



**Public Power**

P r o m o t i o n a l P r o g r a m

# An Overview

# What is P4?



- P4 is an enhancement of communications services to cities and replaces the 50/50 advertising program
  - P4 is a structured program that clearly explains the services and resources available to each city
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# What is P4?



- The overall purpose of P4 is to promote NC Public Power communities and build customer loyalty and understanding of local electric service
  - P4 is a part of our overall communications strategy – both statewide and local
  - Promoting NC Public Power is important for several reasons:
    - Assists in economic development efforts
    - Builds a grassroots understanding of public power and its benefits
    - Creates customer loyalty and retention
    - Strengthens NC Public Power communities
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# Who is eligible for P4?



- ❑ All power agency cities – NCEMPA and NCMIPA1 participants
  - ❑ The amount of funds available is determined by the number of customers served by the utility
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# What is the P4 funding for my city/town?



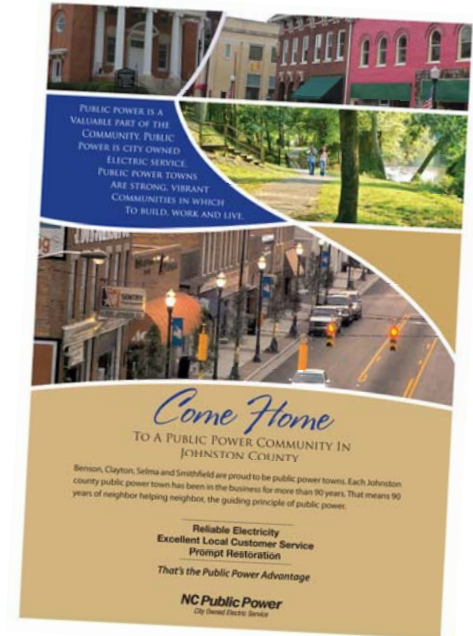
<b>Customers</b>	<b>Annual Allowance</b>
Less than 5,000	\$1,500
5,000 – 10,000	\$2,000
More than 10,000	\$2,500

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# What type of projects qualify for P4?



- ❑ Local print advertisements in magazines and newspapers
- ❑ Printing of customized bill inserts
- ❑ Sponsorship of local festivals
- ❑ Branding/marketing campaigns



# What type of projects qualify for P4?



- Production of a video to promote the city/town or advertise and educate about a city service
- Printing of brochures or other publications to advertise a program or event
- Purchase of branded material for customer giveaways
- Purchase of branded clothing for employees



# What are the requirements for reimbursement?



- Projects must promote a positive image of NC Public Power
- Contact Strategic Communications staff at beginning of project
- Projects must include the NC Public Power logo
- Choices include the traditional logo and type logo (please contact Strategic Communications staff for assistance)



**NC Public Power**  
*City Owned Electric Service*

# When does P4 begin?



- ❑ The program begins on January 1, 2008
  - ❑ The program year is January 1 through December 31
  - ❑ Expenses must be incurred by December 31 each year
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# How do I apply for reimbursement?



- Contact Strategic Communications staff at the **beginning** of the project
  - Complete and submit the P4 Reimbursement Form
  - You will receive reimbursement within *two to four weeks*
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# Strategic Communications Staff



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