



Appendix 11

Outreach and Communication

wattsmart habits TV**:30's**

- [wattsmart habits tuba](#)
- [wattsmart habits math](#)






:15's

- [Cool Cash – incentives for evaporative cooling](#)
- [Cool for everyone](#) – Cool Keeper
- [Energy break](#) – Peak Demand
- [Summer savings](#) – Summer rates

wattsmart radio

- [Peak Demand](#)
- [Peak Demand \(español\)](#)
- [Thermostat](#)
- [Thermostat \(español\)](#)
- [Tune Up](#)
- [Tune Up \(español\)](#)
- [Use power strips](#)
- [Summer rates](#)

wattsmart habits print

-  [Cool Cash](#)
-  [Light Switch](#)
-  [Thermostat](#)
-  [Toothbrush/Light switch](#)
-  [Yoga/Large appliances](#)
-  [wattsmart family ad](#)
-  [wakeboarder/air conditioner](#)
-  [Cool Keeper](#)
-  [wattsmart new homes](#)

Video Contest

- [wattsmart video contest print ad \(PDF\)](#)
- [Act wattsmart Take Two](#)
- [Voices – April 2013](#) – contest promoted
- [Voices – September 2013 – winners announced](#)

Business print

- [Governors' summit](#)
- [Thank you ad](#)
- [Case study – Metals Manufacturing Co. - lighting](#)
- [Case study – Weber State University – lighting and other measures](#)
- [Case study ad – Utah Paperbox – evaporative cooling](#)
- [Utah Manufacturers' Assn](#)

Business radio

- [Spring radio – lighting upgrades](#)
- [Fall radio – Dream business](#)




Business digital display & eblasts

- [Lighting upgrades](#)
- [Lighting eblast](#)
- [Commercial kitchens eblast](#)

wattsmart Business Collateral

- [Program Overview](#)
- [Agricultural Overview](#)
- [Wattsmart Business Brochure](#)
- [Energy Project Manager Co-funding](#)
- [Lighting Standards handout](#)
- [Case Study – BD](#)
- [Case Study – Cities & Counties](#)
- [Case Study – Evaporative Cooling](#)
- [Case Study – Lifetime Products](#)
- [Case Study – Natural History Museum](#)
- [Case Study – Smith's Food & Drug Stores](#)
- [Case Study – Varian Medical](#)
- [Case Study – Weber School District](#)

wattsmart habits outdoor

-  [Kongs - Power Button/Ceiling Fans/Large Appliances/Off Switch/Thermostat \(PDF\)](#)
-  [Queens - Thermostat/off switch/Peak demand/Ceiling fan/Power button \(PDF\)](#)
-  [Ceiling fans/Large appliances](#)

wattsmart habits web banners

- [Thermostat](#)
- [Evaporative Cooling](#)
- [Peak demand](#)
- [Ceiling fan](#)
- [Summer rates](#)
- [Cool Keeper](#)

KUED Children's Programming

- [Slim wattsmart spots](#)

Jazz Green Team

- [Workout](#)
- [Practice habits](#)

University of Utah sponsorship creative

- [Football video](#)
- [Basketball video](#)
- [Football radio](#)
- [Basketball radio](#)
- University of Utah LEDs - [baseline](#), [courtside](#), [scrolling](#)



Newsletters/Inserts

Voices

- [January 2013 – resolve](#)
- [March 2013 – spruce up your savings](#)
- [July 2013 – Stay cool](#)

wattsup

- [May 2013 wattsup insert](#) – summer savings
- [October 2013 wattsup insert](#)
- **Utah wattsmart Earned Media 2013**

- Feb 22 – KUTV: Utah Paperbox goes green
http://kutv.com/news/features/2news-am/stories/vid_413.shtml
- Feb 27 – Park Record: Rocky Mountain Power supports new Habitat home
- March 6 – Salt Lake Tribune: Produce a video about saving electricity, win \$10,000
<http://www.sltrib.com/sltrib/money/55953213-79/contest-energy-power-com.html.csp>
- March 6 – Deseret News: Rocky Mountain Power to hold video contest
<http://www.deseretnews.com/article/865575004/Rocky-Mountain-Power-to-hold-video-contest.html>
- March 6 – ABC4: Win with Rocky Mountain Power’s “Act WattSmart”:
<http://www.abc4.com/news/local/story/Win-With-Rocky-Mountain-Powers-Act-WattSmart/gpGA6cmJf0SCsWPqNbyckA.csp>
- March 6 – Standard Examiner: Rocky Mountain Power launches video contest
<http://www.standard.net/stories/2013/03/06/rocky-mountain-power-launches-video-contest>
- March 8 – Live interviews with KUTV, ABC4, 101.9 The End and FM100 at the Home & Garden Festival
- March 9 – KSL: Contestants to win \$17k in Rocky Mountain Power video contest
<http://www.ksl.com/?nid=960&sid=24305741>
- March 10 – KUTV: [Story on 2013 Act wattsmart Video Contest with Sharon Shore, 2011 “people’s choice” winner]
- March 11 – KPCW Radio: [Interview with Lisa Schneider from Habitat for Humanity of Summit and Wasatch Counties that included discussion of the RMP wattsmart support for a Habitat for Humanity home in Park City.]
- March 15 – Summit County News: Utah energy savers could win big – up to \$10,000 in energy efficiency upgrades
- March, 20 – CW30: [Story about energy efficiency and potential upgrades discussed for the ABC4 station.]
- April 25 – Davis County Clipper: ‘Act Wattsmart’ focus of RMP video contest
<http://davisclipper.com/bookmark/12917415-%E2%80%98Act-Wattsmart%E2%80%99-focus-of-RMP-video-contest>
- May 8 – The Spectrum: Schools undergo lighting upgrades
http://www.thespectrum.com/article/20130508/NEWS01/305080012/Schools-undergo-lighting-upgrades?gcheck=1&nclick_check=1
- May 20 – Fox 13: Rocky Mountain Power challenging filmmakers to show how to be ‘wattsmart’
<http://fox13now.com/2013/05/20/rocky-mountain-power-challenging-filmmakers-to-show-how-to-be-wattsmart/>
- May 28 – KSL: Making energy efficiency fun with Rocky Mountain Power
<http://www.ksl.com/?nid=1105&sid=25357136&title=making-energy-efficiency-fun-with-rocky-mountain-power>

- June 12 – ABC4: Rocky Mountain Power is holding the Act Wattsmart video contest
<http://www.4utah.com/content/news/slc/story/Rock-Mountain-Power-is-holding-the-Act-Watt-Smart/d/story/oJds6FwL90KvxtE9ur9ucg>
- June 17 – Salt Lake Tribune: Rocky Mountain Power asks Utahns to help pick top Wattsmart video
<http://www.sltrib.com/sltrib/money/56461261-79/video-contest-wattsmart-energy.html.csp>
- July 9 – ABC4: Simple at-home changes cut back on energy costs
<http://www.4utah.com/content/news/slc/story/Simple-At-Home-Changes-Cut-Back-on-Energy-Costs/d/story/bhHjr6ut50SYFbkMfBMBIw>
- July 11 – Deseret News: Rocky Mountain Power consolidates energy-efficiency programs
<http://www.deseretnews.com/article/865582959/Rocky-Mountain-Power-consolidates-energy-efficiency-programs.html>
- Aug 1 – ABC4: Winners of wattsmart contest talk about victory
<http://www.onenewspage.us/video/20130801/1354246/Winners-of-Wattsmart-contest-talk-about-victory.htm>
- Aug 2 – Standard-Examiner: Couple wins \$10,000 in merchandise
<http://www.standard.net/stories/2013/08/02/couple-wins-10k-merchandise>
- Aug 3 – Fox 13: Act wattsmart video contest winner
<http://fox13now.com/2013/08/03/act-wattsmart-video-contest-winner/>
- Aug 4 – Standard-Examiner: S. Ogden couple's video wins them \$10,000 in energy-efficiency upgrades
<http://www.standard.net/stories/2013/08/04/s-ogden-couples-video-wins-them-10000-energy-efficiency-upgrades>
- Aug 5 – Salt Lake Tribune: Utah family's energy saving video 'can't be beat – doo, doo, doo'
<http://www.sltrib.com/sltrib/mobilemobileopinion/56671283-183/video-contest-doo-energy.html.csp>
- Aug 6 – Deseret News: Utah family wins \$10,000 from Rocky Mountain Power
<http://www.deseretnews.com/article/865584192/Utah-family-wins-10000-from-Rocky-Mountain-Power.html?pg=all>
- Aug 10 – KSL: Utah family scores \$10K prize from Rocky Mountain Power contest
<http://www.ksl.com/?sid=26320624>
- Sept 18 – Deseret News: Rocky Mountain Power offers incentives for recycling refrigerators
<http://www.deseretnews.com/article/865586627/Rocky-Mountain-Power-offers-incentive-for-recycling-refrigerators.html>

- Sept 22 – Herald Journal: Rocky Mountain Power promotes conservation
<http://pioneer.olivesoftware.com/Repository/ml.asp?Ref=VEhKLzIwMTMvMDkvMjIjQXIwMDMwOA%3D%3D&Mode=Gif&Locale=english-skin-custom>
- Oct 9 – Deseret News: Rocky Mountain Power offers info on energy savings
<http://www.deseretnews.com/article/865588048/Rocky-Mountain-Power-offers-info-on-energy-savings.html>
- Oct 10 – Sanpete Pyramid (Herald Journal): Community calendar: Old refrigerators
http://www.heraldextra.com/sanpete-county/announcements/community-calendar/article_c739ee47-86e6-5336-a34a-a89ff096edfb.html
- Dec 10 – KPCW Radio [Interview on This Green Earth about wattsmart Habitat for Humanity home]
<http://kpcw.org/post/green-earth-december-10-2013>
- Dec 28 – The Spectrum: Cedar steps up to recycling challenge
<http://www.thespectrum.com/article/20131227/NEWS01/312270028/Cedar-steps-up-recycling-challenge>