



Appendix 8
Earned Media Coverage
2012

Earned media coverage of wattsmart/energy efficiency in Utah in 2012

March 21, 2012 – Salt Lake Tribune: Solar panels power lights, curriculum at Utah schools
<http://www.sltrib.com/sltrib/neighborhooddaviscounty/53734282-123/academy-solar-energy-quest.html.csp> (While primarily about the solar panels, this article also touches on energy efficiency learning and practices...Quest Academy's "Watt Smart" program came about following a presentation by a Rocky Mountain Power representative at a solar project ribbon cutting event where energy efficiency was also discussed.)

April 29 – Swamp coolers are cheaper, more eco-friendly
<http://fox13now.com/2012/04/29/swamp-coolers-are-cheaper-more-eco-friendly/>

May 2 – Rocky Mountain Power helps recycle old fridges
<http://fox13now.com/2012/05/02/rocky-mountain-power-helps-recycle-old-fridges/>

June 26 – KSL: Rocky Mountain Power: "Wattsmart" Kitchen Tips
<http://studio5.ksl.com/?nid=124&sid=20999635>

July 3 – Fox 13: Rocky Mountain Power: Energy saving tips
<http://fox13now.com/2012/07/03/rocky-mountain-power-energy-saving-tips/>

July 9 – Deseret News: Try to beat or just tolerate the heat
<http://www.deseretnews.com/article/865558758/Try-to-beat-or-just-tolerate--the-heat.html>

July 18 – ABC4: Energy Saving Tips
http://www.abc4.com/content/news/top_stories/story/Energy-Saving-Tips/PzcwglfLkWBnqpQiltgfg.csp

July 18 – Salt Lake Tribune: Home Depot, Utah utility team for energy-savings event
<http://archive.sltrib.com/article.php?id=22115939&itype=storyID>

Aug. 21 – KSL: How much energy do you use compared to your neighbors?
<http://www.ksl.com/?nid=148&sid=21810161>

Aug. 23 – ABC4: Save Power and Money
http://www.abc4.com/content/news/top_stories/story/Save-Power-and-Money/u0KUqIh7zUKJ_Qdzjm1PwA.csp

Aug. 30 – Salt Lake Tribune: Utility's program rewards those who save as they build
<http://www.sltrib.com/sltrib/mobile/54796079-68/energy-program-homes-builders.html.csp>

Sept. 3 – Fox 13: RMP New Homes program increases efficiency, lowers costs
<http://fox13now.com/2012/09/03/rmp-new-homes-program-increases-efficiency-lowers-costs/>

Sept. 20 – Salt Lake Tribune: Utility, Home Depot team up to push energy efficiency
<http://www.sltrib.com/sltrib/money/54933854-79/energy-depot-cash-efficiency.html.csp>

Oct. 14 – KUER: Study shows Utah could save twice as much with energy efficiency programs
<http://www.kuer.org/post/study-shows-utah-could-save-twice-much-energy-efficiency-programs>

Nov. 15 – Sun Advocate: Rocky Mountain Power offers help for home energy efficiency
http://www.sunad.com/index.php?tier=1&article_id=26480 (May be a broken link)

Nov. 30 – eBay green blog: Rocky Mountain Power and eBay Inc. see Green at Topaz Data Center
<http://green.ebay.com/greenteam/blog/Rocky-Mountain-Power-and-eBay-Inc-See-Green-at-Topaz-Data-Center/11607>

Dec. 26 – KUTV: (live news story about animated “wattsmart Christmas Carol” featuring KUTV news personalities...story not available on KUTV news site, but here’s a link to a blog post with the video: <http://www.rockymountainpower.net/about/nr/rmpol/archive/rmpol21111.html>)