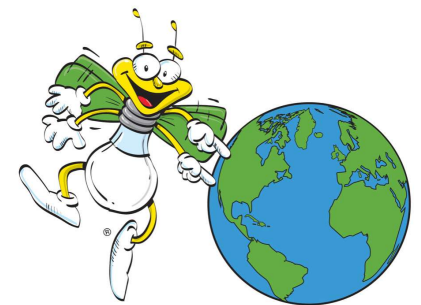
Mississippi Power @MS\_Power · Jan 4  
Today is #NationalTriviaDay! Did you know that an @ENERGYSTAR qualified #LED bulb will last as much as 25 times longer than a traditional incandescent bulb?

### Play it safe around electricity!



[mississippipower.com/louie](http://mississippipower.com/louie)

## Happy Earth Day!



 Mississippi Power

# USE OF VIDEO IN SOCIAL MEDIA



# HOW'S THAT WORKING FOR YOU?

- Louie the Lightning Bug reaches across generations to remind everyone to play it safe around electricity. Across American Electric Power's 11-state service area, Louie brings young and older together share how we all rely on electricity and how to use it safely and wisely.



**BARRY L. SCHUMANN** | COMM RELATIONS CONSULT  
PRIN



# LONGEVITY AND CONSISTENCY ARE THE KEYS TO SUCCESS

- Just under 100 utilities have adopted the Louie program over the years
- 67% of those have been using the program successfully for more than 20 years
- Some have been using the Louie program since the 1980s – Longevity pays off!

# MIDAMERICAN ENERGY DISPLAYS FOR EVENTS



# THE FIREFLY IS NAMED THE STATE INSECT OF INDIANA – LOUIE IS A PART OF THE SIGNING



# NATURAL GAS SAFETY – CONNECTING WITH COMMUNITY

- 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 & internet

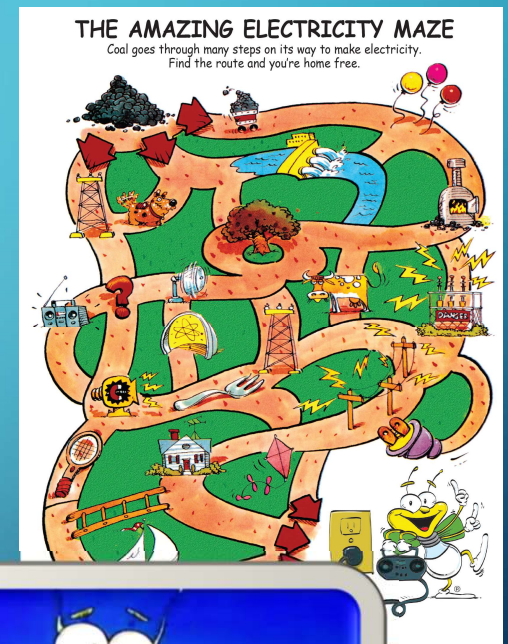


# IMPORTANCE OF THE INTERNET



# TEACHERS ARE MAJOR INFLUENCERS

- 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 AND BRANDING

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!** **LOUIE'S ELECTRICAL LESSONS**

Louie's Field Trip

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

**NEW!**  
5th GRADE  
EXPERIMENTS!

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.

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.

**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**

# ENGAGING TEACHERS TO SPREAD SAFETY MESSAGES



**Nebraska, Montana and South Dakota Curriculum Standards supported by the Energy Electric Universe®**

Nebraska Science Standards supported by the Northwestern Energy Electric Universe® and Energy Underground® website content.

**NEBRASKA SCIENCE STANDARDS  
GRADES 3-5**

**SC 1: INQUIRY, THE NATURE OF SCIENCE, AND TECHNOLOGY**  
Students will combine scientific processes and knowledge with scientific reasoning and critical thinking to ask questions about phenomena and propose explanations based on gathered evidence.

**1.1. Abilities to do Scientific Inquiry**  
5.1.1 Students will plan and conduct investigations that lead to the development of explanations.  
*Scientific Questioning*  
5.1.1.a Ask testable scientific questions  
*Scientific Investigations*  
5.1.1.b Plan and conduct investigations and identify factors that have the potential to impact an investigation  
*Scientific Tools*  
5.1.1.c Select and use equipment correctly and accurately  
*Scientific Observations*  
5.1.1.d Make relevant observations and measurements  
*Scientific Data Collection*  
5.1.1.e Collect and organize data  
*Scientific Interpretations, Reflections, and Applications*  
5.1.1.f Develop a reasonable explanation based on collected data  
*Scientific Communication*  
5.1.1.g Share information, procedures, and results with peers and/or adults  
5.1.1.h Provide feedback on scientific investigations

**1.2. Nature of Science**  
5.1.2 Students will describe how scientists go about their work.  
*Scientific Knowledge*  
5.1.2.a Recognize that scientific explanations are based on evidence and scientific knowledge  
*Science and Society*  
5.1.2.b Recognize that new discoveries are always being made which impact scientific knowledge  
*Science as a Human Endeavor*  
5.1.2.c Recognize many different people study science

**1.3. Technology**  
5.1.3 Students will solve a simple design problem.  
*Abilities to do Technical Design*



# TEACHERS ORDER FREE MATERIALS

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

**NorthWestern Energy ElectricUNIVERSE**

## FREE Teacher Resources FREE Materials Order Form


Register here to order these FREE materials for your classroom and receive FREE bi-annual newsletters with information and ideas for your classroom. These programs educate students on the importance of electric and natural gas safety.

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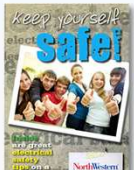
### Fourth/Fifth Grade Program

The scope of this program is to teach core energy science concepts related to both electricity and natural gas. The electric portion of the program discusses generation, transmission and distribution of electricity which includes circuits, conductors and insulators. The natural gas lesson explains how the fuel is produced and transported, which includes topics such as producing wells, compressor stations and regulators. The lesson also reinforces important safety information such as identifying the signs of a pipeline leak, indoor electrical hazards as well power line safety.


Free items available for order:



**Science and Electrical Safety Book**  
Level: 4th/5th Grade  
*Note: this item not available in Nebraska or Kollispeil, Montana*



**Electrical Safety Poster**  
Brochure and Fold-Out Poster; Level: 4th/5th



**Natural Gas Safety Book**  
Level: 4th/5th Grade

**NorthWestern Energy ElectricUNIVERSE**

## Third Grade Program

**Louie the Lightning Bug® and Sniffasaurus®**  
The scope of this program is to educate students about the inherent hazards of electricity and natural gas. Through fun and interactive activities, students will learn important electric and natural gas safety information, such as recognizing the smell of natural gas, identifying the signs of a pipeline leak, indoor electrical hazards as well power line safety.

Free items available for order:



**Louie's Electrical Safety House of Hazards**  
Activity Folder; Level: 3rd Grade  
*Note: this item not available in Nebraska or Kollispeil, Montana*



**Louie's Electricks!**  
Activity Book; Level: 3rd Grade  
*Note: this item not available in Nebraska or Kollispeil, Montana*



**Sniffy's Gas Safety House of Hazards**  
Activity Folder; Level: 3rd Grade



**Sniffasaurus**  
Gas Safety Activities; Level: 3rd Grade



**Sniffasaurus Scratch 'N Sniff Cards**  
Demonstrates Mercaptan smell; Level: 3rd Grade

## MAKING OUTREACH EASY

- 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



# DIRECTING TRAFFIC TO WEBSITES AND GENERATING ORDERS

- Direct mail
- Email blasts/science newsletters
- Mailing school kits
- Follow-up postcards
- Social media support



**CLICK HERE TO VIEW THE DEMONSTRATION SITE**

Here's a new way to provide your Kindergarten through 7th Grade education customers with great teaching and learning resources!

Louie the Lightning Bug's® **Electric UNIVERSE** Branded with YOUR COMPANY LOGO!

Electrical Safety Educational Web Site Subscription for Utilities

Just for Teachers

GREAT TEACHER RESOURCES!

Subscribing to Louie the Lightning Bug's® Electric Universe is a great way to provide your customers in the educational field with great teaching and electrical safety resources, all branded with YOUR LOGO. ★

You'll be providing them with downloadable lessons and experiments, along with these great features:

- Games
- Activities
- Electrical Safety Lessons
- Online Movies
- Home Energy Checkup
- Built-in Site Search
- Lessons in Science
- Optional Teacher Order Page

A simple teacher registration form will enable you to track and communicate with this important group in future email blasts and other methods.

Be sure to include this valuable service in your 2015 budget!

**MOORE SYNDICATION**

Contact Pam Moore at 205-871-8819 or [pamm@mooresyndication.com](mailto:pamm@mooresyndication.com) for a quote

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

**Energy UNDERGROUND**

Keep **Spire's Energy Underground** in mind as you make lesson plans for this 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!

**FREE TEACHING MATERIALS!**

activities

GREAT CLASSROOM ACTIVITIES!

LEARN ABOUT GAS SAFETY!

WATCH MOVIES!

spire Energy UNDERGROUND

Join Sniffy® and learn all about natural gas and gas safety!

SNIFFY'S ENERGY UNDERGROUND

The fun way to learn about natural gas!

Click here to visit!

DEEP EARTH

Advanced students can dig deeper here!

Click here to visit!

ACTIVITIES

Great resources for your classroom!

Click here to visit!

JUST FOR TEACHERS

Click here to visit!

At the Movies

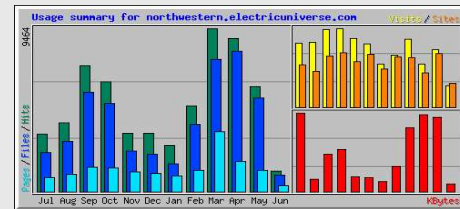
Click here to visit!

# ANALYZING THE RESULTS



## Usage Statistics for northwestern.electricuniverse.com

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



Month	Daily Avg				Monthly Totals					
	Hits	Files	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](#)

## SURVEYED TEACHERS SAY:

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

## TEACHER COMMENTS

- *I believe your materials provide great lessons for my classroom. I would not change anything. Thank you for helping us teach safety in an engaging way!*

**Amsterdam School**

## **Q. HOW CAN WE IMPROVE THE FULFILLMENT PROGRAM?**

- A. I feel the program is outstanding. More exposure to the elementary schools would improve this program. Your materials are kid friendly, informative and fun. Thank you.**

**Dakota Prairie School**

Q. DID YOU FIND THE EDUCATIONAL MATERIALS HELPFUL WHEN TEACHING ELECTRICITY AND NATURAL GAS SAFETY?

- ***A. You did great! I am just implementing them as they fit into the curriculum and have not been able to go much deeper yet. Thank you!***

**Lockwood Intermediate**



## TEACHER COMMENTS

- *I very much like what I have and will continue to help the students draw real world examples. Thank you!*

**Zurich School**

- *The students really enjoyed having a guest teacher and the videos. They really liked the scratch and sniff papers.*

**Parkview Elementary**

## TEACHER COMMENTS

- **THIS IS A GREAT INITIATIVE IN THE COMMUNITY. THANK YOU FOR THE PROMPTNESS AT MAILING THE MATERIALS. JUST KEEP IT UP WITH IT!**

**St. Lawrence School**

## TEACHER COMMENTS

- *The hands-on model for electricity was very useful when it came to my classroom. Students need to be able to connect beyond the computer to truly understand the concepts. The large model was a great tool.*

**White Sulphur Springs**

# POWER TOWN TABLE MODELS & 3D COMPUTER TRAINING

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 Harbats

Louie and Sniffy Dolls

Grade-Specific Activities

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 Harbats

Louie and Sniffy Dolls

Grade-Specific Activities

Pam,

This is our PowerTown that I use every year. We have owned this model for well over 20 years. This model has changed the lives of so many and even had a gentleman call me once and thank me for saving his life after attending my presentation.

Thanks again for your assistance,

*Genifer Cape*

Community Relations Representative  
Crawford Electric Cooperative



# EXTENSIONS OF THE SAFETY MESSAGING TO CONNECT WITH THE COMMUNITY

- Use Safety to Segue to:
  - Understanding of electricity and natural gas
  - Energy efficiency
  - Careers in utilities

# 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)

