



Moore Syndication

Safety Education Outreach

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About Moore Syndication

- Established in 1989.
- Works exclusively with electric and natural gas utilities, specializing in safety outreach to schools, students, and consumers.
- Serves utilities throughout the U.S., Canada, and the Caribbean.
- Exclusive marketer of Louie the Lightning Bug®.

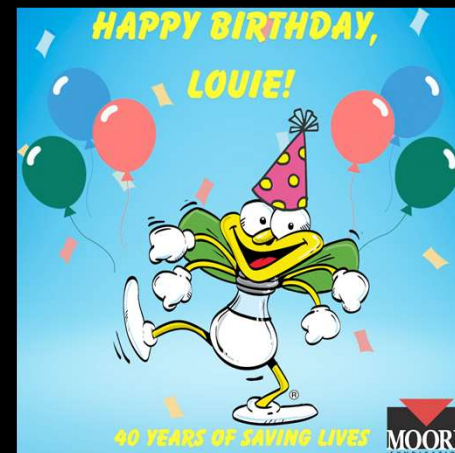
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Louie the Lightning Bug[®] turns 40!

October 2023 marks Louie's 40th birthday!

We're producing a video for Louie licensees to use that will include the original team behind Louie, including the original animator, Bob Kurtz.

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The Early Years 1983-1984

- Louie the Lightning Bug was created by a team for Alabama Power Company in October 1983 and was subsequently syndicated to many other utilities.
- A series of three, thirty-second TV spots were created with renowned jazz musician Jack Sheldon (also known for Schoolhouse Rock!) acting as the voice of Louie.
- Physical materials for school were created to support the program as well, including coloring books, crayons, dolls, and hand puppets.

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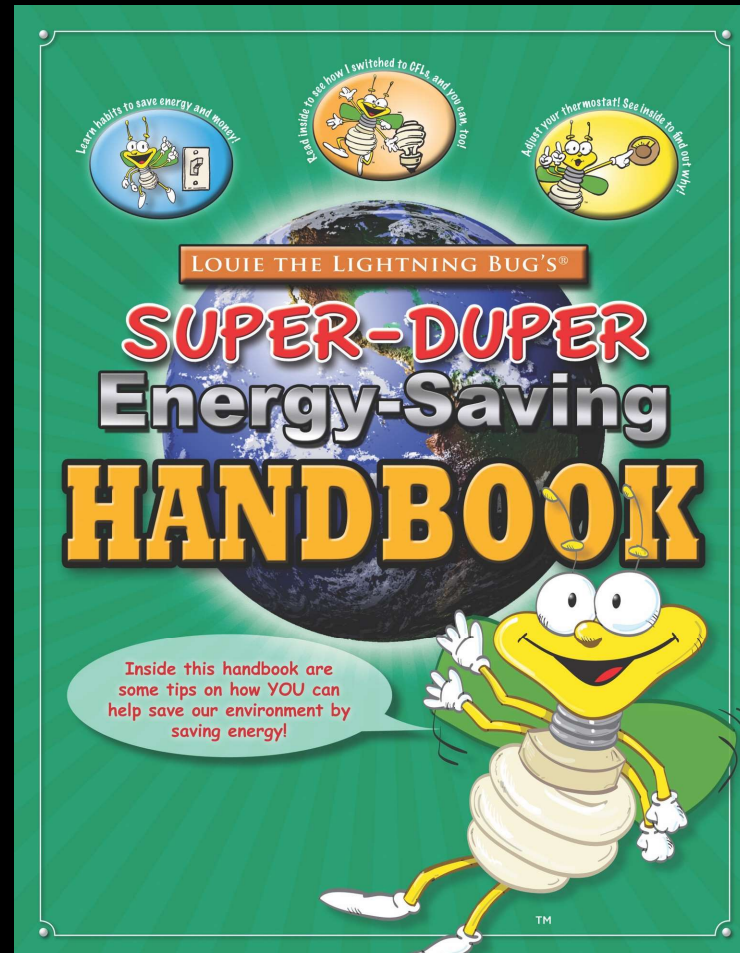
Expanding the Program

1984-1999

- Louie was a hit! Soon more TV spots were produced by the same creative team as the original three. One spot about cord safety starred famous radio DJ Wolfman Jack alongside Jack Sheldon.
- A 10-minute video featuring Louie and six of his safety songs was created.
- Louie learned new languages! Various Louie materials were translated into French and Spanish.

Changing With The Times 1996-2008

- CFL Louie - Louie's look was updated to reflect the new type of lightbulb.
- Electric Universe – Louie ventures into cyberspace with the Electric Universe safety website.



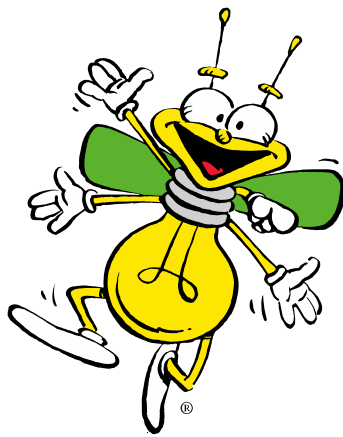
Louie Today

2016-2023

- LED Louie – Louie was once again redesigned to reflect innovations in lightbulbs.
- Electric Universe Redesign – The Electric Universe website was overhauled. Additions included: modern aesthetics, mobile compatibility, and ADA compliant accessibility features.
- More safety products than ever – There are hundreds of products in our catalog to support safety programs.
- Expanded outside the US to the Caribbean and Canada.

Louie Through the Years

- Louie's design has evolved over the decades to stay relevant and up-to-date.



1983



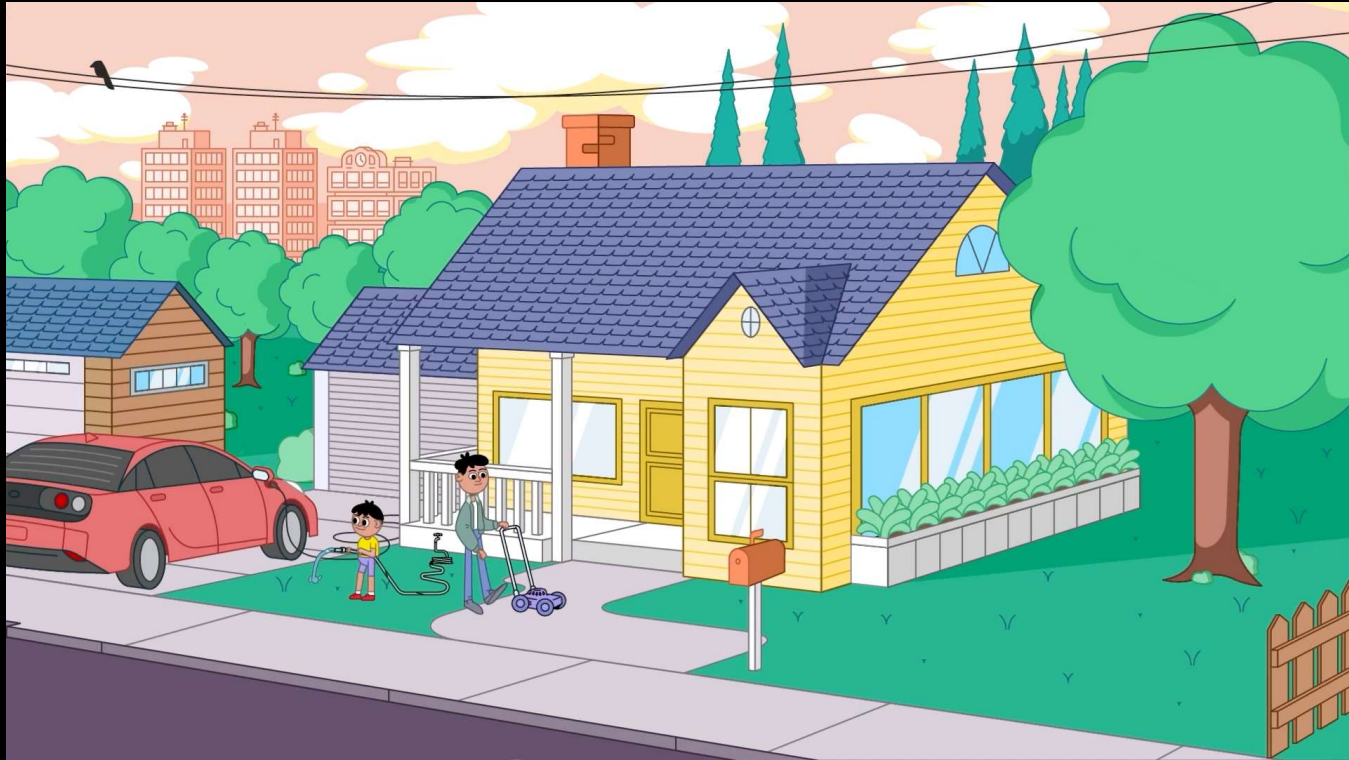
2008



Today

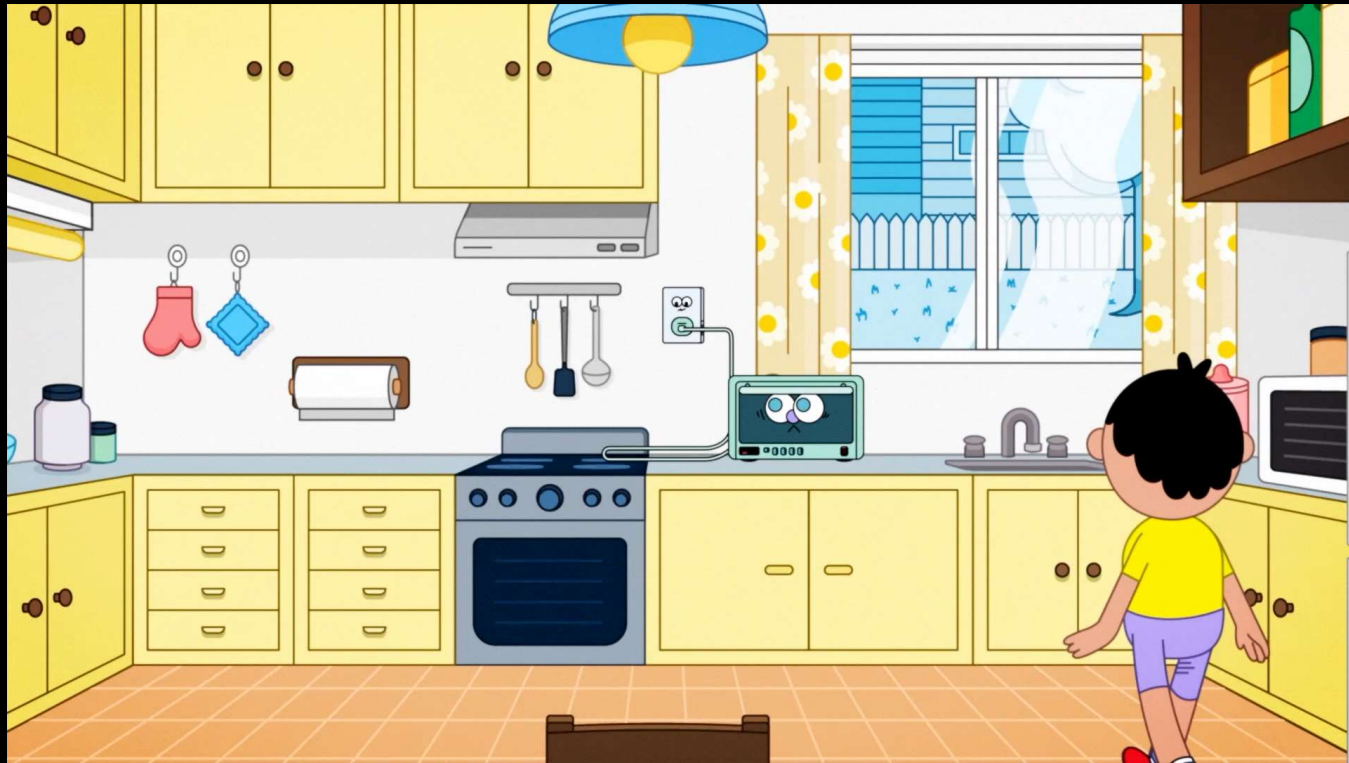
New Louie the Lightning Bug Spots

- In January of this year, we launched 4 new Louie the Lightning Bug spots for TV and social media.
- The spots feature updated graphics, and more modern safety messages.
- The spots are available not just for television, but also social media.



Outdoor Safety

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Indoor Safety

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Holiday Safety

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Storm Safety Spot

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ELECTRIC UNIVERSE

Welcome to the Electric Universe!

Mississippi Power is pleased to provide the Electric Universe® website as a FREE service to increase understanding of electrical safety, how electricity works and how it improves the world around us.



[Check here for the latest news!](#)

Electric Universe®

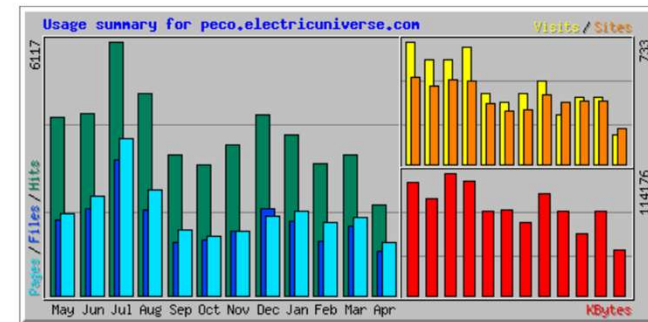
- The Electric Universe® website was developed in 1996 and offered utilities a new, interactive way to deliver safety messages to customers.
- The website hosts games, videos, articles, lesson plans for teachers, and more!
- Its most recent redesign was in 2021, and featured modernized aesthetics, better mobile compatibility, and ADA compliant accessibility features.

Supported by Analytics

- Website analytics are delivered monthly to each Electric Universe subscriber.
- The reports are historical, which lets us see spikes in traffic throughout the year.

Usage Statistics for peco.electricuniverse.com

Summary by Month
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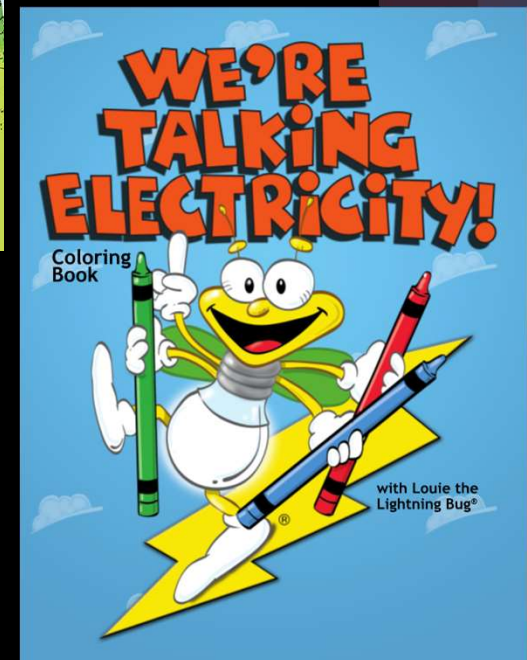
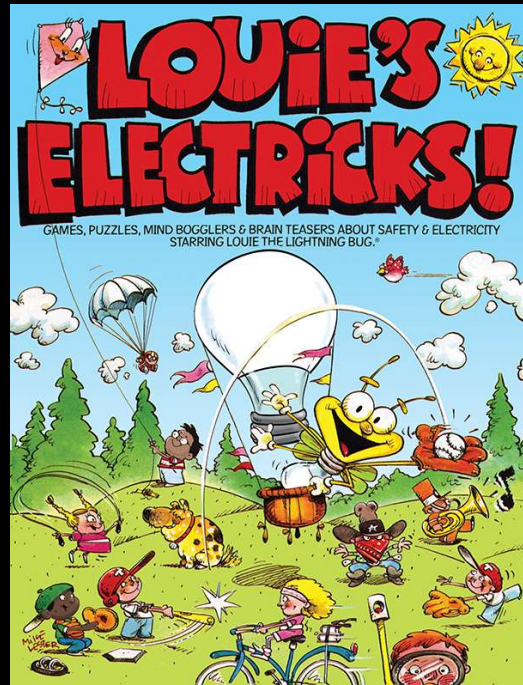


Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Apr 2023	167	81	98	13	213	42443	178	1277	1058	2171
Mar 2023	109	54	60	12	374	78664	399	1888	1675	3381
Feb 2023	113	46	63	14	380	57669	397	1766	1304	3188
Jan 2023	125	58	65	9	372	78797	299	2032	1807	3877
Dec 2022	140	67	61	15	415	95405	495	1909	2093	4344
Nov 2022	120	52	51	14	324	67792	423	1556	1566	3620
Oct 2022	101	43	46	12	321	79237	372	1437	1342	3146
Sep 2022	113	43	52	14	364	79046	421	1584	1291	3392
Aug 2022	156	66	81	22	498	106146	703	2532	2063	4858
Jul 2022	197	105	121	20	504	114176	625	3780	3263	6117
Jun 2022	146	69	79	20	466	90433	624	2384	2081	4383
May 2022	138	58	63	23	520	105843	733	1976	1813	4291
Totals						995651	5669	24121	21356	46768

School Fulfillment Program

- We create and customize school fulfillment programs that fit core curriculum standards.
- We print, house, and ship all materials to schools in your service area.
- We provide documentation and analytics on every order, so you'll see all feedback from teachers about the program.

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School Program Support

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
 Microsoft Server - 8th MPC1380 2A
 2700 W. North Street
 Galtport, MO 65532

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 (Use 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 Link TaskIt

2-3 Link TaskIt

K-3 Link Blind Bags

Total Number of Students

Home School Programs Requested:

K-1 Link TaskIt

2-3 Link TaskIt

K-3 Link Blind Bags

Total Number of Home School Students

Optional Comments or Questions

Optional Comments/Questions - Indicate special quantity here

FirstEnergy

Ohio Edison • The Illuminating Company • Toledo Edison
 Met-Ed • Penelec • Penn Power • Jersey Central Power & Light
 West Penn Power • Mon Power • Potomac Edison

**The FirstEnergy Electric Universe
 has the perfect teaching materials
 to supplement your lesson plans**

FirstEnergy

Ohio Edison • The Illuminating Company • Toledo Edison
 Met-Ed • Penelec • Penn Power • Jersey Central Power & Light
 West Penn Power • Mon Power • Potomac Edison

Blast Off to a Universe of Learning and Fun!

FirstEnergy is pleased to provide the Electric Universe website as a FREE service to increase understanding of electrical safety, how electricity works and how it improves the world around us.

Visit FirstEnergy.
 ElectricUniverse.com today!

Activity Booklets for Grades K-6, homework activity, posters and more are FREE with your registration at FirstEnergy's Electric Universe!

Why Public Safety Education Is Important

It establishes your company as a good corporate citizen.

It exercises due diligence.

In addition to being an important public service, it provides soft marketing for your brand.

Safety outreach directed at children educates future rate payers about your product and brand.