



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?

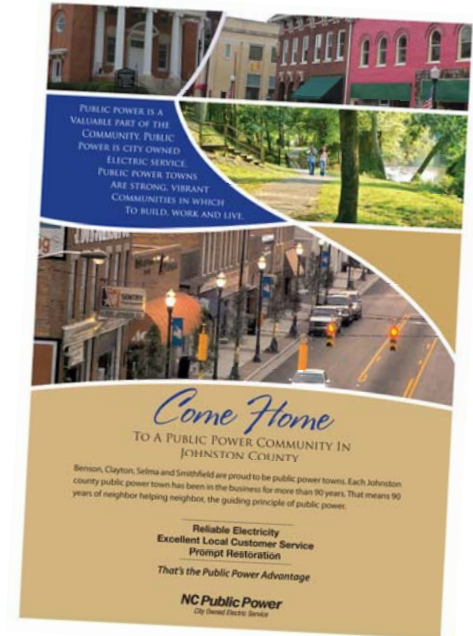


Customers	Annual Allowance
Less than 5,000	\$1,500
5,000 – 10,000	\$2,000
More than 10,000	\$2,500

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



□ **Rebecca Agner**

Manager

1-800-768-7697 ext. 6334

ragner@electricities.org

□ **Sally Heffernan**

Senior Graphic Designer

1-800-768-7697 ext. 6283

sheffern@electricities.org

□ **Steven Pius**

Graphic Designer

1-800-768-7697 ext. 6281

spius@electricities.org
