

**Utah Demand Side Management Strategic Communications and Outreach Campaign
Quarterly Report – July 2011 through September 2011**

Marketing Campaign Activity

During the period of July 2011 through September 2011, Rocky Mountain Power (the Company) continued the *wattsmart* advertising campaign, developed and implemented the summer cooling creative and messaging, finalized the act *wattsmart* video contest, and held five Rockin’ Recess events at area elementary schools in conjunction with Radio Disney.

***wattsmart* Advertising Campaign**

The *wattsmart* advertising campaign is comprised of a multi-media mix designed to reach as many customers as possible with the greatest frequency. The media channels that were used to deliver the *wattsmart* campaign during the July 2011 through September 2011 period included:

Communications/Outreach Channel		Contribution to Overall Strategy	Total Spots Run
Media	<i>Television</i>	Television is the primary medium for this campaign. Due to the strength and reach of the Salt Lake City designated market area, it works as the most effective media vehicle to reach Rocky Mountain Power customers.	722
	<i>Radio</i>	Radio provides message frequency.	1482
	<i>Newspaper</i>	Newspapers work as a support medium to broadcast messages and guarantees coverage of all counties in the Rocky Mountain Power Utah service area.	115
	<i>Magazine</i>	Magazines are used to reach business as well as consumer targets, focusing on the Salt Lake City metro area.	2
	<i>Transit</i>	Transit works as a support medium to broadcast messages, also focusing on the Salt Lake City metro area.	32
	<i>Multicultural media</i>	A share of the overall budget is allocated to Spanish language media in an attempt to diversify the reach of the campaign.	92 TV and 100 Radio
Digital/Web	<i>Online media</i>	Online media supports broadcast and print media, while increasing awareness for early adopters who are online and likely to be receptive to energy saving messages. Online media is comprised of banner ads on local sites, Facebook, Twitter, blogs, behavioral Google ad targeting, and Pay-Per-Click search engine placements.	

wattsmart Campaign Creative Development

During this timeframe, the Company developed and finalized the creative for summer cooling messaging (examples are provided in Attachment A), including a focus on high-efficiency evaporative coolers and air conditioners. These messages were rotated in the media schedule during July 2011 and will be used in 2012 as well.

Video Contest

During the July through September timeframe, the Company finalized the Act *wattsmart* video contest voting, ran the People's Choice voting and announced the contest winners.

Act *wattsmart* Video Contest Winning Videos

The entrant videos for the Act *wattsmart* video contest were reviewed by the panel of judges and the winning videos were selected. All contest videos submitted can be viewed at <http://www.rockymountainpower.net/env/ws/awvc/awve.html>. The announcement for the winning videos was made on August 1, 2011. The contest winners are as follows:

- Best Video Grand Prize – up to \$10,000 energy efficiency merchandise award from Lowe's
 - Awarded to Entry #31 – *Our Energy Story*
- Best Video Runners Up – up to \$2,500 energy efficiency merchandise award from Lowe's
 - Awarded to Entry #26 – *The Young Family Gets Smart*
 - Awarded to Entry #23 – *Watt Bot*

Beginning July 1, 2011, People's Choice voting was promoted and opened to the public July 8 through July 22, 2011. This campaign was promoted via e-mail to the entrants, online at the Company's home page, on the *wattsmart.com* landing page, three times per week on Rocky Mountain Power's Facebook page and in the media via press release. The People's Choice award was awarded to the video that received the greatest number of votes. The following entrant was the recipient of this award.

- People's Choice – up to \$2,000 energy efficiency merchandise award from Lowe's
 - Awarded to Entry #8 – *There are BRIGHTER Ways to Save Energy* (later renamed *This Mom could be a Whole wattsmarter*)

The Voters award winner was selected from the pool of 860 people who voted in the People's Choice competition. The Company narrowed the list down to Rocky Mountain Power customers only and selected a customer randomly. The winner, a Rocky Mountain Power customer from Farmington, Utah, received up to \$500 energy efficiency merchandise award from Lowe's.

Social Media

Rocky Mountain Power's Utah Twitter account (@RMP_Utah) is used to promote *wattsmart* programs, recruit customers and inform customers with *wattsmart* tips.

Additionally, Rocky Mountain Power's *wattsmart* Facebook community page (www.facebook.com/rockymountainpower.wattsmart) promotes *wattsmart* programs and conservation ideas (a calendar of Facebook promotions is provided in Attachment B).

To date, the *wattsmart* Facebook page has 494 "fans". During the July to September 2011 period, *wattsmart* tips were posted on the Facebook page three times per week and *wattsmart* "Tweets" were posted to @RMP_Utah on a weekly basis.

School Curriculum and Outreach

During the July to September 2011 period, work was completed for the 2011/2012 Think! Energy Utah – Take Action At Home fifth grade presentations by the National Energy Foundation. Program presentation registration exceeded the remaining 116 contracted presentations. A wait list was created for schools wanting the presentation, demonstrating a high demand for the program.

Two Utah Renewable and Energy Efficiency Teacher workshops were planned for October 12 in Cedar City and November 11 in Salt Lake City. Teachers from across the state were invited through the Utah State Office of Education, District Science Specialists and other National Energy Foundation contacts. These workshops will provide valuable information on electric generation and energy efficiency to 75 Utah educators. Participating schools will receive a kit and lesson binder, allowing them to take supplies back to the classroom to facilitate hands on student learning and experimentation.

Green Team - Salt Lake Bees

The ongoing Utah Jazz Green Team sponsorship included on-field promotions with the Salt Lake Bees baseball team during 24 home games throughout the July through September timeframe. The sponsorship also included messaging on the LED signage at Spring Mobile Ballpark.

Multicultural Outreach

To engage the Spanish speaking market, the Company engaged in several popular community events.

- **Telemundo Kids Soccer Cup** (July through September) held in Salt Lake City, this sponsorship gave the Company the opportunity to display a banner on the indoor and outdoor soccer fields throughout the season.
- **Festival Latinoamericano** (September 2, 3, and 5) held in Provo, drawing approximately 25,000 people over the three-day period. The event is the largest Hispanic event outside of Salt Lake City and is put on by Centro Hispano radio stations. The Company had a 10x10ft booth at this event manned by a bilingual representative. This sponsorship included Spanish language radio spots (airing from August 22 – September 5) and on-site interviews with media partners. The Company used two popup banners and Spanish rack cards were distributed to interested customers.

- **Fiesta Mexicana** (September 17) held at the Utah State Fairgrounds in Salt Lake City during the closing weekend of the Utah State Fair. Through the sponsorship, the Company hosted a 10x10ft booth and advertising with Spanish language radio spots (44 spots that aired four weeks prior to the event date).

Radio Disney’s Rockin’ Recess

Through a sponsorship with the local Utah Radio Disney AM station, the Company hosted five Rocky Mountain Power *wattsmart* Rockin’ Recess in-school events to reach out to children during school with an energy conservation theme. The following Rockin’ Recess events were held:

Date	School	Address	Students
July 29, 2011	Beehive Elementary	5655 South 5220 West, Kearns	570
September 19, 2011	The Reid School	2965 Evergreen Ave, Salt Lake City	150
September 23, 2011	Farmington Elementary	50 West 200 South, Farmington	500
September 27, 2011	Eastlake Elementary*	4389 Isla Daybreak Rd, South Jordan	850
September 30, 2011	Pioneer Elementary	3680 S Bonniewood, West Valley City	660

*Event rescheduled.

Sponsorship elements included:

- A 45-minute “Rockin Recess” segment
- Five main teaching tips/tools on energy efficiency for the kids
- Two contests per segment, based on an energy efficiency theme
- A Rocky Mountain Power spokesman delivering energy efficiency messages to students
- Three energy-saving demonstrations
- Energy efficiency focused leave behind materials
- Thirty Radio spots (30-seconds) on Radio Disney AM 910 the week of the recess promotion
- A link on the Radio Disney AM 910 website to *wattsmart.com*

Budget vs. Actual

Budget Category	Amount	Actual through September 2011	Variance
Media	\$750,000	\$324,719	\$425,281
Green Team Sponsorship	\$250,000	\$0	\$250,000
PR/Public Affairs	\$80,000	\$12,948	\$67,052
Creative/Production/Planning	\$180,000	\$93,820	\$86,180
Multicultural	\$40,000	\$9,982	\$30,018
Digital	\$50,000	\$16,119	\$33,881
NEF Curriculum	\$125,000	\$75,000	\$50,000
Research	\$25,000	\$7,750	\$17,250
Totals	\$1,500,000	\$540,338	\$959,662

Upcoming Program Activity

Campaign activity for the October to December 2011 time period will focus on the following activities:

- Utah Jazz Green Team sponsorship activities
- Plan for outreach opportunities in 2012
- Resume the National Energy Foundation, Think! Energy Utah – Take Action at Home campaign

Regulatory Activity

On September 30, 2011, Rocky Mountain Power filed with the Public Service Commission of Utah the annual report on the 2nd year of the outreach and communications campaign.

Attachment A:

Creative developed for use during the July through September 2011 timeframe

Media Flow Chart

	July				August					September				October		
	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17
<i>Primary Messaging</i>	<i>Cooling, peak times Cool Keeper</i>				<i>Ceiling fans, Peak Cool Keeper</i>					<i>Turn off lights, cutting kilowatts Home improvements</i>						
Consumer																
TV*	■		■		■		■		■		■		■			
Radio	■		■		■		■		■		■		■			
Newspaper																
Ahorah Utah	■		■		■		■		■		■		■			
Beaver Press	■		■		■		■		■		■		■			
Blue Mountain Panorama	■		■		■		■		■		■		■			
Emery County Progress-Combo	■		■		■		■		■		■		■			
Gunnison Valley Gazette	■		■		■		■		■		■		■			
Millard County Chronicle Progress	■		■		■		■		■		■		■			
Moab Times	■		■		■		■		■		■		■			
Park City Record	■		■		■		■		■		■		■			
Price Sun-Advocate	■		■		■		■		■		■		■			
Richfield Reaper	■		■		■		■		■		■		■			
Sanpete Messenger	■		■		■		■		■		■		■			
Tooele Transcript	■		■		■		■		■		■		■			
Vernal Express	■		■		■		■		■		■		■			
Wasatch Wave	■		■		■		■		■		■		■			
Outdoor	■															
Sponsorship	■															
Business																
Newspaper																
Salt Lake Tribune/Deseret News	■		■		■		■		■		■		■			
The Standard-Examiner	■		■		■		■		■		■		■			
The Daily Herald	■		■		■		■		■		■		■			
The Spectrum	■		■		■		■		■		■		■			
Logan Herald Journal	■		■		■		■		■		■		■			
Magazines																
The Enterprise	■		■		■		■		■		■		■			
Utah Business	■				■					■				■		
Utah County Business Journal	■				■					■				■		
Wasatch North Business Journal	■				■					■				■		
Online (Consumer & Business)	■															

Summer Cooling



TV:

[Summer cooling](#) (30 second spot)

[wattsabsurd](#) (15 second spot)

[wattsextreme](#) (15 second spot)

Radio:

[AC snow](#)

[Evaporative cooling](#)

Print

wattsblazing.
wattsmart.

wattsclimbing.
wattsmart.

wattsUtah.
wattsmart.

"UTAH'S CLIMATE IS PERFECT FOR EVAPORATIVE COOLING."
Upgrading to a high-efficiency evaporative cooler can save you energy and money during Utah's dry summer months. We even offer cash incentives to help pay for it. That's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER
Let's turn the answers on.

"STAY COOL. GET YOUR COOLING SYSTEM SERVICED." Getting your AC tuned up by a program qualified contractor can save you energy and money. We even offer cash incentives to help pay for it. That's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER
Let's turn the answers on.

"UTAH'S CLIMATE IS PERFECT FOR EVAPORATIVE COOLING."
Upgrading to a high-efficiency evaporative cooler can save you energy and money during Utah's dry summer months. We even offer cash incentives to help pay for it. That's wattsmart. To learn more, go to wattsmart.com.

ROCKY MOUNTAIN POWER
Let's turn the answers on.

Video Contest

People's Choice Web Banner:

Vote for your favorite video from July 8-22.

act wattsmart
VIDEO CONTEST

Winner Announcement Home Page Header:

Lights. Camera. Congratulations.

The votes are in. Click here to see the winners of the Act Wattsmart Video Contest.

Sign In

24-hour account access! Set up, manage and pay your bill!

User ID

Password

Remember me What's this?

[Forgot User ID?](#) [Forgot Password?](#)

Account Quick Links

- [Pay Your Bill](#)
- [Start Service](#)
- [Stop Service](#)
- [Transfer Service](#)
- [View Usage History](#)

The image features a central director's chair with a red backrest and yellow frame, set on a stage with a spotlight. The backrest has the 'act wattsmart VIDEO CONTEST' logo. To the left, there is a navigation bar with three icons and arrows. Below the chair, there are three small thumbnail images showing people and scenes.

Winner Announcement Landing Page Header:

Let the credits roll.

The votes are in. Click here to see the winners of the Act Wattsmart Video Contest.

The image features a central director's chair with a red backrest and yellow frame, set on a stage with a spotlight. The backrest has the 'act wattsmart VIDEO CONTEST' logo.

Multicultural Outreach

Booth at Festival Latinoamericano:



Multicultural Outreach Banners:



wattsmart.com

**Oprime
para ahorrar.**

 **ROCKY MOUNTAIN
POWER**

Hagamos brillar las soluciones.

wattsmart.com



Instala
para ahorrar.

 **ROCKY MOUNTAIN
POWER**

Hagamos brillar las soluciones.

Multicultural Outreach – Rack Card:

wattsmart.c@sm



**Presiona
para ahorrar.**

**ROCKY MOUNTAIN
POWER**
Hagamos brillar las soluciones.



- 1) Desenchufa los aparatos electrónicos que no estás utilizando.
- 2) Cambia tus focos de luz e instala focos CFL.
- 3) Apaga las luces y aparatos electrónicos cuando sales de una habitación.
- 4) En los meses más calientes, programa tu termostato a 78 grados Fahrenheit para conservar energía.
- 5) Programa tu calentador de agua a 120 grados Fahrenheit.
- 6) Lava tu ropa en agua fría y mete a la lavadora tandas completas solamente.
- 7) Usa tu lavaplatos cuando esté llena y airea los platos para secarlos.
- 8) Programa la temperatura de tu refrigerador entre 37 y 40 grados, y tu congelador a cero.
- 9) Limpia o reemplaza el filtro de la calefacción y programa mantenimientos rutinarios.
- 10) Cubre las ventanas que tengan fugas con hojas de plástico claro dentro de los armazones de las ventanas.

**ROCKY MOUNTAIN
POWER**
Hagamos brillar las soluciones.

© Rocky Mountain Power 2011

Programas de eficiencia de energía **wattsmart** de Rocky Mountain Power

Ofrecemos diversos programas para ayudarle a ser wattsmart y ahorrar energía y dinero. Todos los clientes pueden entrar a wattsmart.com o llamar gratis al **1-888-221-7070** para obtener nuestra auto evaluación gratuita de consumo de energía en el hogar llamada Análisis de Energía en el Hogar (Home Energy Analysis, por su nombre en inglés). Eche un vistazo abajo o visite nuestro sitio de Internet para los últimos detalles sobre programas en Utah.

Guardián del fresco: Los clientes a lo largo del Wasatch Front pueden ser de gran ayuda en la reducción del uso de energía y mantenimiento de los costos de todos bajos. También pueden obtener un crédito de \$20 en su factura anual. (Cool Keeper, por su nombre en inglés.)

Ahorros de energía en el hogar: Este programa ofrece incentivos a los clientes que compran electrodomésticos, iluminación, espacio de equipos de aire acondicionado ventanas, aislamiento u otros productos y servicios de eficiencia de energía para el hogar. Vea los detalles del programa en rockymountainpower.net/hes. (Home Energy Savings, por su nombre en inglés.)

Tarifas eléctricas de verano: Del 1 de mayo al 30 de septiembre, su factura de Rocky Mountain Power será calculada en base a una estructura de precios de niveles a la que se le conoce como "tarifa eléctrica de verano." Los beneficios son simples: ayudarle a ahorrar energía y mantener su factura de electricidad baja.

Reciclaje de

refrigeradores: Los clientes residenciales pueden reciclar sus refrigeradores o congeladores viejos a través del programa See ya later, refrigerator® (Hasta la vista, refrigerador). Llame gratis al **1-866-899-5539** para que vengan a recoger su refrigerador o congelador viejo y gánese \$30. Algunas restricciones se aplican.



Casas nuevas wattsmart: Este programa promueve la construcción de casas con eficiencia de energía que ahorran energía y dinero y conservan nuestros recursos naturales compartidos. Usted encontrará una mayor comodidad, desempeño y ahorros con ENERGY STAR®. Para más información visite wattsmart.com o llame gratis al **1-866-344-9802**.

Servicios de climatización para hogares de bajos ingresos: Rocky Mountain Power está asociado con agencias locales sin fines de lucro para proporcionar servicios de eficiencia de energía a hogares calificados de bajos ingresos. Los clientes calificados podrían recibir ayuda con aislamiento, medidas de calentamiento de agua, refrigeradores e iluminación. Para más información visite rockymountainpower.net/assistance.

wattsmart
APPROVED

**ROCKY MOUNTAIN
POWER**

Hagamos brillar las soluciones.

Diez cosas que usted puede hacer este verano para ser **wattsmart**

1. Programe el termostato de su aire acondicionado tan alto como sea cómodo – nosotros recomendamos 78°F o más cuando está en casa y 85°F cuando está fuera. No deje que los muebles y otros objetos en su hogar bloqueen las ventiladores interiores de aire.

2. Programe una afinación para su aire acondicionado y limpie o reemplace los filtros* mensualmente para una operación más eficiente. Mantenga su casa más cómoda y reduzca sus necesidades enfriamiento climatizando, recubriendo, tapando y sellando alrededor de las ventanas y puertas para mantener el aire caliente afuera.
**Algunos filtros son lavables.*

3. Minimice el calor interior: utilice la secadora y el lavaplatos por la noche los días de calor y airee sus platos para secarlos. Evite la iluminación incandescente que genera calor y utilice un horno de microondas, tostador o parrilla exterior en lugar del horno.

4. Programe su calentador de agua a 120°F.

5. Mantenga las persianas y ventanas cerradas durante el día y ábralas por la noche. Esta es una forma gratuita de mantener su hogar fresco.

6. Los ventiladores de ventana, techo y de toda la casa son también formas de mantener su hogar un poco más fresco a bajo costo.

7. Lave su ropa en agua fría y limpie el filtro de la pelusa de la secadora después de cada uso. Si su vecindario lo permite, utilice el aire natural caliente de afuera para secar su ropa tendiéndola.

8. Elimine o desactive congeladores o refrigeradores adicionales si es posible, especialmente si pasan los veranos afuera o en el garaje. Y aún mejor, puede pedir que vengan a recoger su refrigerador o congelador viejo para ser reciclado y ganarse \$30.

9. Desconecte los electrodomésticos pequeños como cafeteras, hornos de microondas y televisiones cuando no los esté usando. Un consejo wattsmart: Ahorre energía evitando el uso de electrodomésticos grandes entre las 2 p.m. y las 8 p.m.

10. Si usted tiene piscina: considere reducir la filtración de la alberca lentamente en incrementos de 30 minutos cada día.

Siga reduciendo el tiempo mientras el agua se conserve limpia. Podría descubrir que sólo necesita prender el filtro de su piscina seis horas al día. Instale un contador de tiempo para controlar la cantidad de tiempo que la bomba recicla el agua. Activar la bomba durante varios períodos cortos de tiempo a través del día resulta menos costoso que mantener la bomba prendida durante un largo período de tiempo. Y asegúrese de mantener las rejillas de entrada de drenaje libres de basura. Los drenajes bloqueados hacen que la bomba trabaje más. Visite **wattsmart.com** para más consejos e información sobre incentivos en efectivo para recortar su factura de electricidad y hacer de su hogar un hogar con más eficiencia de energía. También vea los videos *The High Bill Caper* en la internet para consejos sobre eficiencia diseñados para ahorrar energía y dinero.



Hagamos brillar las soluciones.

Telemundo Kids Soccer Cup:



Rocky Mountain Power Wattsmart Facebook Calendar July 2011

Theme	Mon., July 4	Tues., July 5	Wed., July 6	Thurs., July 7	Fri., July 8
		<p>An evaporative cooler uses a bill-shrinking 75% less electricity to cool your home than a central air conditioner does. Plus you can get up to \$300 cash back on the purchase of high efficiency evaporative cooling equipment through our Cool Cash Incentive program.</p> <p>http://www.rockymountainpower.net/res/sem/epi/utah/cci.html</p>		<p>Did you know 29.6% of electricity consumed at home is used for central air conditioning? Cool Keeper helps manage electric demand during peak times through August. You'll get a thank-you credit on your bill for enrolling.</p> <p>http://www.coolkeeper.net/index.php</p>	<p>Time to pick your favorite Act wattsmart video! People's Choice voting is now open – you can even be entered for a chance to win \$500 in energy-efficient upgrades:</p> <p>http://www.rockymountainpower.net/env/ws/awvc.html</p>

Theme	Mon., July 11	Tues., July 12	Wed., July 13	Thurs., July 14	Fri., July 15
	<p>Here's a rule of green thumb: plant deciduous trees to shade your home's walls, windows & roof in summer & keep your home cooler.</p> <p>Do you have a favorite shade tree in your yard?</p> <p>http://viewer.zmags.com/publication/9100813d#/9100813d/1</p>		<p>Tune up your cooling system to keep it running efficiently. You'll save on your electricity bill & get up to \$75 cash back when you have your central AC or heat pump tuned up by a Home Energy Savings program qualified contractor:</p> <p>http://homeenergysavings.net/Utah/hvac/tune-ups.html</p>		<p>If you use heating tape on your roof to help melt winter snows, have you checked to make sure it's turned off? We've heard from customers who unintentionally left their tape on into summer. It's easy to forget, but could easily be adding to your electric bill!</p> <p>Go ahead, play favorites - then vote for the video you like best in our Act wattsmart video contest. You could win too!</p> <p>http://www.rockymountainpower.net/env/ws/awvc.html</p>

Theme	Mon., July 18	Tues., July 19	Wed., July 20	Thurs., July 21	Fri., July 22
	<p>Ceiling fans are great additions to rooms where you spend the most time. They help you feel cooler and you'll save on energy costs! Get \$20 back from our Home Energy Savings program when you buy an ENERGY STAR qualified model: http://homeenergysavings.net/Utah/lighting/fans.html</p> <p>Voting ends Friday for the Act wattsmart video contest People's Choice! Pick your favorite & you can be entered to win \$500 in energy efficiency upgrades: http://www.rockymountainpower.net/env/ws/awvc.html</p>		<p>Set it & forget it! According to ENERGY STAR, homeowners can save \$180 a year in energy costs by properly setting their programmable thermostats, then maintaining those settings. http://www.energystar.gov/index.cfm?fuseaction=find_a_product.showProductGroup&pgw_code=TH</p> <p>Electricity demand is high during the summer months. Sign up for our Cool Keeper program & help reduce that demand. You'll get a thank-you credit on your bill for participating. http://www.coolkeeper.net/index.php</p>		<p>Keep your cool. If you are home during the day, try to reduce the use of heat-producing appliances such as the oven, range, dishwasher, washing machine & dryer.</p> <p>Last day to vote for your favorite video to win the Act wattsmart video contest People's Choice! While you're at it, be sure to enter to win \$500 in energy efficiency upgrades for yourself! http://www.rockymountainpower.net/env/ws/awvc.html</p>

Theme	Mon., July 25	Tues., July 26	Wed., July 27	Thurs., July 28	Fri., July 29
	<p>New designs in evaporative cooling help homes feel more comfortable than ever before. If you're considering replacing your cooling system, a new evaporative cooler could be the energy- and money-saving answer you're looking for especially in Utah's dry climate.</p> <p>http://www.rockymountainpower.net/res/sem/epi/utah/cci.html</p>		<p>Here are some great pointers for saving energy & money with your swimming pool pump:</p> <p>http://www.energysavers.gov/your_home/water_heating/index.cfm/mytopic=13290</p>		<p>Which wattsmart tip are you finding easiest to put into action at your home?</p>

Theme	Mon., Aug 8	Tues., August 9	Wed., August 10	Thurs., August 11	Fri., August 12
	<p>Our Act wattsmart Video winners, The Patch's, are going to be on @fox13news tomorrow morning. Find out how they plan on making their house wattsmart.</p>	<p>When it's hot out, wait until nighttime to use your dishwasher. This will help you avoid adding heat in your house when you're trying to stay cool!</p>		<p>AM: Video Contest media: Link to Tribune article/tease to KTVX Ch. 4 7am appearance</p> <p>Do you leave the faucet on while shaving? Turning it off can save thousands of gallons of water a year, not to mention the energy needed to heat the water.</p> <p>http://www.rockymountainpower.net/res/sem/het/wh.html</p>	<p>Which way is your ceiling fan going? Having your fan moving counterclockwise can create a cool breeze in your home.</p> <p>Need a ceiling fan? Get \$20 for purchasing an ENERGY STAR certified model</p> <p>http://homeenergysavings.net/Utah/lighting/fans.html</p>

Theme	Mon., Aug 15	Tues., Aug 16	Wed., Aug 17	Thurs., Aug 18	Fri., Aug 19
	<p>Have you checked out our <i>wattsmart</i> video winners? They have some great tips on how to save money on your electric bill.</p> <p>http://www.rockymountainpower.net/env/ws/awvc/awvcwv.html</p>		<p>Don't have a programmable thermostat? Manual ones can be set to save you money as well. Check out these helpful hints from @EnergyStar</p> <p>http://www.energystar.gov/index.cfm?fuseaction=find_a_product.showProductGroup&pgw_code=TH</p>		<p>Share wattsmart ice chair spot?</p>

Theme	Mon., Aug 22	Tues., Aug 23	Wed., Aug 24	Thurs., Aug 25	Fri., Aug 26
	<p>Don't get steamed - Run exhaust fans when you shower or cook to vent warm, moist air.</p>		<p>Replacing your air conditioner? Try an evaporative cooler. It can use up to 75% less energy than a central air conditioning system.</p> <p>http://www.rockymountainpower.net/res/sem/epi/utah/cci.html</p>		<p>Measure your home's energy use using @EnergyStar's Home Energy Yardstick. You can compare your home's use to others and get recommendations for improvement.</p> <p>https://www.energystar.gov/index.cfm?fuseaction=HOME_ENERGY_YARDSTICK.showGetStarted</p>

Theme	Mon., Aug 29	Tues., Aug 30	Wed., Aug 31	Sept 1	Sept 2
	<p>Teach your kids about the importance of being wattsmart with some of our handy tips.</p> <p>http://www.rockymountainpower.net/env/ws/rbw.html</p>	<p>Is your A/C's air filter clean? You should clean or replace the filter once a month during the summer.</p> <p>"Like" this post if it's on your To Do list!</p>			<p>Its Labor Day weekend! If you are heading out of town be sure to turn your air conditioner's temperature setting up before heading out of town.</p> <p>How do you save energy at home when you're away?</p>

Theme	Mon., Sept. 5	Tues., September 6	Wed., September 7	Thurs., September 8	Fri., September 9
<i>Vacation blues</i>		Did you turn up your thermostat over Labor Day weekend? See if you can keep it at that higher setting & you'll keep saving energy & money.			Really it's not too early! Schedule a tune-up for your heating system before cold weather hits. And check out these other heating tips: http://www.rockymountainpower.net/res/sem/het/heating.html

Theme	Mon., Sep. 12	Tues., Sept. 13	Wed., Sept. 14	Thurs., Sept. 15	Fri., Sept. 16th
	<p>Fix leaky faucets. A dripping faucet can waste 6 -10 gallons of water a day & energy if HOT is leaking! Repairs can be as easy as replacing a worn-out washer.</p> <p>Who's the fix-it specialist in your family?</p>		<p>Back to school means getting back to saving energy. Here are some great tips on how to save money on your electric bill.</p> <p>http://www.rockymountainpower.net/res/sem/het.html</p>		<p>CFLs use 75% less energy and can last 7 to 10 times longer than standard bulbs.</p> <p>Get special pricing on energy-efficient light bulbs:</p> <p>UT</p> <p>http://homeenergysavings.net/Utah/lighting/cfls.html</p>

Theme	Mon., Sept. 19	Tues., Sept. 20	Wed., Sept. 21	Thurs., Sept. 22	Fri., Sept. 23
<i>It's easy saving energy</i>	<p>Cutting calories is hard. Being wattsmart is so much easier.</p> <p>http://www.youtube.com/watch?v=kTE9BRmUb_Y</p>		<p>Save month after month with @ENERGYSTAR rated appliances. Get cash back from our Home Energy Savings program too:</p> <p>http://homeenergysavings.net/Utah/newappliances.html</p>		<p>Watch these video clips to unmask invisible energy thieves in your home.</p> <p>Any of these culprits look familiar?</p> <p>http://www.rockymountainpower.net/ya/yb/hbc.html</p>

Theme	Mon., Sept 26	Tues., Sept. 27	Wed., Sept. 28	Thurs., Sept. 29	Friday Sept. 30
<p><i>Getting ready for cooler weather</i></p>	<p>The days are getting shorter. Be wattsmart & turn off your outdoor lighting before heading out. With timers & sensors you barely even need to think about it:</p> <p>http://www.energysave rs.gov/your_home/lighting_daylighting/index.cfm/mytopic=12230</p>		<p>Warm days are turning into cool nights. Are your windows ready for winter? Save money on your electricity bills by reducing window heat loss.</p> <p>What do you do to weatherize?</p> <p>http://www.rockymountain power.net/res/sem/het/wi.html</p>		<p>Get comfortable with the changing weather.</p> <p>Energy-efficient heating equipment can save you up to 20 percent on your electric bill annually help you be more comfortable in your home. We offer cash incentives for installing high-efficiency heat pumps, and tune-up services.</p> <p>http://homeenergysavings.net/Utah/heatingandcooling.html</p>