



## SAMPLE SPEECH/NEWSPAPER GUEST COLUMN

Public Power Week is an opportune 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 which gives you a good opportunity to talk about how the utility is owned and operated, your power supply, and how you support the community. 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 governing board chair can also submit a version of it to your newspaper as a guest column.

### **PUBLIC POWER IS COMMUNITY-POWERED**

*(Community name)* receives electricity from *(utility name)*, one of approximately 2,000 public power utilities that provide electricity to 54 million people across the country.

*(Community name)* residents have been served by *(Utility name)* since *(year)*. *(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 making key decisions about our energy future.

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

We are committed to building for the future to ensure reliable, affordable, sustainable, and customer-focused service to our community for many years to come. That means we're working hand-in-hand with customers and community leaders to make sure our utility reflects the long-term goals and needs of members of our community. Knowing our community and its needs helps us keep homes, schools, 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 — e.g., LED retrofits, undergrounding your power lines, rate redesigns, smart meter upgrades, load management technology, etc.)*

As a not-for-profit public power utility, our loyalty is to our customers – not stockholders. We work hard to ensure that our electric rates are *(lower than neighboring utilities/will continue to be stable, etc.)*. We take pride in having a locally *(elected/appointed)* governing board that has open meetings *(every Tuesday*



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*at 7 p.m., at the city hall/accessible online, etc.).*

*(Utility name) will continue to provide cost-effective, reliable electricity. (Reiterate other specific services/offerings that your utility specializes in that add 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 Sunday, Oct. 6, through Saturday, Oct. 12. We will be sharing why we're proud to be your public power utility throughout the week, in ways the community can participate as well. Activities include:

- *(List activities)*