



BRITT BLAKE, DIRECTOR OF CUSTOMER RELATIONS

About Moore Syndication, Inc.

- ▶ Thirty-three-year-old company
- ▶ Work exclusively with electric and natural gas utilities
- ▶ Serve utilities throughout the U.S., Canada and the Caribbean
- ▶ Specializing in safety outreach to schools, students and consumers
- ▶ Today's presentation is two cases studies and steps to successful school outreach
- ▶ Multiple communication mediums – TV, social media, school kits, websites, safety models, etc.

Case Studies

- ▶ Mississippi Power Company and FirstEnergy are utilities of very different sizes.
- ▶ Mississippi Power covers much of the state of Mississippi.
- ▶ FirstEnergy contains 10 different operating companies serving portions of several different states.
- ▶ Moore Syndication helped both utilities to implement successful school programs. The programs are similar, but with some key differences.

Why are schools a prime audience for safety materials?

Schools provide a systematic way to increase reach.

Schools provide a captive audience to reach children.

Teachers appreciate free educational materials.

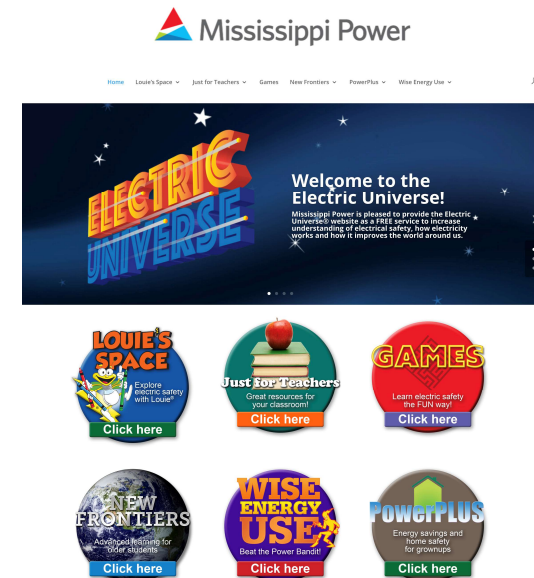
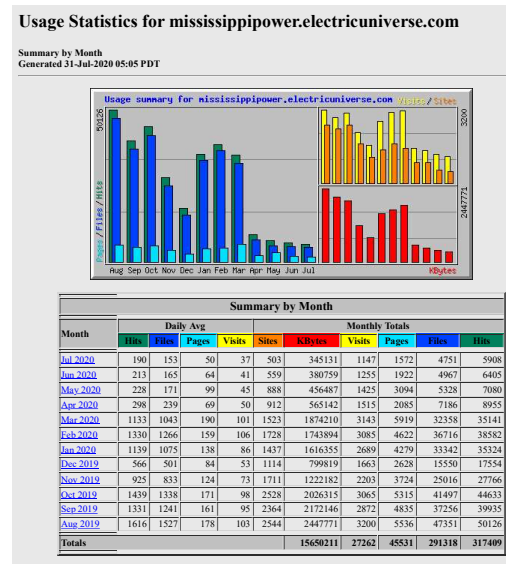
The reach goes beyond to parents, caregivers and family.

Mississippi Power

- ▶ Prior to 2018, Mississippi Power used the Louie the Lightning Bug® character at times in communications, but not as the centerpiece of a campaign.
- ▶ Leading up to 2018, Mississippi Power felt it needed stronger outreach to schools.
- ▶ In 2018, Mississippi Power integrated Louie the Lightning Bug® into all its school safety communications and launched an aggressive new school program.

Case Study #1 Mississippi Power

- ▶ The central hub of the program is the Electric Universe website
- ▶ Moore Syndication developed, maintains and hosts the website,
- ▶ Monthly analytics reports to Mississippi Power.
- ▶ Monthly reports of teacher orders, comments and survey results.



Mississippi Power

- ▶ Reintroduced the Louie the Lightning Bug® character
- ▶ Mississippi Power promoted their Electric Universe site:
 - ▶ Direct mail to schools
 - ▶ Robust social media
 - ▶ Louie the Lightning Bug TV safety spots
- ▶ Teachers flocked to the site to order free materials from the “Teachers” section of the Electric Universe. Different materials were offered to different grade levels.

FREE Materials Order Form

ORDER FORM

Our company respects your privacy. Information provided for this teacher registration will never be sold, loaned or used for any purpose other than stated above. Questions or concerns can be directed to:

Teacher Registration
Mississippi Power – BIN MPC1080 2A
2992 W. Beach Blvd.
Gulfport, MS 39501

Type of School *
 Public or Private
 Home School

School Name (If Home School, type "home") *

Teacher's First Name * **Teacher's Last Name ***

School Address (no P.O. Boxes, please) *

Address Line 2

School City * **School State *** **School Zip ***

Teacher's Email Address *

* Indicates required field

Select Your FREE Materials

Public and Private School Programs Requested:

K-1 Louie Toolkit

2-3 Louie Toolkit

4-5 Louie Blind Bags

Total Number of Students ⓘ

Home School Programs Requested:

K-1 Louie Toolkit

2-3 Louie Toolkit

4-5 Louie Blind Bags

Total Number of Students ⓘ

Home School Programs Requested:

K-1 Louie Toolkit

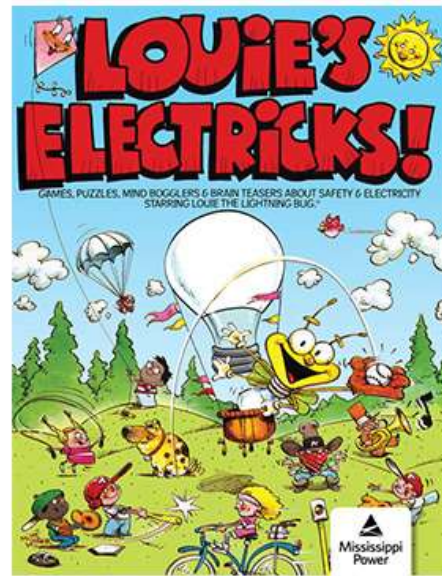
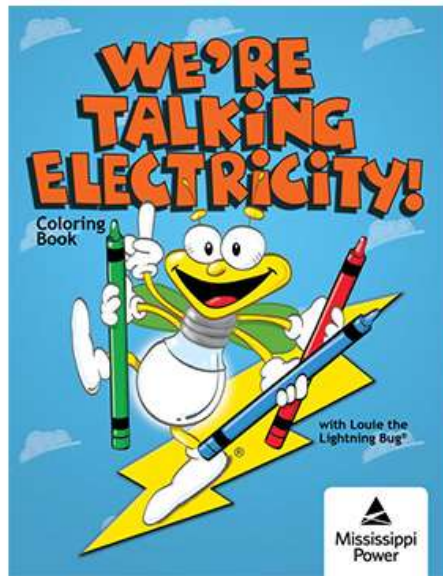
2-3 Louie Toolkit

4-5 Louie Blind Bags

Total Number of Home School Students ⓘ

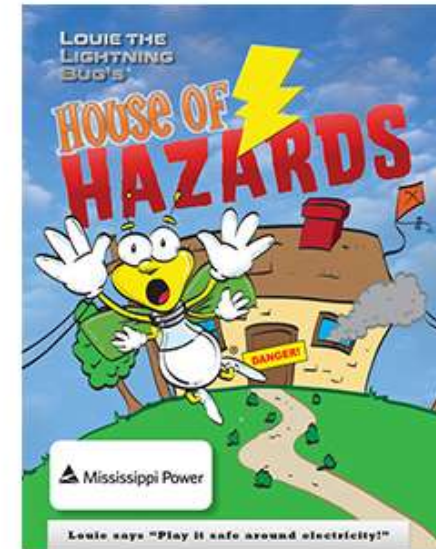
Optional Comments or Questions

Optional Comments/Questions - Indicate special quantity here




Mississippi Power Teacher Toolkits Grades K-1 and 2-3


And Blind Bags Grades 4-5



Additional Materials for Teachers Shipped with Blind Bag

- ▶ Teacher discussion guide pages
- ▶ Classroom worksheet and answer sheet
- ▶ Safety certificate for students
- ▶ Survey card

- 
- ▶ Moore Syndication warehouses all of Mississippi Power's materials and ships all orders directly to schools.
 - ▶ We keep records of all orders, segregated by grade level, and report monthly.
 - ▶ We have a Q&A feature and handle any questions teachers may have about the program.
 - ▶ Moore Syndication also monitors orders for duplication, missing information or other errors.

- 
- ▶ The program has been a massive success since it launched in 2018.
 - ▶ The demand for safety materials cannot be understated. We often placed orders to restock materials, then need to restock again as soon as they arrived.
 - ▶ The Mississippi Power electrical safety message has reached the schools, teachers and students in their territory.

Social Media

- ▶ Mississippi Power conducts a creative and vital social media campaign to create additional buzz for the program.
- ▶ Louie the Lightning Bug® character is the vehicle for most posts and is an effective tool to gain attention.





Inflatable Louie Costume

Bringing Louie
directly to people

New Louie TV Spots produced by Mississippi Power

- ▶ Mississippi Power sought permission to create new TV spots with expanded safety messages – they are running now!



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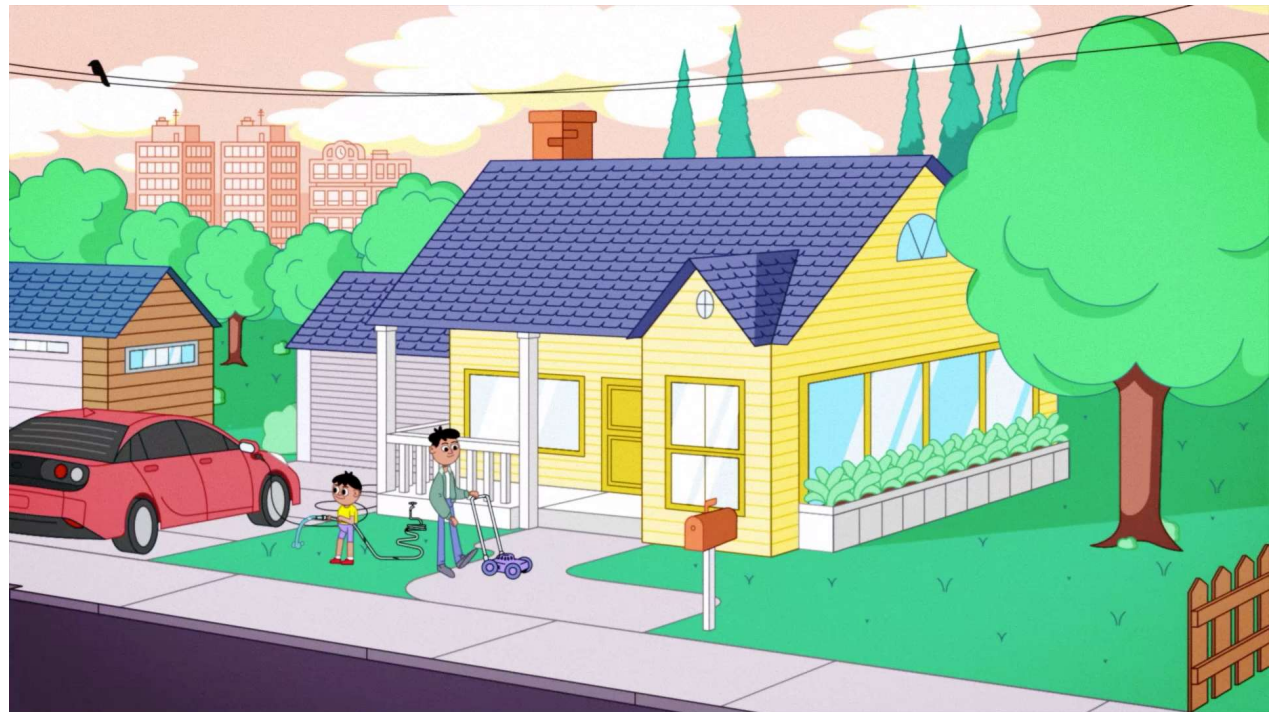
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New Louie TV Spots

produced by Mississippi Power

- ▶ The spots are currently running in Mississippi, they will be available to other Louie program members in 2023.



Case Study #2

FirstEnergy

FirstEnergy Public Safety History

- ▶ In 2019, FirstEnergy had no consistent approach fleetwide, and no comprehensive public safety education/outreach program with dedicated resources and financial support.
- ▶ All operating companies had limited outreach, which had largely faded away.
- ▶ Some fragmented efforts existed which largely stemmed from significant claims:
 - ▶ Web information (not standardized)
 - ▶ No external school education (historically all operating companies had Louie the Lightning Bug programs)
 - ▶ No general public outreach beyond website
 - ▶ No public safety branding
 - ▶ No system to track outreach efforts

Outreach to Schools

- ▶ FirstEnergy Electric Universe – customized to include Max Safety and recognize all ten operating companies.
- ▶ Mailed cover letter and kit with samples to more than 5,000 schools, K-6th grades in FirstEnergy's service area to announce the program. Included in kits:
 - ▶ Three grade level booklets, classroom poster, homework assignment and instructions how to order materials from the Electric Universe, self-mailer return postcard.
- ▶ Followed up the physical mailing with an email campaign.
- ▶ Multiple emailed newsletters to remind teachers to order materials.

Outreach to Schools

- ▶ Both the physical mailing and the email campaign drive teachers to the FirstEnergy Electric Universe site, where teachers order free materials.

FirstEnergy

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

Welcome to the **ELECTRIC UNIVERSE**

Featuring Louie the Lightning Bug® and Max Safety

LOUIE'S SPACE
Explore electric safety with Louie®
[Click here](#)

Just for Teachers
Great resources for your classroom!
[Click here](#)

GAMES
Learn electric safety the FUN way!
[Click here](#)

NEW FRONTIERS
Advanced learning for older students
[Click here](#)

WISE ENERGY USE
Beat the Power Bandit!
[Click here](#)

PowerPLUS
Energy savings and home safety for grownups
[Click here](#)

Custom Creative

- ▶ FirstEnergy integrated its own safety character, Max Safety, into the program alongside Louie the Lightning Bug.
- ▶ New custom materials were created. Grade level books K-2, 3-4, 5-6 and home safety checklist.

Home Safety Checklist

Homework activity, gets the safety message home

ELECTRICAL SAFETY SEARCH™
Home Safety Checklist

Take this worksheet and go through the rooms in your house or apartment. Check items off the list as you go.
 See instructions on back.

STOP. LOOK. LIVE.

FirstEnergy

Ohio Edison • The Illuminating Company • Toledo Edison
 West Ed • Peoples • Plain Power • Jersey Central Power & Light
 West Penn Power • Mid Power • Potomac Edison

BATHROOMS

	Safe?	Points
Check for outlets in shower stalls, near the tub or sink.	<input type="checkbox"/>	4
Check for outlets in the bathroom.	<input type="checkbox"/>	4
Check for outlets in the bathroom.	<input type="checkbox"/>	4
Check for outlets in the bathroom.	<input type="checkbox"/>	4
Check for outlets in the bathroom.	<input type="checkbox"/>	4
Check for outlets in the bathroom.	<input type="checkbox"/>	4
Total points earned		

KITCHEN

	Safe?	Points
No electrical appliances should be plugged in near the sink.	<input type="checkbox"/>	4
No damaged or frayed cords should be in use.	<input type="checkbox"/>	4
Safety caps are inserted in electrical outlets.	<input type="checkbox"/>	4
Small appliances are turned off and/or unplugged when not in use.	<input type="checkbox"/>	4
Electrical outlets are not overloaded.	<input type="checkbox"/>	4
No electrical appliances are operated near things that can burn.	<input type="checkbox"/>	4
Total points earned		

HALLWAY

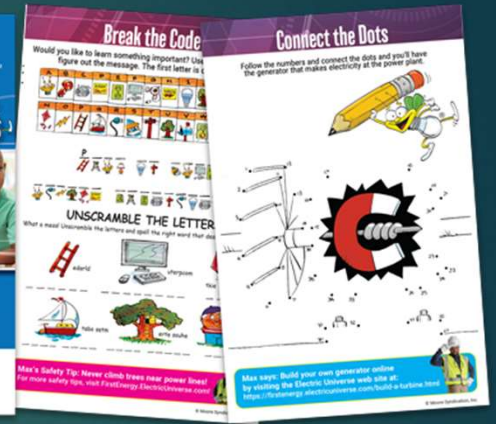
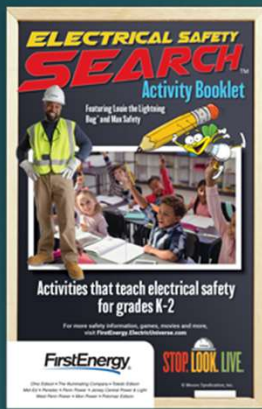
	Safe?	Points
Check for outlets in the hallway.	<input type="checkbox"/>	4
Check for outlets in the hallway.	<input type="checkbox"/>	4
Check for outlets in the hallway.	<input type="checkbox"/>	4
Check for outlets in the hallway.	<input type="checkbox"/>	4
Check for outlets in the hallway.	<input type="checkbox"/>	4
Check for outlets in the hallway.	<input type="checkbox"/>	4
Total points earned		

BEDROOMS

	Safe?	Points
No damaged or frayed cords should be in use.	<input type="checkbox"/>	4
Electrical cords aren't running under carpets or rugs.	<input type="checkbox"/>	4
Safety caps are inserted in electrical outlets.	<input type="checkbox"/>	4
Electrical outlets are not overloaded.	<input type="checkbox"/>	4
Total points earned		

Safety Booklets

K-2, 3-4, 5-6



Electrical Safety Classroom Poster



Survey

- ▶ Teachers are encouraged to complete a survey to help FirstEnergy gauge success of the program.
- ▶ Responding teachers are entered into a drawing to win gift cards.

Are you using lesson plans from the web sites?

- Yes
- No

What time of year are you teaching them? Check all that apply.

- Fall
- Winter
- Spring

Have you bookmarked the educational lessons for future use?

- Yes
- No

Do you find the web site lesson plans useful in summer months for preparation for the next session?

- Yes
- No

How did you hear from us?

- Direct mail
- Email
- Another teacher
- Facebook
- Twitter
- Other

Did the materials arrive in reasonable amount of time?

- Yes
- No

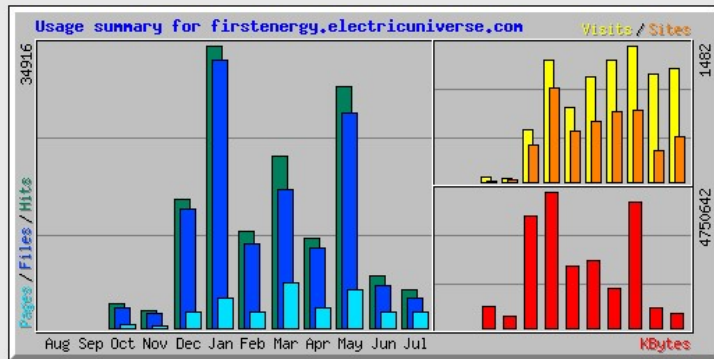
What was the attitude of the students towards this program?

- Very positive
- Positive
- Neutral
- Negative
- Other

How can we improve the fulfillment program?

Usage Statistics for firstenergy.electricuniverse.com

Summary by Month
Generated 31-Jul-2020 05:08 PDT



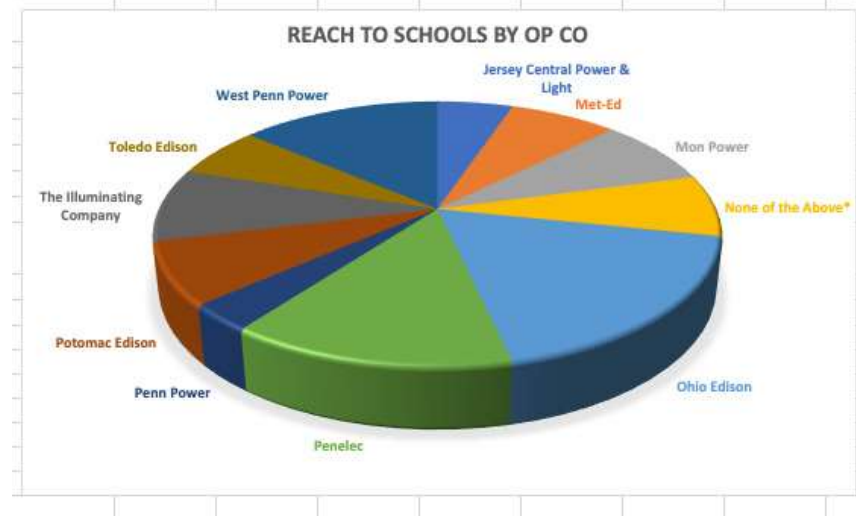
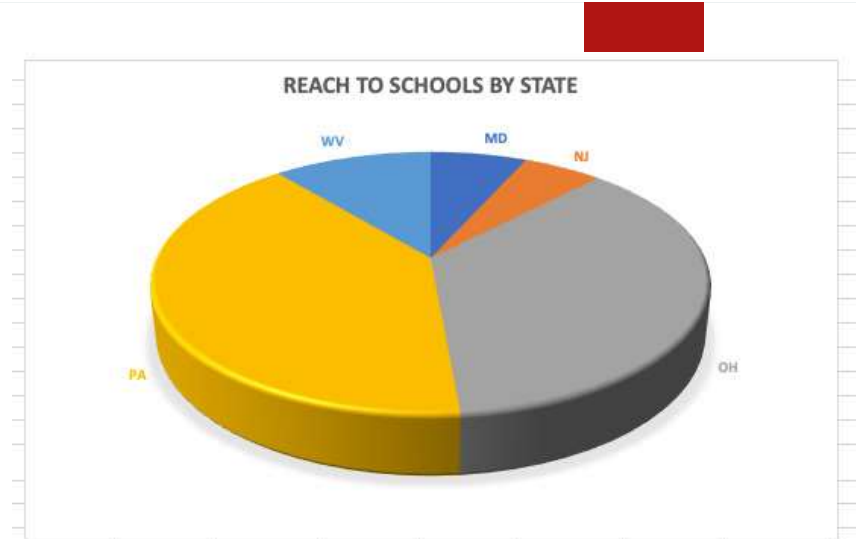
Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jul 2020	151	121	62	39	499	521550	1225	1951	3778	4711
Jun 2020	216	177	67	38	344	710820	1166	2012	5324	6494
May 2020	964	856	149	47	783	4398911	1482	4647	26547	29893
Apr 2020	372	330	82	44	769	1369298	1326	2465	9926	11173
Mar 2020	686	553	181	36	656	2347841	1142	5617	17146	21292
Feb 2020	413	361	68	27	552	2151169	804	1988	10477	11990
Jan 2020	1126	1068	116	42	1017	4750642	1319	3626	33130	34916
Dec 2019	528	488	64	18	406	3906382	566	1948	14643	15843
Nov 2019	69	61	8	1	16	413158	35	252	1851	2075
Oct 2019	129	107	19	2	14	765826	48	446	2462	2971
Totals						21335397	9113	24952	125284	141358

Analytics

Analytics

- ▶ We provide a detailed monthly report for materials ordered.
- ▶ FirstEnergy has 10 operating companies under its umbrella. We break the reports down by state, as well as operating companies.



Teacher feedback

“Thank you so much. This resource will be perfect addition to my 4th grade Science Electric Unit. Very excited to be receiving this.”

-Robyn Rubel
Lexington Elementary

Teacher feedback

“Thank you! We are an Ohio STEM designated school and did a power design challenge through OSLN last year...and these resources are PERFECT for our STEM projects this year! Thank you to Rachel Lindesmith, who pointed this out!!! Amazing!!!”

- Jacqueline Mumford
St. Paul School Salem

Teacher feedback

“Thank you very much! We are just finishing our Energy unit and these materials will be a great way to wrap up our lessons.”

- Hazel Viglione
Our Lady of Victory Catholic School

Teacher feedback

“Thank you for supporting our school! We were JUST talking about the need for electrical safety lessons! These resources are fantastic!”

- Rebecca Shaw
Jonathan Hager Elementary School


YouTube ads

- ▶ YouTube ads were created and placed in specific geographic areas to help promote FirstEnergy's safety program.



Video ads

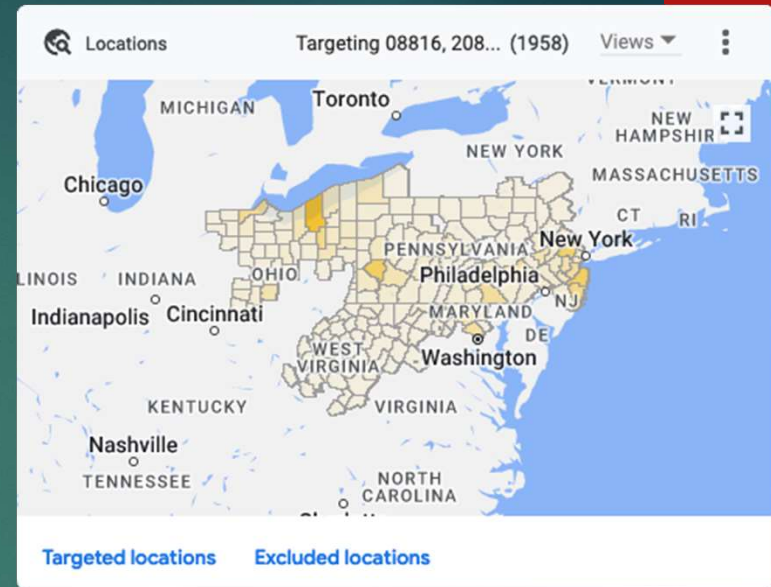
Video Conversions - 2022-03-17



FirstEnergy 30s Ad
Order now
Free Materials
Receive Free Materials for Your C...

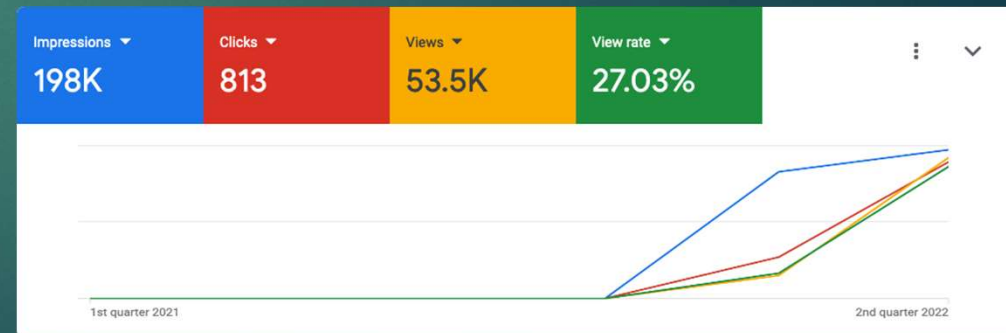
Ad	Impressions	Impressions	View rate
Enabled	197,835	197,835	27.03%

Video ads < 1 / 1 >



YouTube analytics

- ▶ Impressions – how many times the ad has played
- ▶ Clicks - how many times people clicked on the ad
- ▶ Views - how many times the ad played fully
- ▶ View rate - how many times the ad wasn't skipped



FirstEnergy – Moore Syndication

- ▶ FirstEnergy has 40 powerTown® models that will roll out to schools in fall 2022
- ▶ Louie the Lightning Bug® costume will also go into schools and events in 2022

Moore Syndication, Inc.



Results

- ▶ FirstEnergy now has a consistent school safety program throughout its ten-company system with analytics provided monthly to document the program's success.
- ▶ Mississippi Power's multi-faceted approach to promote its safety program generated wide interest and earned an overwhelming response. Making Louie the face of Mississippi Power's safety communications with an aggressive school campaign revitalized its school safety program.
- ▶ Through custom-tailored campaigns, both utilities created successful school programs.

That's all Folks!

