



SAMPLE SPEECH/NEWSPAPER GUEST COLUMN

The fall is a great time to make presentations before business and civic groups that keep a watchful eye on community progress, customer service, and economic development. These days, people have a lot of questions about climate change and energy efficiency. That gives you a good opportunity to talk about how the utility is owned and operated, and about current power supply and pricing issues. You can also use this piece as a short introduction to a Public Power Week event, or include parts of it as you announce new energy efficiency or customer service programs. Your general manager or policy board chair can also submit a version of it to your newspaper as a guest column.

PUBLIC POWER: THE COMMUNITY-OWNED ADVANTAGE

(Community name) receives electricity from *(utility name)*, one of more than 2,000 public power utilities that provide electricity to more than 49 million people across the country.

There are many reasons why *(community name)* continues to own and operate its own electric utility.

(Utility name) has operated alongside our customers in *(community name)* ever since *(date)*. *(Add unique details about your utility's formation)*.

(Utility name) not only works for *(community name)*, it is *(community name)*. Public power utilities are community-owned, which means the people of *(community name)* are included in the decision-making process.

Knowing our community and its needs helps us keep homes, businesses, and public places powered year-round. Local ownership allows us to:

- *(List decisions that have been made regarding your energy portfolio. Has your community decided to integrate more renewable energy, or incorporate distributed energy resources?)*
- *(List what your utility has done with its customers.)*
- *(List recent projects that were approved by your governing board/citizens/city council—LED retrofits, burying your power lines, rate redesigns, smart meter upgrades, load management technology, etc.)*

Another benefit you receive from *(utility name's)* not-for-profit business model is that *(community name's)* electricity rates are *(lower than neighboring utilities/will continue to be stable, etc.)*.



(Utility name's) strong commitment to our community can also be seen in places you may not expect. In the past year, we: (include information about funds raised for United Way, community clean-ups, tree-planting, scholarships, green power, etc.).

As a not-for-profit public power utility, our loyalty is to our customers – not stockholders. We take pride in our governance structure, with an *(elected/appointed)* policy board comprising local members, that has open meetings *(every Tuesday at 7 p.m., at the city hall, etc.)*.

(Utility name) will continue to provide cost-effective, reliable electricity. (Reiterate other specific services/offerings that your utility specializes in that adds value to the community)

We thank you for your support of public power — an American tradition that works.

Join us in celebrating Public Power Week (#PublicPowerWeek). This year's celebration takes place Sunday, Oct. 6, through Saturday, Oct. 12. We have a number of events planned to share information about our utility and its services. They include:

- *(list activities)*

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