

MISSOURI PUBLIC SERVICE COMMISSION

APPENDIX 4

Schedule JK-1

Advertising

See also Digital attachments

MP3	Ameren Holiday Lights Mixdown 1	Institutional
MP3	Ameren Holiday Lights Mixdown 2	Institutional
MP3	Ameren Holiday Lights Mixdown 3	Institutional
MP3	Voting Promo - Berkeley	Institutional
MP3	Voting Promo - Manchester	Institutional
MP3	Voting Promo - Pine Lawn	Institutional
MP3	Fresh 102.5 Holiday Lights Promo	Institutional

UNION ELECTRIC COMPANY
d/b/a Ameren Missouri

CASE NO. ER-2014-0258

Union Electric Company, dba Ameren Missouri
Case No. ER-2014-0258

Advertising Index

Source: Response to Staff Data Request Nos. 0034, 0151 and 0302.

Page #	File Name	Staff Category	Ad Amount	Amount Allowed
1	5x4MOEEad	Gas Utility	\$ 1,158	\$ -
2	10.25x6.5_STLBJ_WConfrev2	Institutional	\$ 6,250	\$ -
3	10.312x13StormRec	Institutional	\$ 2,775	\$ -
4	10.5x21StormRecAd	Institutional	\$ 47,126	\$ -
5	11.75x10.5DivAdSTLA	Institutional	\$ 5,500	\$ -
6	2013 Mary Heger MIBW Ad	Institutional	\$ 3,797	\$ -
7	5.75x10.5 STLAnnvAd	Institutional	\$ 1,300	\$ -
8	5.75x10.5BlkHstMonthAd	Institutional	\$ 1,746	\$ -
9	5x13.25PoweringGrowth	Institutional	\$ 2,142	\$ -
10	8.5x10.875DivIncMagAd	Institutional	\$ 1,264	\$ -
11	8-.5x11_Coaches vs Cancer	Institutional	\$ 25,000	\$ -
12	Ameren Diverse BusLeader Spark Ad	Institutional	\$ 2,597	\$ -
13	Ameren Missouri_2013 Fortune	Institutional	\$ 19,652	\$ -
14	Ameren MO StateAd	Institutional	\$ 1,000	\$ -
15	Ameren Tnistendirk Shaw Ad	Institutional	\$ 3,570	\$ -
16-17	AmerenCares.Tshirt	Institutional	\$ 10,950	\$ -
18	Annie Malone Parade	Institutional	\$ 550	\$ -
19	Ballpoint Pen	Institutional	\$ 390	\$ -
20	cardinals digital ooh - june 2013	Institutional	\$ 44,222	\$ -
21	Drawstring Backpack	Institutional	\$ 3,043	\$ -
22	Excelsior Springs Ad	Institutional	\$ 390	\$ -
23	F.C Ballpoint Pen	Institutional	\$ 460	\$ -
24-25	Final Ameren MO Rams Invitation	General*	\$ 66,610	\$ 33,305
26	Louie Parade Balloon	Institutional	\$ 52,664	\$ -
27	Luggage Scale	Institutional	\$ 1,009	\$ -
28	Mug.Power.Quality	Institutional	\$ 15,014	\$ -
29	Non Woven Shopping Tote	Institutional	\$ 2,461	\$ -
30	Solar Farm	Institutional	\$ 197	\$ -
31	Sport Tek Colorblock Polo	Institutional	\$ 1,141	\$ -
32	Tuxedo Mug	Institutional	\$ 597	\$ -
33	Twill Cap	Institutional	\$ 1,073	\$ -
34	Hat and Glove Set	Institutional	\$ 1,512	\$ -
35-54	Downtown Pole Banners	Institutional	\$ 1,621	\$ -
	Weber Shandwick - Reliability	General*	\$ 85,390	\$ 76,851
55	<i>Ameren-MO-photo-banner</i>	Institutional		
56-57	<i>Reliability Fair Signage Template 11.20</i>	Institutional		

Page #	File Name	Staff Category	Ad Amount	Amount Allowed
	Weber Shandwick - Community Lights	Institutional	\$ 283,485	\$ -
58-77	<i>Ameren Missouri - Community Lights Contest - Program Recap</i>	Institutional		
78	<i>Nov 22 Festival of lights plan copy</i>	Institutional		
79	<i>Nov 22 Festival of lightsschematic</i>	Institutional		
80	<i>Phase 1 - (Entry Form)</i>	Institutional		
81	<i>Phase 1 - (Landing)</i>	Institutional		
82	<i>Phase 1 (Confirmation)</i>	Institutional		
83	<i>Phase 2 - (Intern)</i>	Institutional		
84	<i>Phase 3 - (Winner)</i>	Institutional		
85	<i>Phase 3 - (Winner) - Updated</i>	Institutional		
86-87	<i>Community Lights - Event Program - Draft</i>	Institutional		
88-94	<i>Community Lights - Official Rules</i>	Institutional		
95	<i>Booth Sign Draft 11-20-13</i>	Institutional		
96	<i>Bag Card Draft 11-20-13</i>	Institutional		
MP3	<i>Ameren Holiday Lights Mixdown 1*</i>	Institutional		
MP3	<i>Ameren Holiday Lights Mixdown 2*</i>	Institutional		
MP3	<i>Ameren Holiday Lights Mixdown 3*</i>	Institutional		
MP3	<i>Voting Promo - Berkeley*</i>	Institutional		
MP3	<i>Voting Promo - Manchester*</i>	Institutional		
MP3	<i>Voting Promo - Pine Lawn*</i>	Institutional		
MP3	<i>Fresh 102.5 Holiday Lights Promo*</i>	Institutional		
98	<i>Ameren Missouri Festival of Lights Tent</i>	Institutional		
99	<i>728x90</i>	Institutional		
100	<i>508x95</i>	Institutional		
101	<i>FB Contest 970x66 Banner</i>	Institutional		
	Weber Shandwick - Social Media	General*	\$ 366,780	\$ 183,390
102-105	<i>Ameren Missouri - April Facebook content calendar</i>	Institutional		
106-110	<i>Ameren Missouri - August Facebook content calendar</i>	Institutional		
111-114	<i>Ameren Missouri - December Facebook content calendar</i>	Institutional		
115-118	<i>Ameren Missouri - February Facebook content calendar</i>	Institutional		
119-123	<i>Ameren Missouri - January Facebook Content calendar</i>	Institutional		
124-128	<i>Ameren Missouri - July Facebook Content calendar</i>	Institutional		
129-133	<i>Ameren Missouri - June Facebook Content calendar</i>	Institutional		
134-137	<i>Ameren Missouri - May Facebook Content calendar</i>	Institutional		
138-141	<i>Ameren Missouri - November Facebook Content calendar</i>	Institutional		
142-146	<i>Ameren Missouri - October Facebook Content calendar</i>	Institutional		
147-151	<i>Ameren Missouri - September Facebook Content calendar</i>	Institutional		
	Weber Shandwick - Energy Efficiency	General*	\$ 33,288	\$ 16,644
152-155	<i>Blues Cards</i>	Institutional		
156-164	<i>Ameren Missouri ActOnEnergy Tweet-Up Recap 4-5-13 Final</i>	Institutional		
165	<i>AOE FB Tab-Day</i>	Institutional		
166-171	<i>AoE Savers FB Creative</i>	Institutional		
172-174	<i>AOE Savers Screen</i>	Institutional		

Page #	File Name	Staff Category	Ad Amount	Amount Allowed
**	No Attachment for below items			
	Toy Air Planes	Institutional	\$ 5,525	\$ -
	Earth Day Signs	Institutional	\$ 38	\$ -
	Swann-Town and Style	Institutional	\$ 2,795	\$ -
	Swann-Wayfair	Institutional	\$ 666	\$ -
	Swann- Gateway Center	Institutional	\$ 41	\$ -
	Spot Media - How to videos	Institutional	\$ 4,429	\$ -
	Lord - Spot Media	Institutional	\$ 1,258	\$ -
	St. Louis Public Radio	Institutional	\$ 26,742	\$ -
	Promotional Items - Various	Institutional	\$ 70,690	\$ -
	Employee Apparel	Institutional	\$ 2,158	\$ -
	Energy Efficiency Launch	Institutional	\$ 474	\$ -
	Energy Cards	Institutional	\$ 4,100	\$ -
	Charles Edwards - Radio Show Sponsorship	Institutional	\$ 9,600	\$ -
	Christmas in St. Louis	Institutional	\$ 2,250	\$ -
	Chris Stewart Tweet Up Appearance	Institutional	\$ 1,000	\$ -
	Football for Crucial Catch	Institutional	\$ 156	\$ -
	Security for Energy Efficiency Tweet Up	Institutional	\$ 315	\$ -
	Postage for Energy Efficiency Mailing	Institutional	\$ 61,463	\$ -
	Kevin Shattenkirk - Tweet Up Appearance	Institutional	\$ 1,000	\$ -
	Blues Sponsorship	Institutional	\$ 160,304	\$ -
	River City Rascals Sponsorship	Institutional	\$ 2,000	\$ -
	St. Louis Rams Sponsorship	Institutional	\$ 151,700	\$ -
	St. Louis Rams Crucial Catch	Institutional	\$ 20,960	\$ -
	Susan Atkins - Act on Energy Contest Winner	Institutional	\$ 5,000	\$ -
	Football Stress Releaver	Institutional	\$ 2,037	\$ -
	Water Bottle	Institutional	\$ 677	\$ -
	Weber Shandwick - AMMO Retainer Fees	General*	\$ 130,713	\$ 98,034
	Weber Shandwick - Corporate Citizenship	Institutional	\$ 36,909	\$ -
	Focused Energy. For Life. Banner	Institutional	\$ 64	\$ -
	Presentation Checks	Institutional	\$ 2,321	\$ -
	Outstanding Directors Award Sponsorship	Institutional	\$ 3,001	\$ -
	Thermal Travel Tumbler	Institutional	\$ 1,667	\$ -
	JJK TV Show Sponsorship	Institutional	\$ 15,000	\$ -
	12 Nights of Lights Advertisements	Institutional	\$ 8,500	\$ -
	Whos Who in Black Stl 10th Ed - Silver Sponsorship	Institutional	\$ 7,500	\$ -
	SPP Annual Golf Tournament Sponsorship	Institutional	\$ 250	\$ -
	Advertising Sponsorships	Institutional	\$ 900	\$ -
	Act on Energy - Nightlights	Institutional	\$ 480	\$ -
	Ameren Missouri Logo Golf Shirts and Balls	Institutional	\$ 5,342	\$ -
	2014 BOL Display Ad Econ Dev	Institutional	\$ 3,654	\$ -
	Forest Park Balloon Race Sponsorship	Institutional	\$ 11,000	\$ -
	Weber Shandwick Customer First Planning	General*	\$ 21,231	\$ 15,924
	JFL Football Sponsorship & Ads	Institutional	\$ 1,200	\$ -
	Profiles in Diversity	Institutional	\$ 2,171	\$ -
	TOTAL ALL ADVERTISING		\$ 1,887,005	\$ 424,148

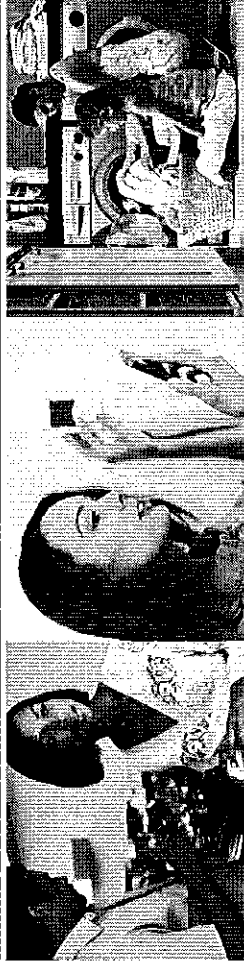
General* - Staff disallowed a percentage of the cost it determined to be institutional in nature

RESIDENTIAL NATURAL GAS EFFICIENCY

Be energy efficient and save!

Our natural gas program can help you manage your energy bill and maintain your family's comfort. As an Ameren Missouri natural gas customer, you can save energy and receive rebates with our Energy Efficient Natural Gas Equipment Rebate program.

The program offers rebates for a portion of the cost of purchasing and installing certain high efficiency natural gas equipment.



Visit ActOnEnergy.com to learn more about eligibility requirements and rebate limitations.



Ameren.com

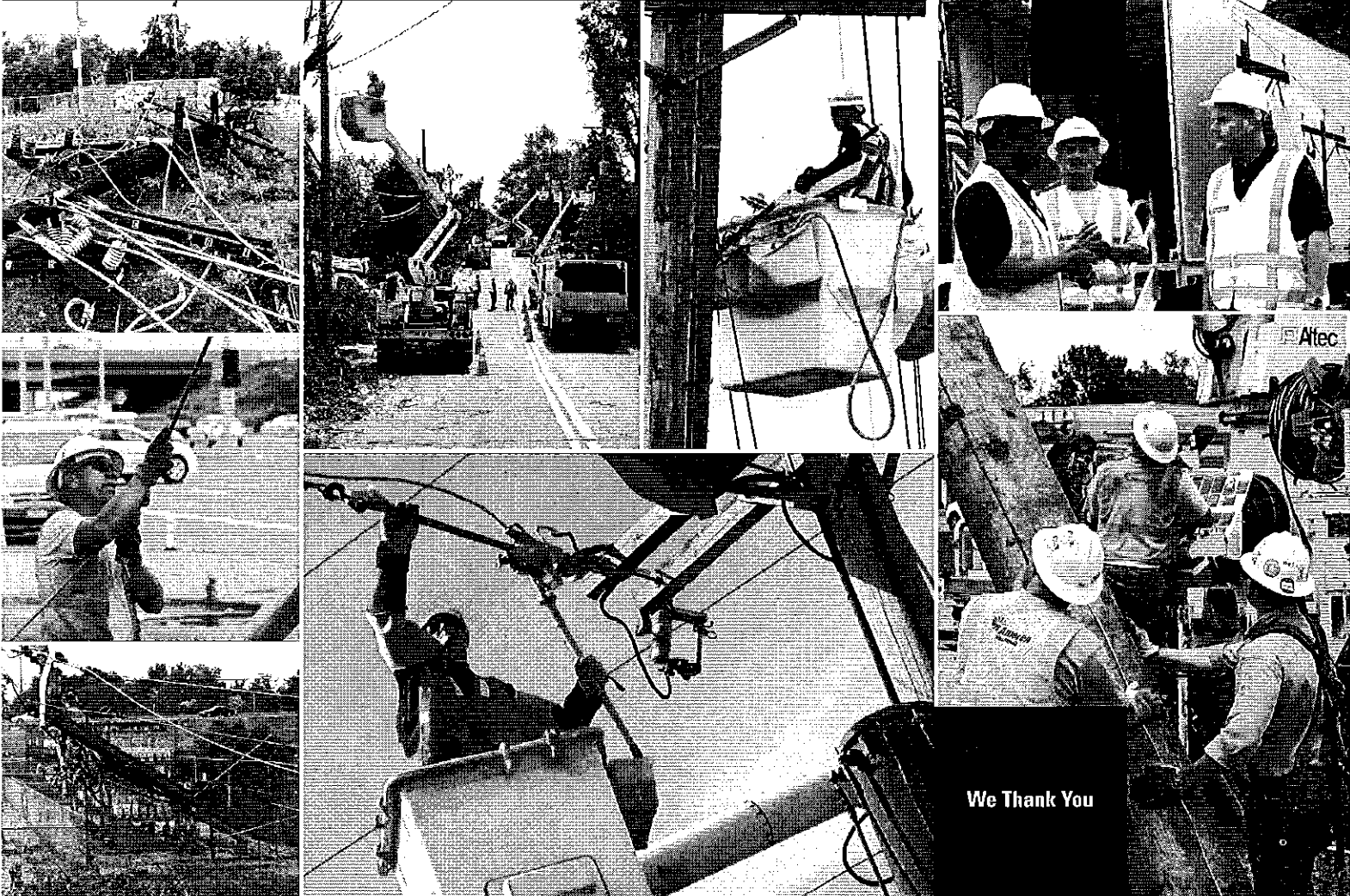
POWERING THE QUALITY OF LIFE

Ameren provides the electricity and natural gas that is vitally important to our way of life. serving more than three million customers in Missouri and Illinois. Ameren is proud to support The 9th Annual St. Louis Business Journal Women's Conference.

Angela Jackson / Meter Reader - Groundman
Lori Jackson / Training Supervisor



powering Missouri



We Thank You

Here is What it Takes to Restore Power to **95,000 Customers...**

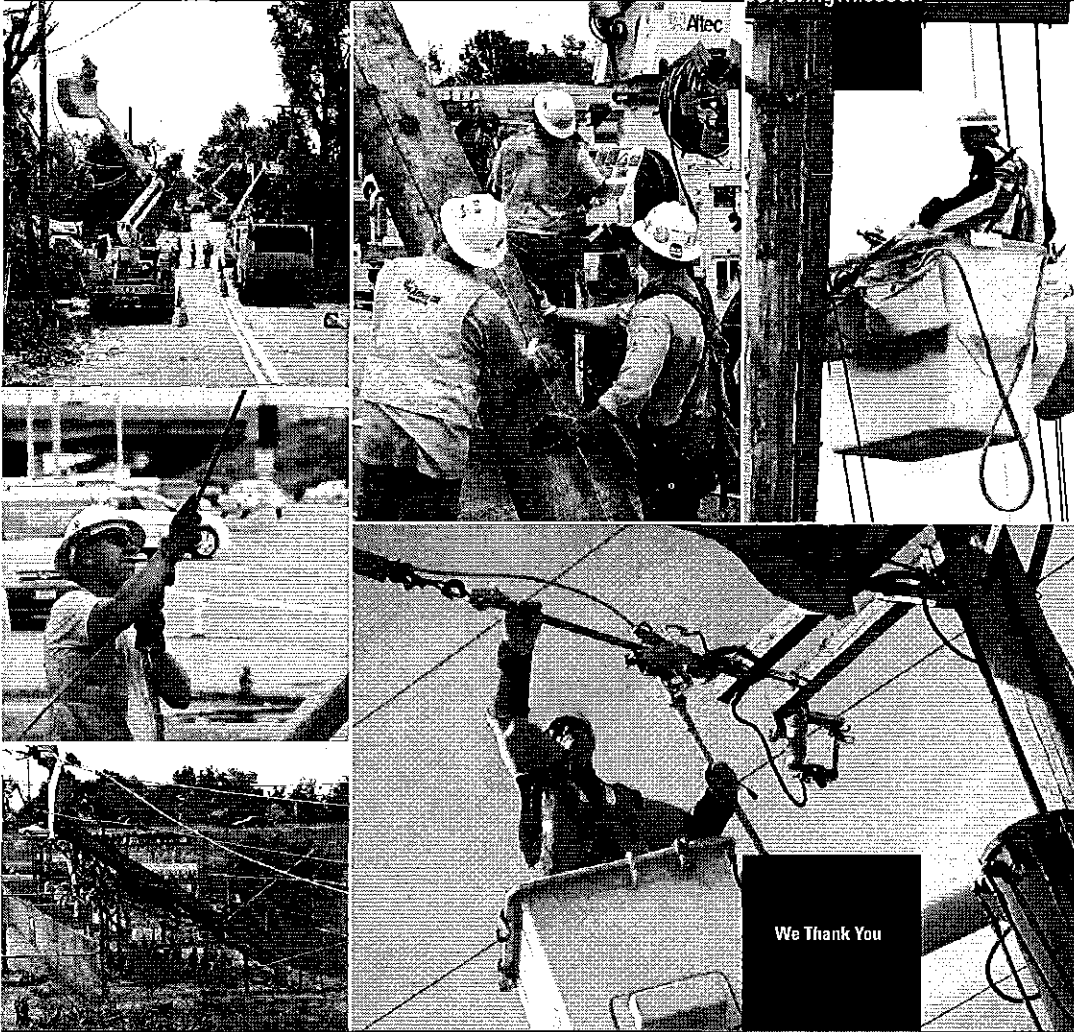
- 2,800 dedicated men and women, including 1,000 linemen, 125 field checkers, 400 tree trimmers, and support staff working around the clock
- Hundreds of people providing logistical support, customer service and communications
- Hundreds of out-of-state workers from companies based in Kansas, Oklahoma, Minnesota, Michigan and Indiana, as well as from other Missouri utilities and Ameren Illinois
- Nine North County substations repaired
- 500 damaged poles replaced — including 100-foot poles along Interstate 170
- Thousands of power lines restored for homes and businesses — including the restringing of sub-transmission power lines over Interstate 170

At Ameren Missouri, we care about our customers, and we understand that power outages can be difficult and frustrating. We were relentless in our efforts to restore power both as quickly and as safely as possible.

We thank you, our customers, for your understanding.

FOCUSED ENERGY. *For life.*





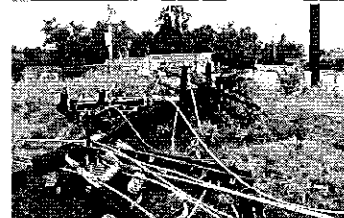
We Thank You

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FOCUSED ENERGY. *For life.*





What **if** we seek out diverse suppliers, with the expertise and experience to move our company forward?
What **if** we recruit the best and brightest talent, and foster the most inclusive environment possible?
What **if** we encourage employees to embrace and leverage their unique perspectives and qualities?
What **if** we give back by volunteering in our communities?

Difference

What **if** our *differences* were our greatest *strength*?

When we ask "What if?" we always seem to have smarter discussions and make wiser decisions. It helps us focus on what matters. It makes a difference in everyone's lives.

Ameren Corporation is a Fortune 500 Midwest energy company:

- Ranked among the top 5 utilities in the nation for diversity
- Diversity council is ranked among the top 25 councils in the country
- Ranked 31st among the top 100 military-friendly employers in the U.S.



Diversity

CELEBRATING DIVERSITY.
OUR DIFFERENCES STRENGTHEN US



Ameren

FOCUSED ENERGY. *For Life.*

Appendix 4, Schedule JK-1 (Page 5 of 174)

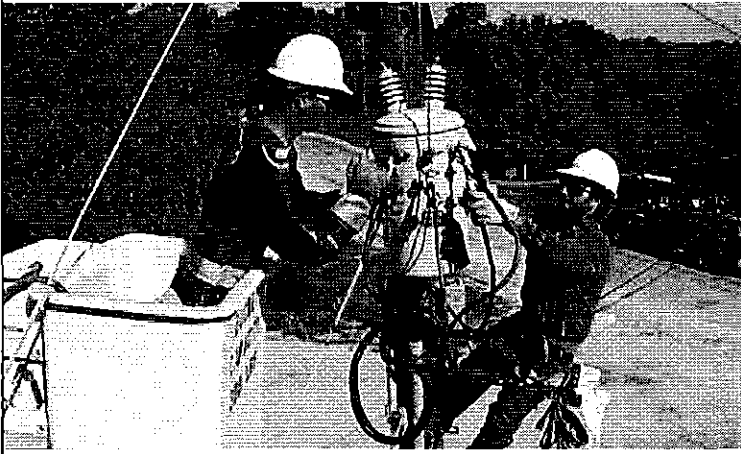


**Congratulations to
Ameren's Vice President
and CIO, Mary Heger, for
being chosen as one of
the Most Influential
Business Women of 2013.**

As the first woman to attain the position of vice president and chief information officer, you have been a trailblazer at Ameren throughout your 37-year career. Thank you, Mary, for being an exemplary role model and for helping Ameren power the quality of life for millions of people, today and in the future.



Ameren
FOCUSED ENERGY

While we've been powering Missouri for 100 years, the St. Louis American has empowered its readers for 85 years! We are proud to share in your rich history and commitment to the community.



Everyday heroes.

Ameren Missouri salutes the St. Louis American.

  AmerenMissouri.com



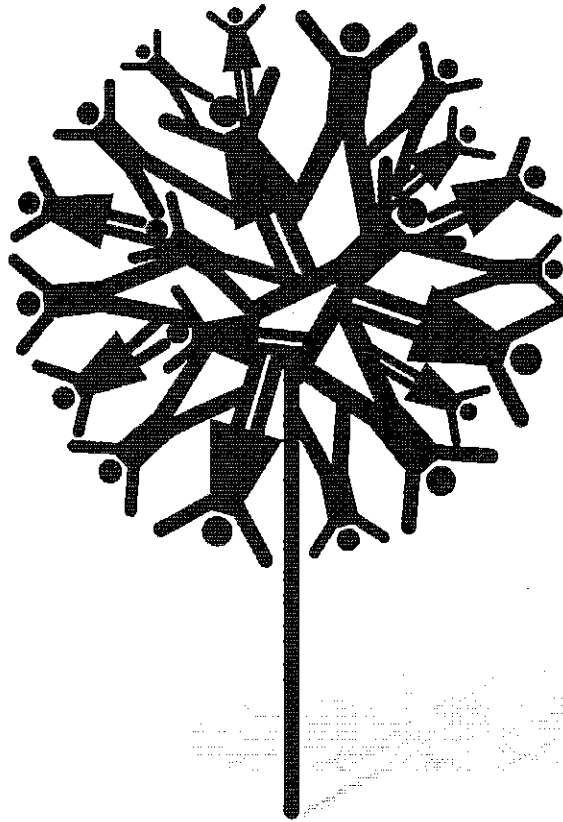
FOCUSED ENERGY. For life.
Appendix 4, Schedule JK-1 (Page 7 of 174)



POWERING THE QUALITY OF LIFE

Ameren provides electricity and gas that is vitally important to our way of life, serving more than three million customers in Missouri and Illinois.





Powering Growth

While Ameren's safe, affordable energy powers people's lives, our company supports the region's economy, too. With over 10,000 suppliers, support of 41,500 direct and indirect jobs and an average annual economic impact of \$8.6 billion,* we're proud to be one of the many businesses working hard to nurture stronger communities.

Planting the seeds for economic development takes focus. The benefits will grow for life.

Find out more at
Ameren.com/business



*Based on two independent studies of service area states.



Powering the Quality of Life

At Ameren, we're focused on building a strong, diverse and inclusive workforce to help meet the needs of our customers — now and for generations to come.

www.Ameren.com





Everyday heroes.

Ameren Missouri is proud to support
the Coaches vs. Cancer Shootout.

Ameren Missouri recognizes the everyday heroes in our communities, those who take the time to make positive change. We salute those who volunteer and work for charities, civic organizations and youth groups. We believe these programs help us all focus on what matters.



AmerenMissouri.com



CONGRATULATIONS STEVEN PARKS

AMEREN'S DIRECTOR OF
DIVERSITY AND A RECIPIENT
OF THE 2013 DIVERSE
BUSINESS LEADER AWARD

We would like to thank
Steve for his dedication
and commitment in helping
Ameren achieve its goals.

His passion and expertise
contributes to Ameren's
ability to integrate diversity
into all business practices.
A strong, diverse and
inclusive workforce will
help Ameren meet the needs
of its customers now and
for generations to come.



Ameren Missouri: Focused on Reliable Energy for Life

Ameren Missouri's 1.2 million electric customers rely on a safe, affordable and efficient source of energy every time they flip a switch or turn on a computer. This is why Ameren Missouri is committed to improving electric service in the communities we serve by investing in our infrastructure and planning for our customers' future energy needs. It's why we have improved our reliability by 27% over the last few years.

We work hard everyday to keep our rates 24% lower than the national average and the lowest of any investor-owned utility in the state of Missouri. To learn more, visit AmerenMissouri.com.



Ameren
FOCUSED ENERGY. FOR LIFE.

Ameren is a proud sponsor of Missouri State University



"MY FOCUS IS ON
IMPROVING THE QUALITY
OF LIFE FOR THE PEOPLE I WORK
WITH AND THE CUSTOMERS
WE SERVE AT AMEREN."

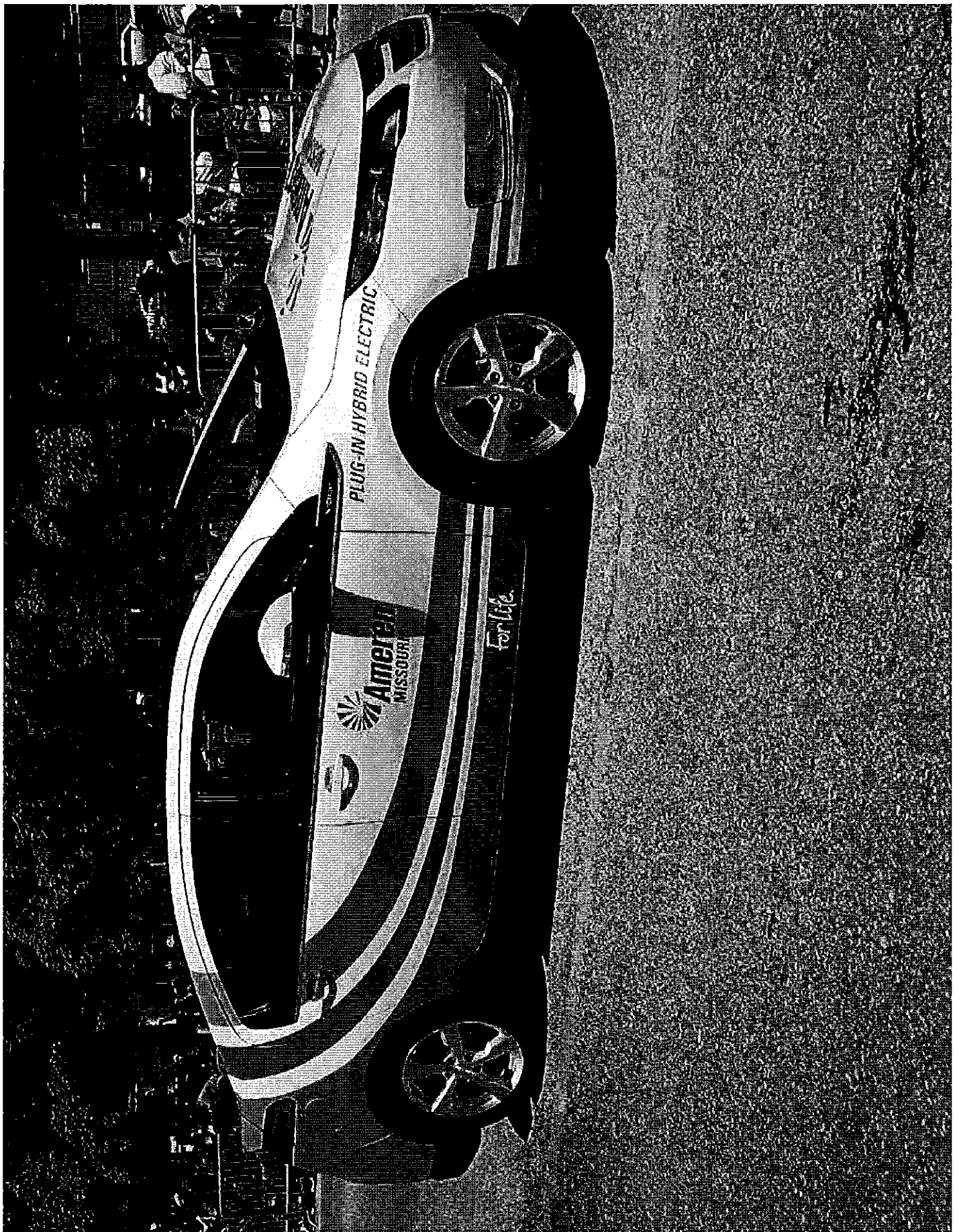
Congratulations
to Ameren's Assistant VP
and Controller
Theresa Nistendirk Shaw
for being among
this year's
Women Worth Watching.

Theresa's leadership philosophy – treat others the way you wish to be treated – demonstrates her commitment to living the Ameren values. At Ameren, strong leadership helps ensure that the energy our customers need is there when they need it, now and for generations to come.

Ameren
FOCUSED ENERGY. *For life.*







SO #: M99445

PO #: 2SN1316956

01-31-13 1 AP: AE07

55319 Uptown

Ad Area: 1-1/4 x 1-1/8

Screen Printed

Minimum Pt. Size: 6 pt

Minimum Line Wt: .5

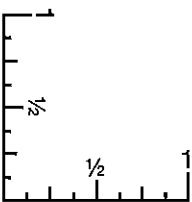
Halftones Not Available

WHITE

IDENTIFICATION



Background color(s) shown represent the item color(s)



200%



<input type="checkbox"/>	Approved AS IS
<input type="checkbox"/>	REVISE and REPROOF (indicate revisions)
SIGNATURE _____	



COMPANY AIA CORPORATION
ORDER ID 3064922
IMPRINT COLOR BLACK
P.O. 2SN1353132

Approval Due By:
4/23/2013 2:00 PM ASP3-K (K
arriesa/Dana/Jean/Liz A) 236

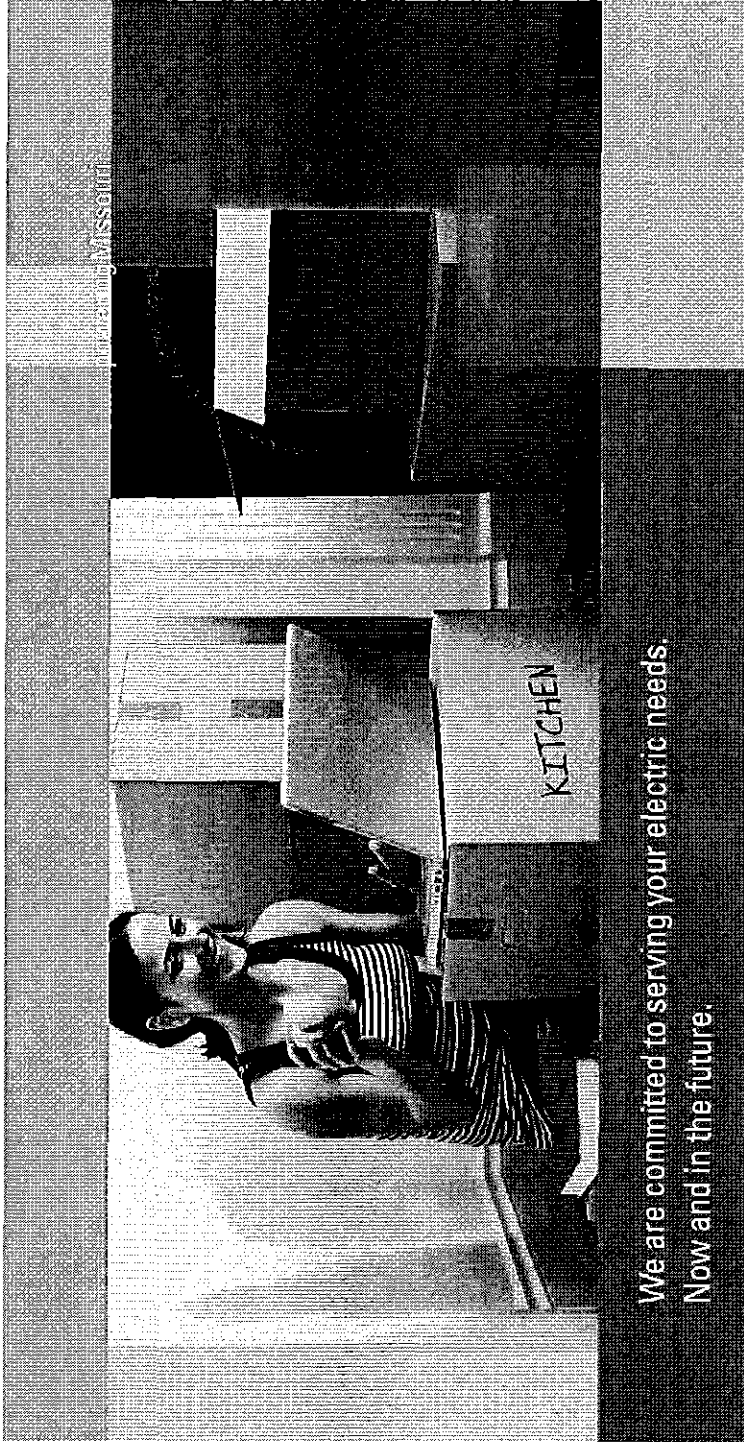


AGREEMENT

By signing this agreement, I confirm that all the information listed above is correct including the artwork / layout / typesetting / imprint colors. I also agree to the Shipping Method and all charges listed on confirmation. Any colors available inside this document are for general appearance only and are NOT accurate due to individual monitor settings. **Logo Placement and/or orientation are for general reference only. Exact placement may vary due to printing process.** After receiving proof approval, the production process begins IMMEDIATELY. If for any reason you want to change the signed proof approval, you MUST contact your Order Specialist. If changes are made after the original approval has been received you will be responsible for any and all incurred charges.

Signature _____ Date _____
If you DO NOT wish this order to be shipped earlier than your requested ship date, please check this box.

This order will still be produced earlier based on our production schedule.
IMPORTANT!!! PLEASE READ THE AGREEMENT BEFORE SIGNING.



We are committed to serving your electric needs.
Now and in the future.



AmerenMissouri.com



FOCUSED ENERGY. For life.

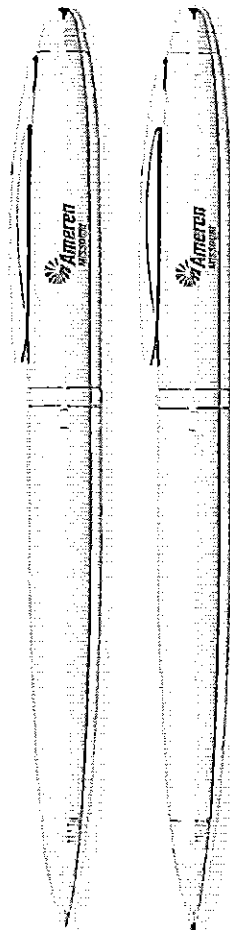


FranklinCovey.

crafted exclusively
by A.T. Cross



(Enlarged 150%)



Note:
Logo colors shown
may vary from actual
product, please refer
to Pantone color
chart for actual colors

SKU Number: FC0011-2
Laser Template: T63152
Template Size: .250"(H)

www.cross.com



AMEREN MISSOURI
invites you to meet

CHRIS GIVENS

Ameren Missouri has partnered with Chris Givens and the St. Louis Rams to share tips about storm preparedness. Chris will be in your neighborhood to sign autographs and help you prepare a winning game plan to tackle storms.

LET'S WIN TOGETHER!

EVENT DETAILS

date:
Monday, Nov. 25, 2013

location:
Hazelwood West High School
1 Wilbecat Ln.
Hazelwood, MO 63042

time:
7 p.m. to 9 p.m.
(doors open at 6:30 p.m.)

questions:
therzog@webershandwick.com

ACTIVITIES

- Attendance prize raffle
- Energy workout with Chris Givens (children only)
- Photo with Chris Givens*
- Reliability workshop
- Refreshments
- And more

**THIS EVENT IS
FREE TO THE PUBLIC.**


* all attendees will not be guaranteed a photo


AMEREN MISSOURI
P.O. BOX 66149
ST. LOUIS, MO 63166-6149




PRESORTED
First Class Mail
U.S. Postage
PAID
St. Louis, MO
Permit No. 1037

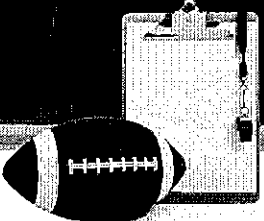
Ameren Missouri is investing in your neighborhood.
We are making improvements and trimming trees
to make sure your power is there when you need it.

 **\$3 million**
\$3 million spent on storm restoration work in the North County areas

 **\$500,000**
Nearly \$500,000 invested in substation improvements in Hazelwood and Black Jack, with more improvements planned for 2014 and beyond

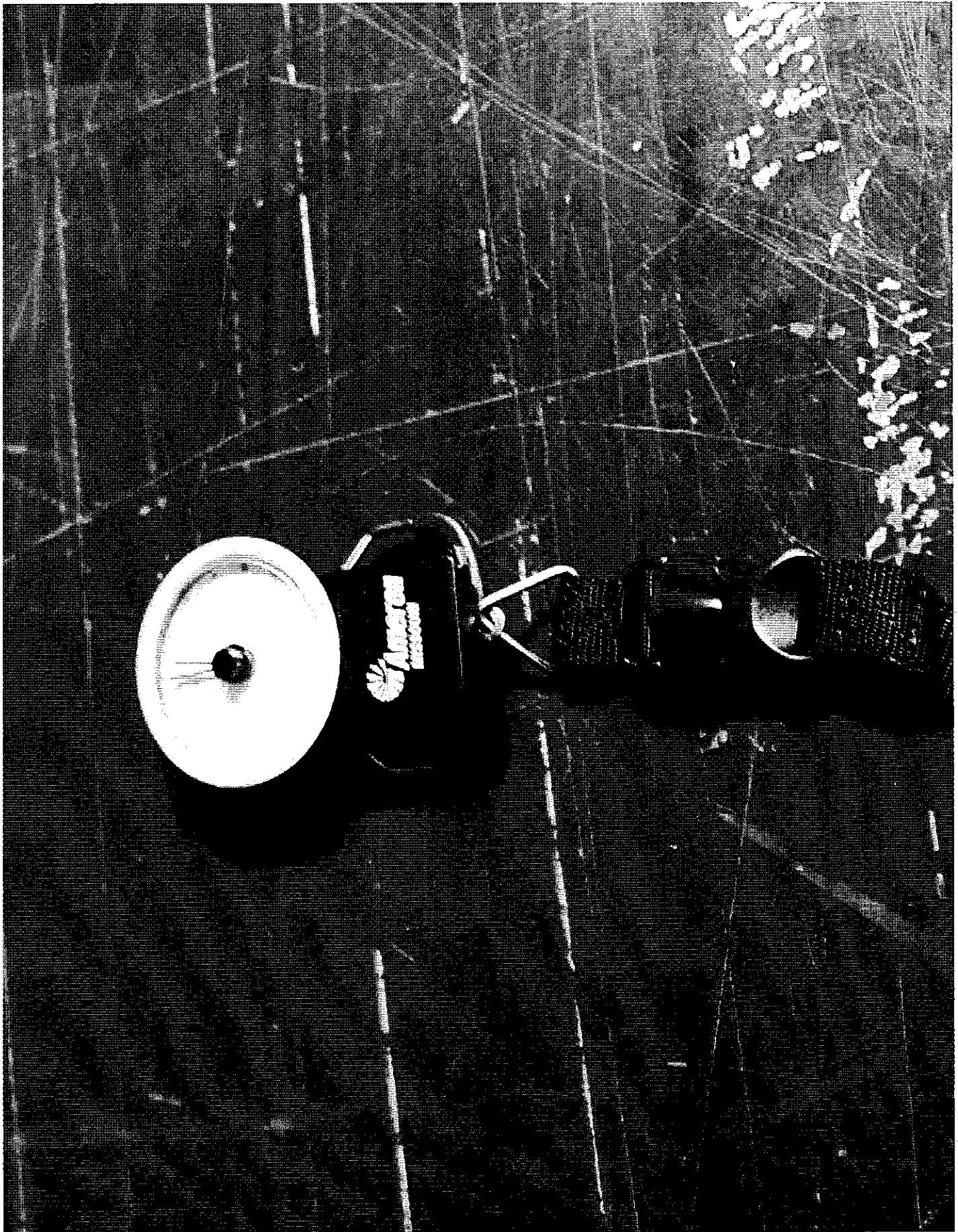
\$200,000
More than \$200,000 invested in converting overhead lines to underground lines

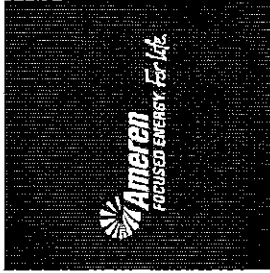
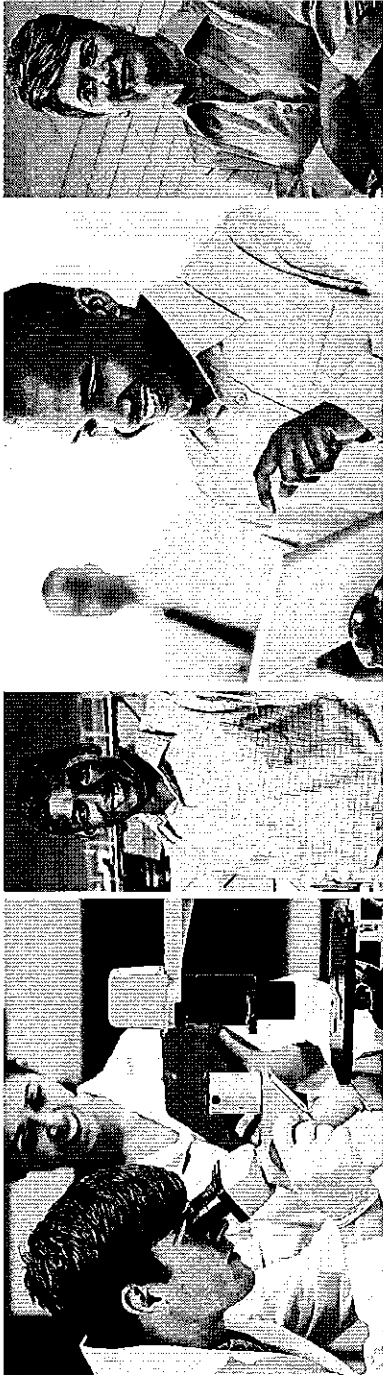
 **\$13 million**
More than \$13 million spent on trimming trees throughout North County, and maintaining nearly 700 miles of right-of-way

 Stop by on Nov. 25 to find out more!

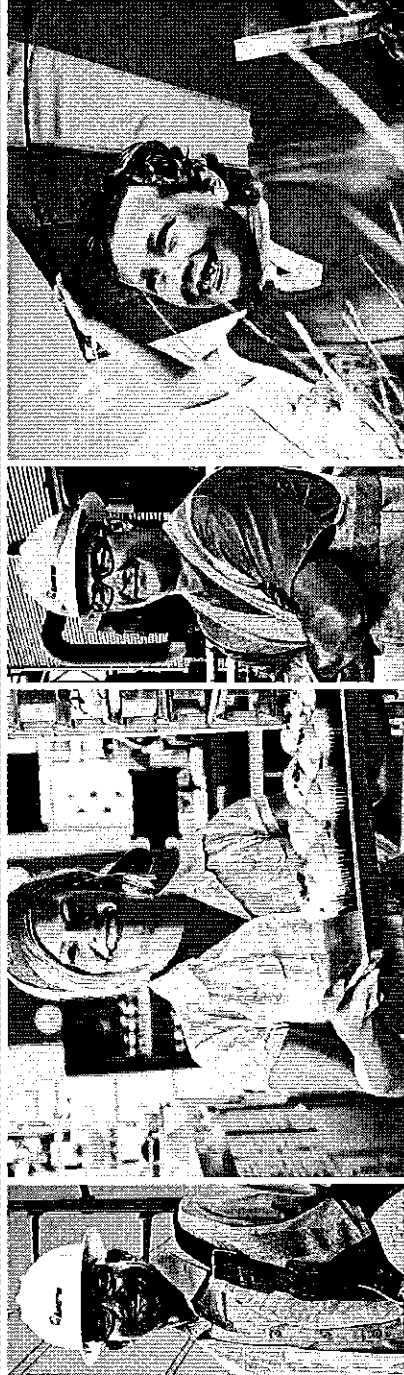
Winning is about being prepared. At Ameren Missouri, we've reduced power outages 27% by investing in new technology and strengthening our power lines and equipment. We've also created online tools so you can report outages and get storm preparation tips. To learn more, connect with us on Facebook, Twitter and AmerenMissouri.com/Outage.







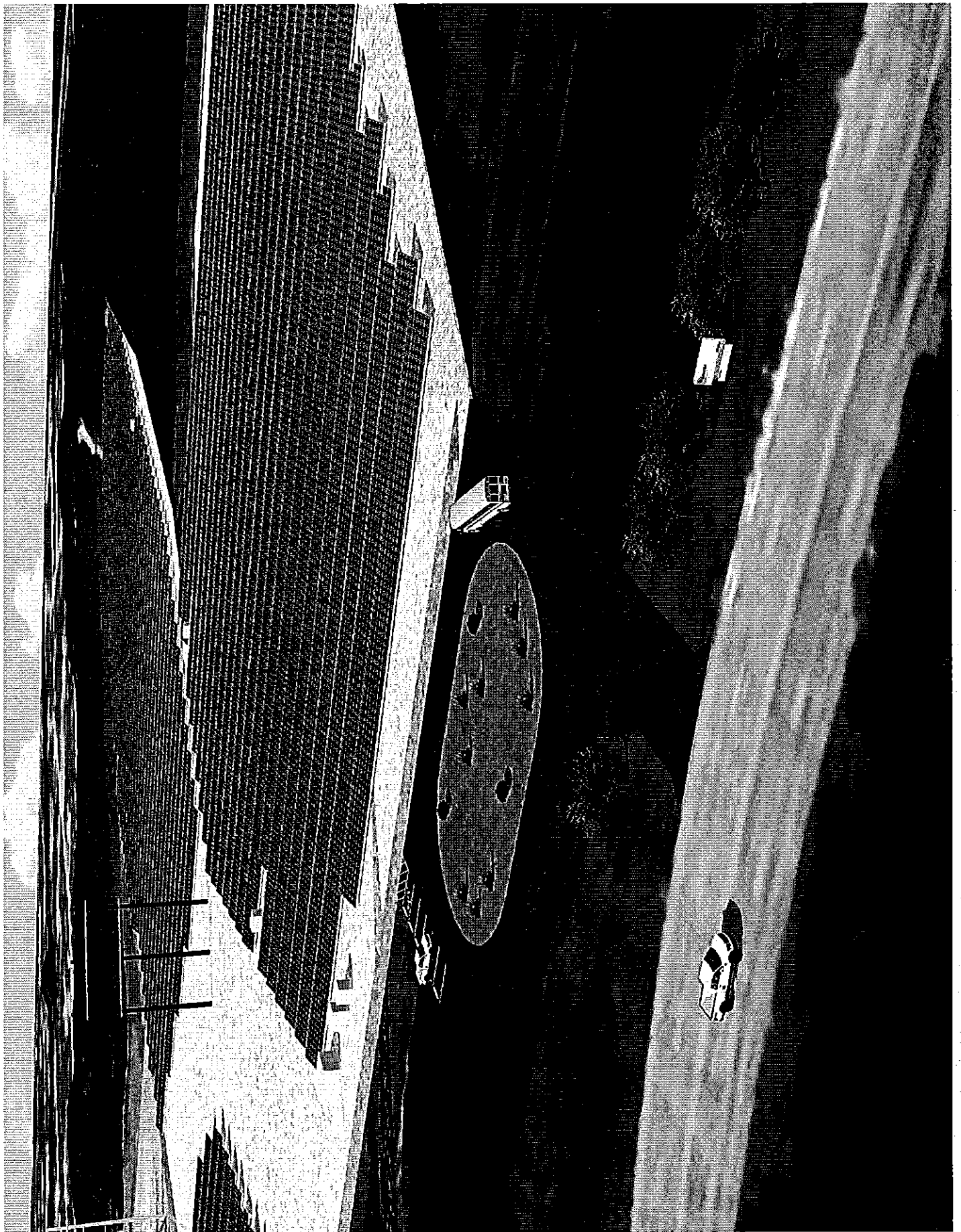
To Power the Quality of Life





 **Ameren**
MISSOURI

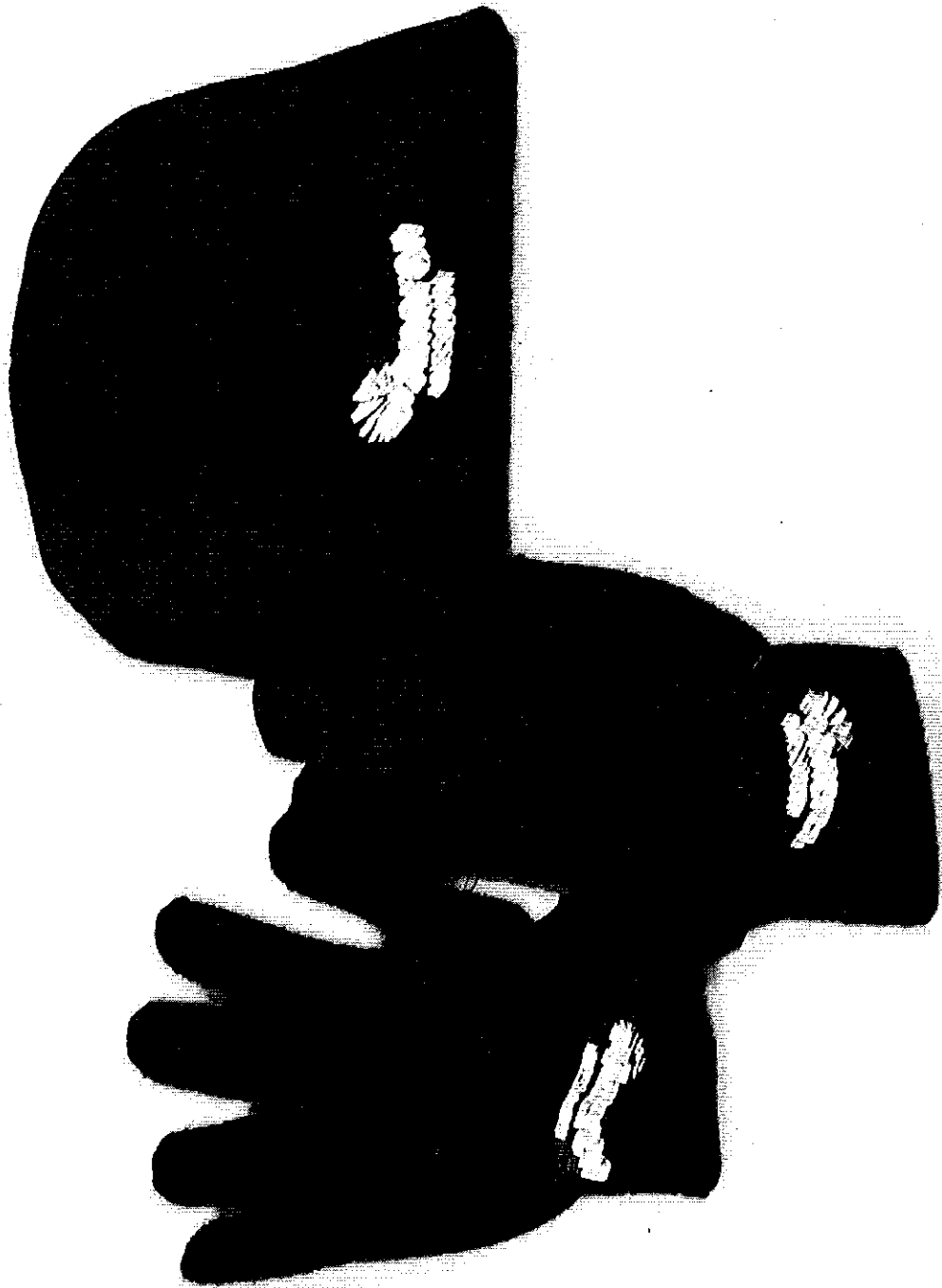
  AmerenMissouri.com











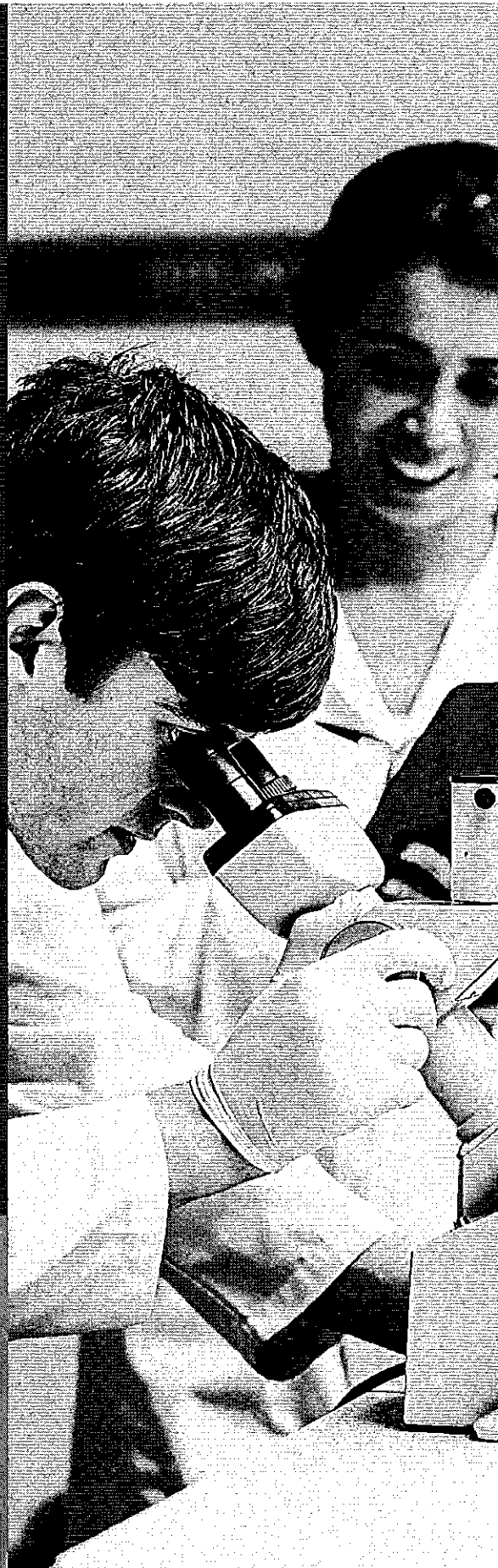
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Quality
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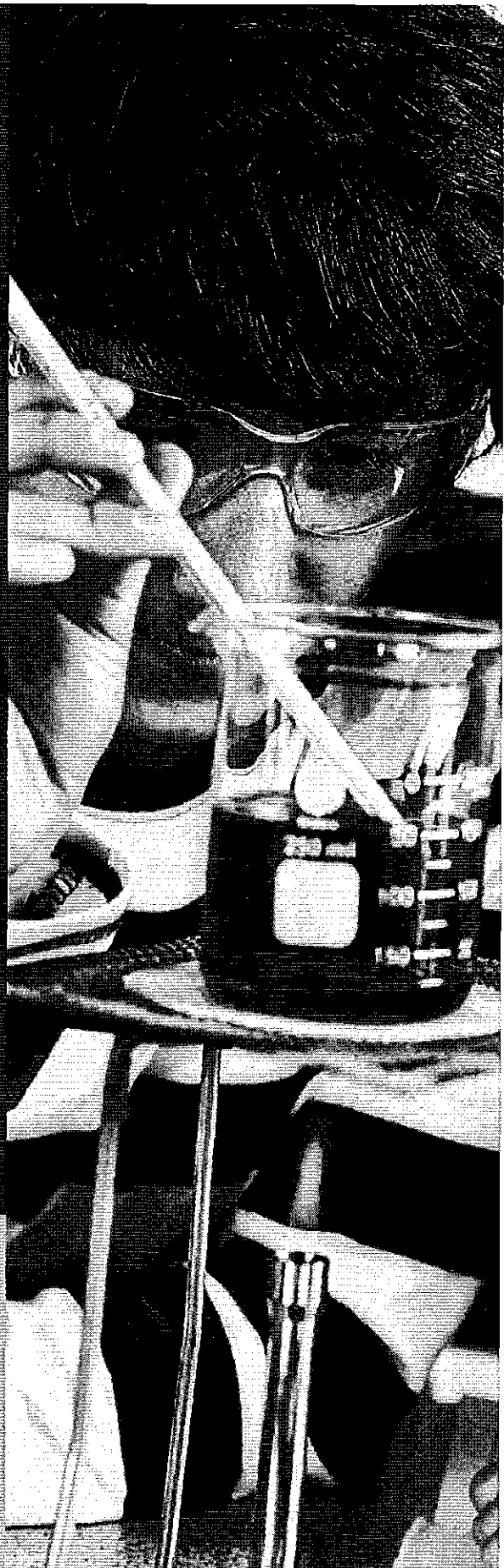
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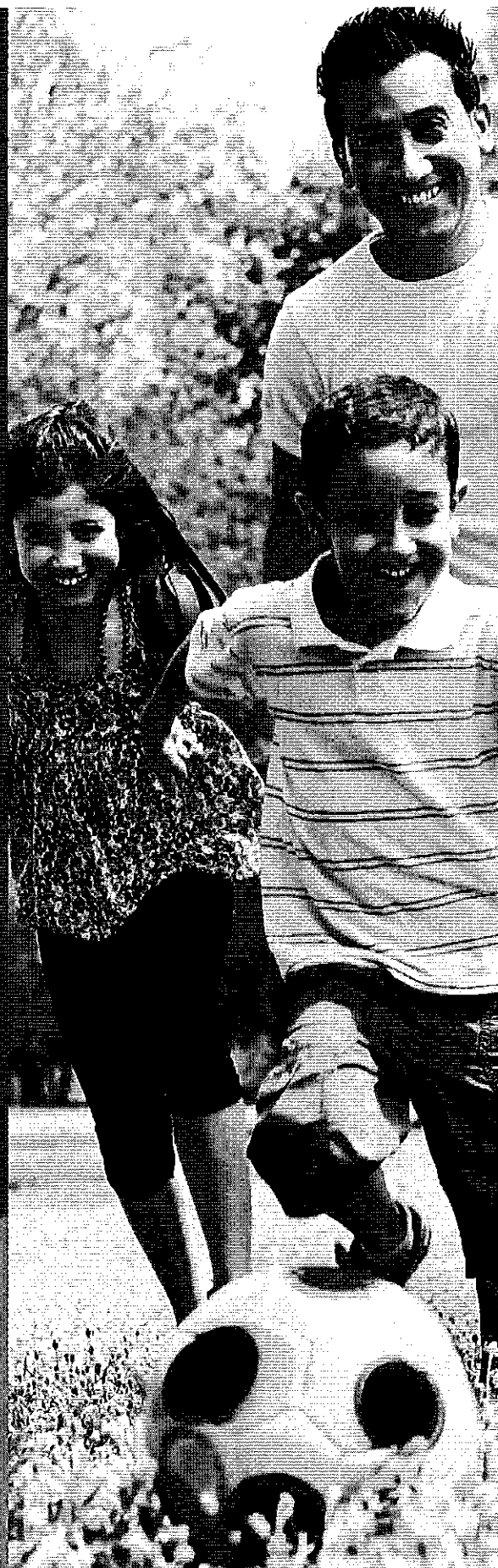
POWERING
the
Quality
of
life



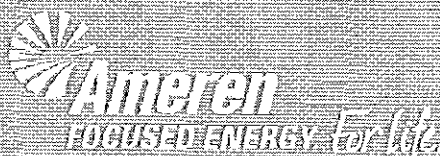
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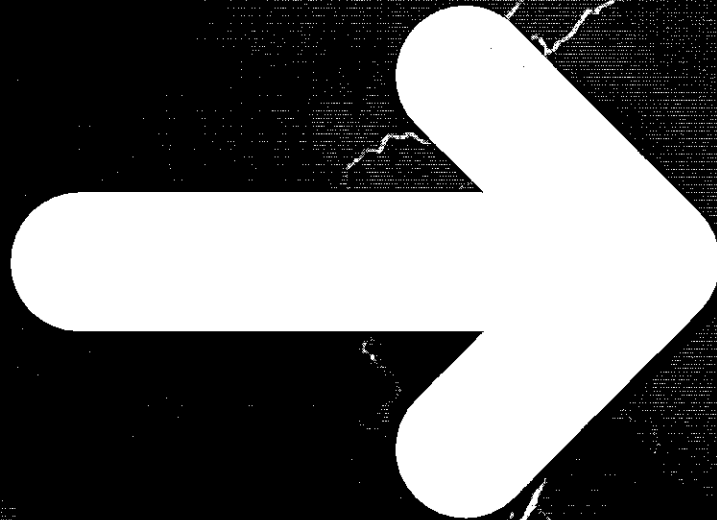


Tackling storms together

AmerenMissouri.com/Outage | [Facebook.com/AmerenMissouri](https://www.facebook.com/AmerenMissouri)



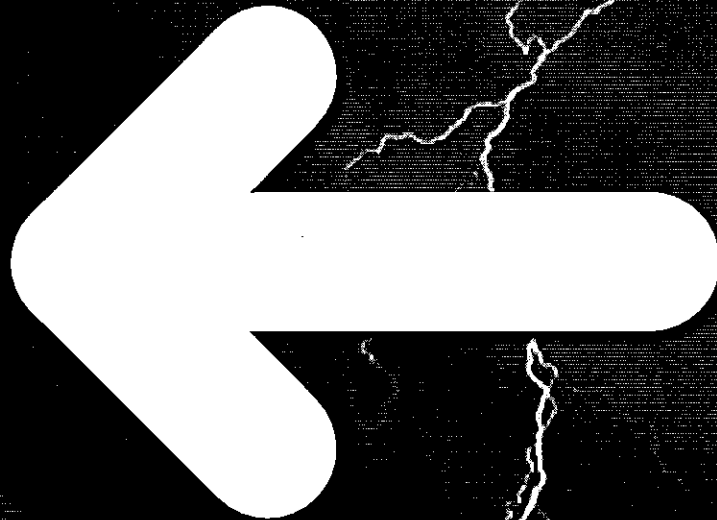
RELIABILITY FAIR



Tackling storms *together*



RELIABILITY FAIR



Tackling storms *together*

Community Lights CONTEST

CELEBRATE VOLUNTEERISM

PROGRAM RECAP

Feb. 13, 2014



FOCUSED ENERGY. For life.





Engage customers to help Ameren Missouri
improve and reward, sharing examples of
successful campaigns

- 1 Crowd-sourced contest
- 2 Celebratory event with a local celebrity
- 3 Earned, paid and owned media support



Community Lights CONTEST

CELEBRATE VOLUNTEERISM



FOCUSED ENERGY. For life.

CONTEST

Developed custom “Community Lights Contest” Facebook tab

Sourced nominations from Ameren Missouri fan base

- Nominators submitted short essay on exemplary volunteers
 - Promoted via Facebook and Twitter posts
 - Pitched and secured earned media stories to drive awareness and nominations
-

Selected winners based on creativity of entry and breadth of work

Ameren Missouri awards \$37,500 to Community Lights

- Expanded prizing from 5 winners to 10
 - Grand Prize Winners - \$2,500 to individual // \$2,500 to charity
 - Runners Up - \$1,250 to individual // \$1,250 to charity



FACEBOOK ENGAGEMENT

By The Numbers

823,148 – Facebook users reached

533 – contest "likes"

56 – shares

46 – comments

23 – contest entries

Ameren Missouri
December 20, 2013 · US

Who lights up your community? Be sure to nominate them to win up to \$5,000!

Community Lights CONTEST
CELEBRATE VOLUNTEERISM

Who lights up your community?

Like · Comment · Share

176,446 people saw this post

34 Likes · 5 Comments · 2 Shares

See Results

- Kathy Rehkopf Kraemer** Yea! Faune Riffin I'm so excited for YOU! I am proud and humbled to know two ULTRA =AMAZING ladies getting this award this year-HUGE Thanks to you for what you do in our community - you MAKE A DIFFERENCE! Congratulations sweet friend!
January 26 at 6:00pm · Like · 1
- Nancy Marie Tague Platz** And yeah,,,,Sandy R. is our NE MO "Angel on Earth": also. She also deserves every kind of honor and recognition out there. Our Sandy goes wayyyy beyond to help others in need!!! We sure are happy for our winner up this way!!!
January 25 at 10:20pm · Like · 2



Shining the spotlight on Individuals who radiate the power of the human spirit

WHO IS THE BRIGHTEST LIGHT IN YOUR COMMUNITY?

It's that special person who gives their time, their efforts, and their heart to make the community a better place and improve the quality of life for others!

Ameren Missouri is committed to supporting local charities through financial support, volunteerism, and educational programs. It's our goal to make the special people in your communities who are doing just that to be recognized for the sake of their friends and neighbors.

Just nominate a friend, family member, neighbor or any type of individual who really makes the best of the best in a genuine, unselfish way. It's about the best of the best in a genuine, unselfish way. It's about the best of the best in a genuine, unselfish way. It's about the best of the best in a genuine, unselfish way.

NOMINATE HERE!

Community Light Examples

- \$1,000 award
 - \$1,000 gift card for each winner
 - \$1,000 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with the winners

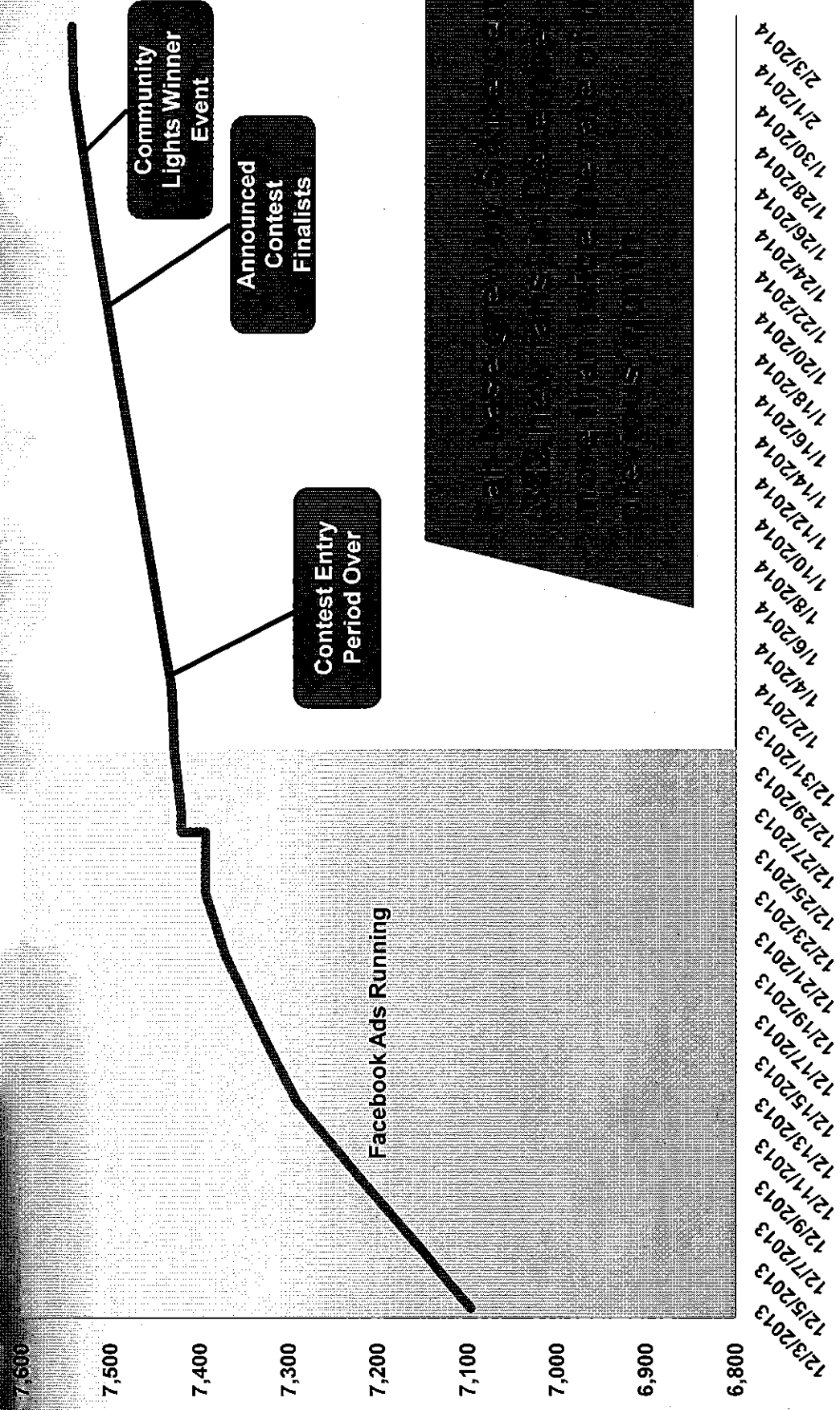
How to Nominate:

- \$1,000 award
 - \$1,250 gift card for each winner
 - \$1,250 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with the winners

To nominate a Community Light, simply log on to the contest website and follow the steps. You'll be able to see how many people have nominated your Community Light and how many people have nominated other Community Lights.

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COMMUNITY GROWTH



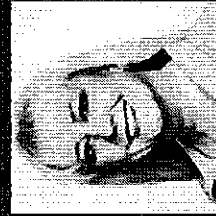
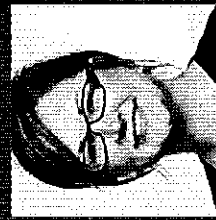
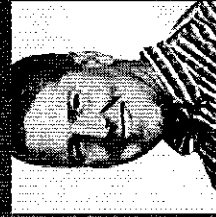
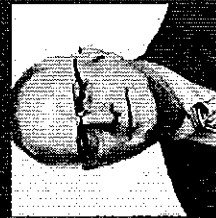
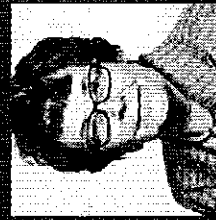
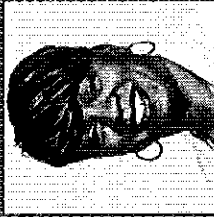
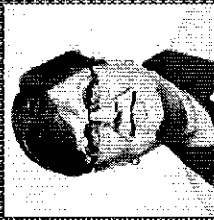
Data from December 3, 2013 to February 3, 2014

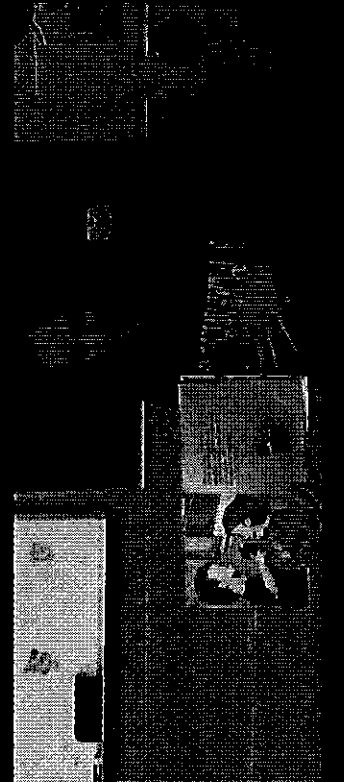
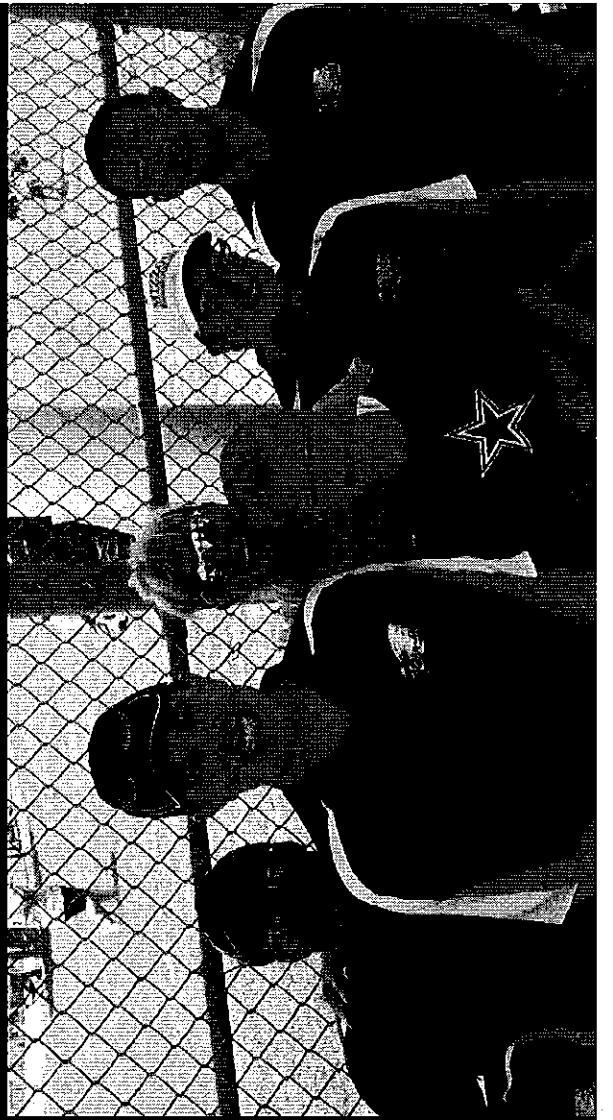


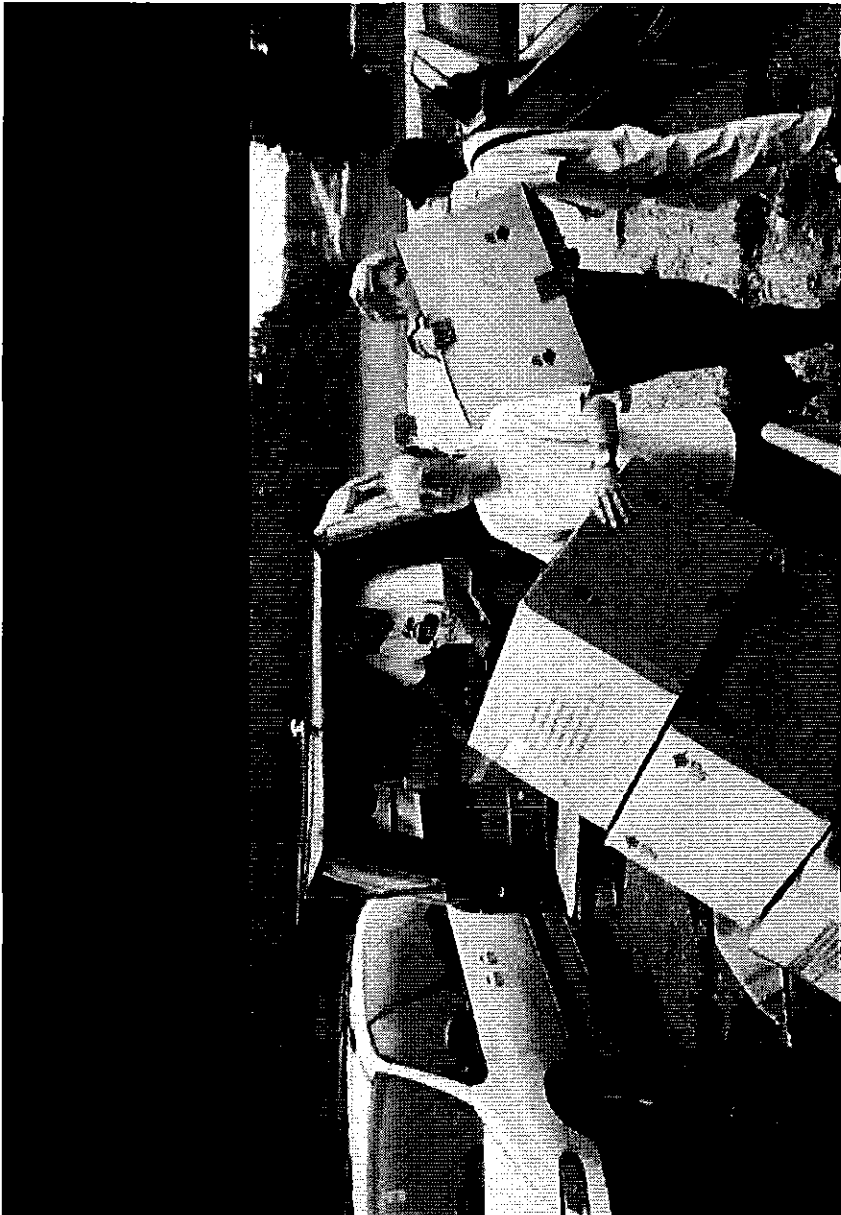
WINNERS

Winners represented diverse organizations across Missouri

GRAND PRIZE WINNERS







WINNERS REACTION

“I am both honored and humbled to have been selected for this prestigious award.”

CHALANA FERGUSON

“Such great news! I really appreciate it.”

STEPHANIE REGAGNON

“Thank you so much for this great award!”

MIKE MEYER

“Did I really win? I can’t believe it!”

SANDY ROGERS

Community Lights

WINNERS CELEBRATION

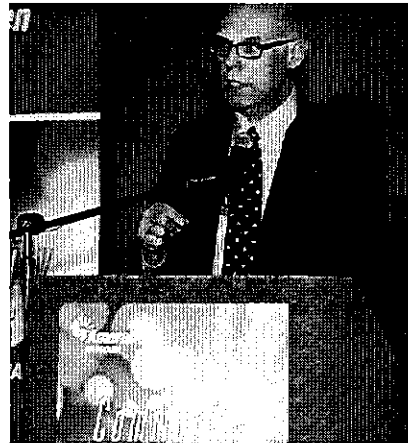


FOCUSED ENERGY. For life.



James S. McDonnell Planetarium

- Friday, Jan. 31, 2014
- Led by Warner Baxter and Mark Schlake
- Special guest speaker Brett Hull of the St. Louis Blues
- 100 guests – winners, community leaders, charities



LE EVENT



Viewer Reaction

Helping Hands Mission

- Tuesday, Feb. 11, 2014
- Honoring Sandy Rogers
- Led by Annette Sweet and Trina Muniz
- Celebrated with mission volunteers and community members



Kyle Dawn Rogers

Grandma Sandy you deserved this. I'm so happy for you. I keep smiling. :) Thanks for everything you have done for me and everyone. Your an inspriation to me. I love you!

Reply · 2 · Like · Follow Post · February 11 at 10:49pm



Teresa Leake Cody · Kirksville, Missouri

Congratulations!

Reply · 2 · Like · Follow Post · February 11 at 9:06pm



Debra Mckim · ★ Top Commenter · Novinger, Missouri

Congrats Sandy! Not only has she been caring at the mission, but once I ran out of gas years ago on the hwy and Sandy stopped to give me a ride to town. I have knew Sandy a very many years now. Thanks for all you do for people.

Reply · 1 · Like · Follow Post · February 11 at 10:20pm



Kimberly Bailey · Follow · ★ Top Commenter · University of Missouri

So nice that a real person finally gets some recognition! ♥

Reply · Like · Follow Post · 22 hours ago

Thanks for everything you and your staff have done. I really enjoyed it and so did all the people. Thanks again and God Bless!
- Sandy Rogers



Community Lights

MEDIA RESULTS



FOCUSED ENERGY. For life.


EMBEDDED MEDIA COVERAGE

Two-pronged approach

- Promote contest to drive awareness and nominations
- Publicize winners and charities in their local markets


TV, radio, print, online and social coverage generated 56 stories and 525,550 impressions...and counting....

Recipient charities and social influencers shared our message reaching 122,131 Twitter and Facebook followers

 **VolunTEEN Nation**
@volunTEENation Follow

Thx @AmerenMissouri for honoring @VolunTEENation President/Co-Founder Simone's #volunteer work as a Community Light bit.ly/1cD1gAx

Reply Retweet Favorite More

RETWEETS 3 FAVORITES 3 

1:11 PM · 1 Feb 2014

 **Ava's Grace**
@Avas_Grace Follow

Congrats to our founder @StephRegagnon "@AmerenMissouri: Congrats to our Community Lights winners goo.gl/7S5K8q" #HopefortheFuture

Reply Retweet Favorite More

RETWEETS 2 FAVORITES 1 

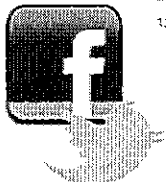
1:00 PM · 25 Jan 2014

 **Angels' Arms**
@AngelsArmsSTL Follow

Congrats 2 our Volunteer Maintenance Mgr. Mike Meyer "RT @AmerenMissouri Congrats to our Community Lights winners goo.gl/7S5K8q"

Reply Retweet Favorite More

9:35 AM · 31 Jan 2014



KDIC seeks more members

Directors group looks to add businesses, offer opportunities for more professional events...

Lighting up the community



Lighting up the community with various events and programs...

Kirkville woman wins Ameren contest, money for local charity

Local woman wins contest, money for local charity...

Stage for raising debt limit

Stage for raising debt limit...



5KSDK.com Where The News Comes First

ST. LOUIS - Ameren Missouri is heading a "Community Lights Contest"...

and the winners will receive \$1,250 for themselves and \$1,250 for their charities...

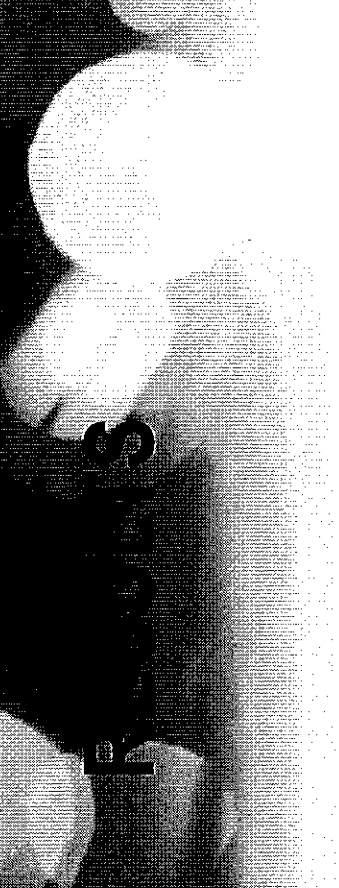
NEWS RADIO 960 KZZL-TV YOUR REGIONAL NEWS

abc 3 KIVO Heard and woman with big giving heart is recognized

The Independent-Journal

Ameren Presents "Community Lights 2014 Volunteerism Contest Winners"

More than \$37,000 awarded to 10 customers and local charities... ST. LOUIS - Ameren Missouri has announced the winners of its "Community Lights" contest...



GOOD MORNING HEARTLAND Annette Sweet

abc 3 SOUTHEAST MISSOURIAN COMMUNITY CONTEST Annette Sweet

AMEREN MISSOURI COMMUNITY CONTEST

MEDIA RESPONSE

"A major Missouri company recognizes a Heartland woman for her big giving heart."

VANESSA ALONSO, KTVO (Kirksville)

"Ameren is obviously your provider in this area, for not only for your lights and your furnace and your things and the other things in your house that make your life liveable, they're also trying to give a little bit back to the community. Y'all work real hard this time of year..,"

FAUNE RIGGIN, KZIM (Cape Girardeau)

"A lot of people might think 'nobody recognizes what I'm doing' but in fact, we do! And we thank them for that, especially for all their hard work."

ELA SOROKA, KTVO (Kirksville)

Community Lights

NEXT STEPS



FOCUSED ENERGY. For life.

PAID MEDIA SUPPORT

February 14

- Review media plan and creative
 - Feature contest winners and reinforces Ameren Missouri's community support
 - Place print and out-of-home media in winners' markets: St. Louis, Cape Girardeau, Kirksville and Potosi
 - Maximize budget against available inventory and account for different mix of winners in each market to achieve optimal frequency and reach
 - Align on URL
 - If we use AmerenMissouri.com/Community, content about the winners and contest will need to be added to the page for continuity
 - Consider adding a button to the Community page that links to the winners press release in the Media tab

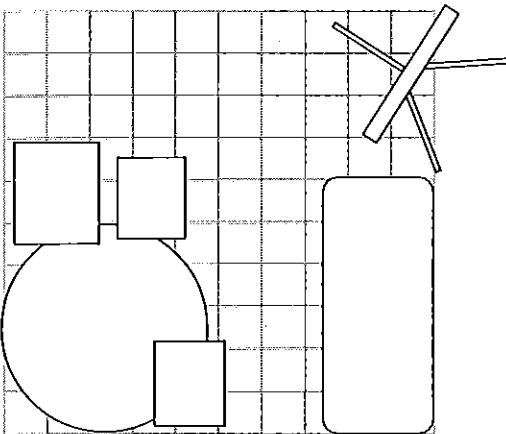
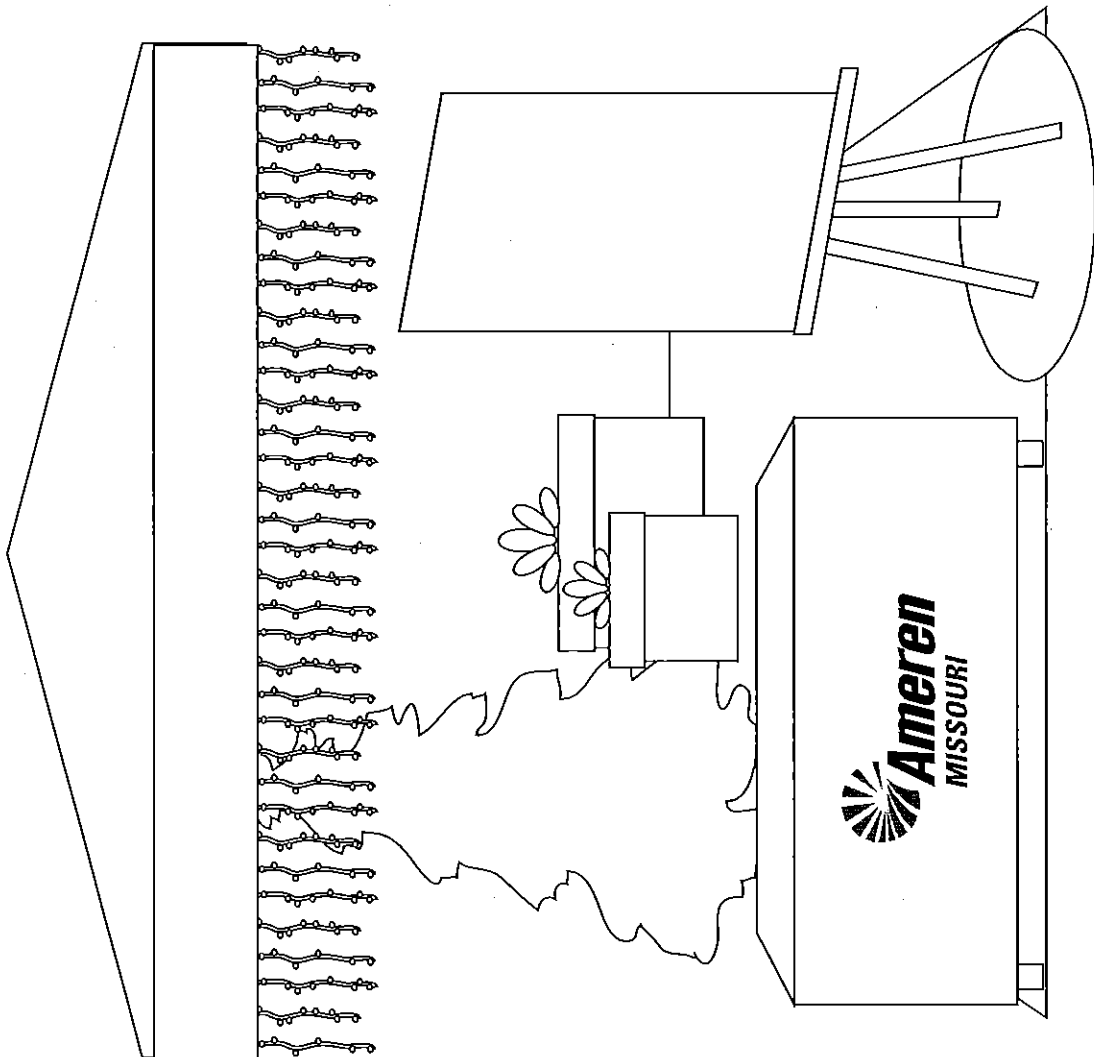
Weeks of February 24 – April 30

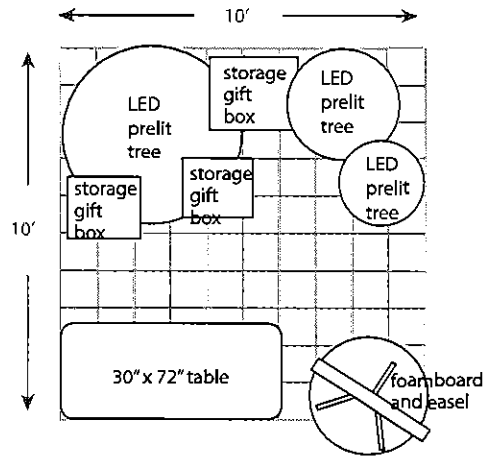
- Media in market

May 1

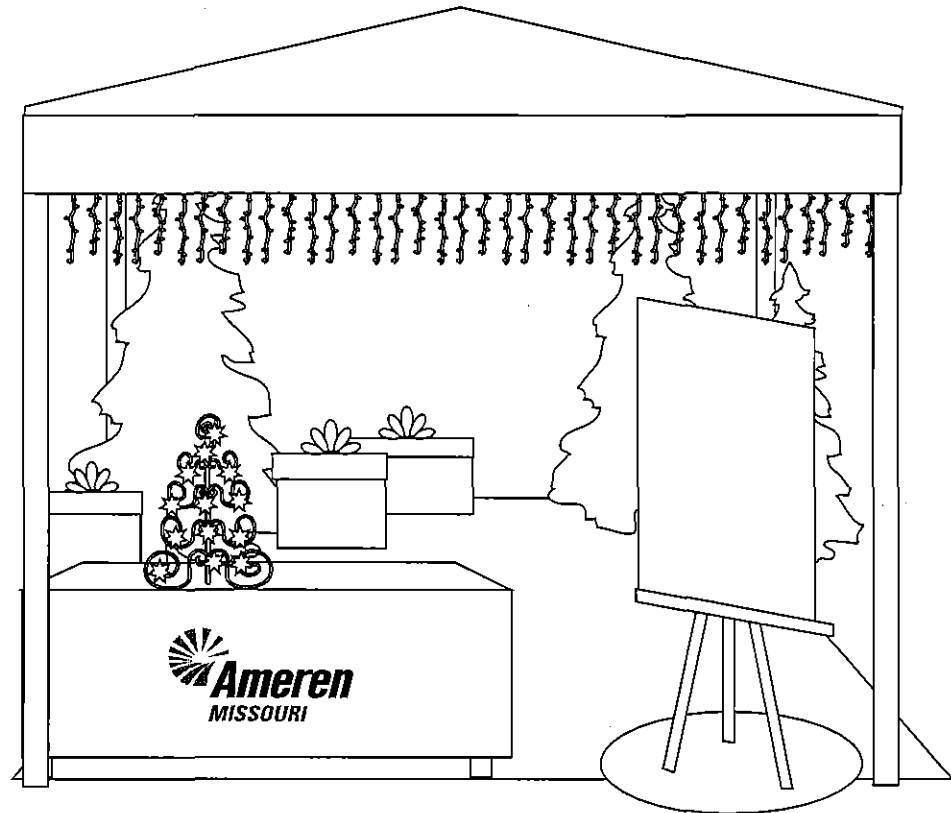
- Deliver final, comprehensive program report inclusive of results from paid media campaign







- 3 prelit LED evergreen trees. Three different sizes
- 1 30" x 72" folding table
- 1 table top ornament holder
- 1 foamboard easel
- 1 30" x 40" foamboard sign
- 1 custom table cloth
- 3 prewrapped presents (storage boxes)
- 50' LED ice candle lights
- 2-3 folding chairs
- 1 100' extension cord
- 1 SMART power strip
- 4 tree skirts or ground cover
- 1 strong box
- 1 portable electric heater
- 1 roll of duct tape
- 2 boxes of self stick hooks





Thanks for entering the Ameren Missouri Community Lights Contest!

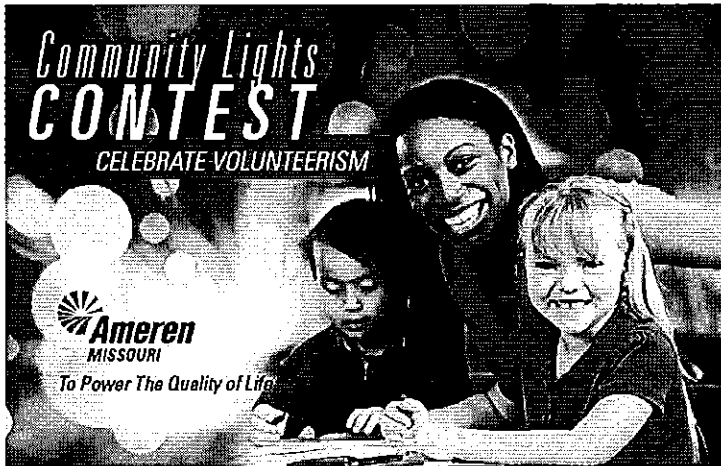
Share on:



Community Light Examples



This promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook. You are providing your information to Ameren Missouri, and not to Facebook. The information you provide will only be used for the Ameren Missouri Community Lights Contest.



Enter Your Nominee Now!

YOUR INFORMATION:

Name*

 First Last

Address*

 Street Address

City State

ZIP Code

Email Phone

Date of Birth
 Month Day Year

YOUR NOMINEE'S INFORMATION:

Name*

 First Last

Address*

 Street Address

City State

ZIP Code

Email Phone

Date of Birth
 Month Day Year

Describe in 300 words or less why this nominee is a Community Light*

A picture of your nominee, 5MB maximum
 No file chosen

Please read and accept the official rules*
 I agree to the official rules

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Shining the spotlight on individuals who radiate the power of the human spirit

WHO IS THE BRIGHTEST LIGHT IN YOUR COMMUNITY?

Is it that special person who gives their time, their efforts and their heart to make the community a better place and improve the quality of life for others?

Ameren Missouri is committed to supporting local charities through financial support, volunteerism and education initiatives. In everything we do, we work to Power the Quality of Life, and we're proud to honor the special people in your communities who are doing just that to help improve the lives of their friends and neighbors.

Just nominate a friend, family member, co-worker or any special individual who represents the best of the best – a person whose spirit of volunteerism is unsurpassed, and who always, no matter the time of year, goes the extra mile to help others in and around our communities.

TOP FIVE WINNERS WILL RECEIVE:

- \$5,000 award
 - \$2,500 gift card for each winner
 - \$2,500 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with all the winners

FIVE RUNNERS UP WILL RECEIVE:

- \$2,500 award
 - \$1,250 gift card of each winner
 - \$1,250 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with all the winners

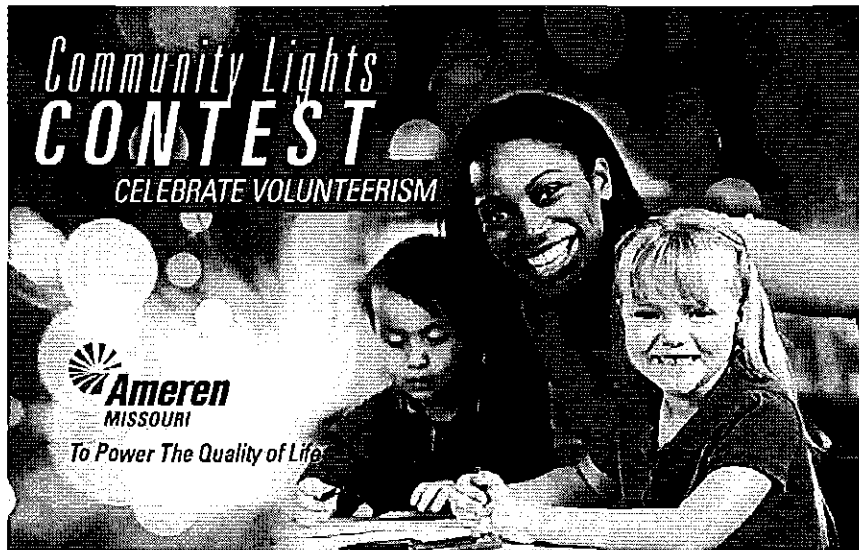
To nominate a Community Light, simply tell us in 300 words or less how they serve your community, and how their spirit of volunteerism shines so brightly at this time of year.



Community Light Examples



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We're reviewing the Ameren Missouri Community Lights Contest entries now – keep following through mid-January to see our winners.

Visit AmerenMissouri.com to see how we're involved in our communities.



Community Light Examples



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Congratulations to all of our winners!

TOP FIVE WINNERS



FIVE RUNNERS UP



AWARDS

Top Five Winners Will Receive:

- \$5,000 award
 - \$2,500 gift card for each winner
 - \$2,500 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with all the winners

Five Runners Up Will Receive:

- \$2,500 award
 - \$1,250 gift card for each winner
 - \$1,250 gift card for each winner's charity of choice
- The chance to be featured in community advertisements
- A celebration with all the winners

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Congratulations to all of our winners!

TOP FIVE WINNERS

Windy Hill Farms

Change & Love Volunteer

Central Park Zoo

Change & Love Volunteer

Wentworth Elementary School

Change & Love Volunteer Group & Change

City of St. Louis

Change & Love Volunteer

St. Louis Zoo

Change & Love Volunteer

FIVE RUNNERS UP

Urbain & Larré

Change & Love Volunteer

St. Louis Zoo

Change & Love Volunteer

Wentworth Elementary School

Change & Love Volunteer

Central Park Zoo

Change & Love Volunteer

St. Louis Zoo

Change & Love Volunteer

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On behalf of Ameren Missouri, thank you for attending tonight's very special event, and especially those who bring light to their communities through volunteerism.

You are making a positive difference.

www.AmerenMissouri.com



Community Lights

WINNERS CELEBRATION

Event Program

January 31, 2014



Winner Bios

Brenda Bender *Cape Girardeau*

Brenda has been a light in the lives of the Multiple Sclerosis Foundation since her husband Tim was diagnosed 24 years ago. She coordinates media relations for the annual MS walk and assists MS patients and families in their homes. Always there to help a neighbor or ailing family member, Brenda's generosity shines through.

Simone Bernstein *St. Louis*

At 12, Simone was frustrated when she couldn't find youth volunteer opportunities. Now at 21, she's a full-time volunteer at volunTEENation.org, the national website she founded to help kids ages 10-17 find volunteer opportunities. To date Simone has mobilized and activated more than 26,500 youth throughout the nation through the website.

Chalana Ferguson *Florissant*

Chalana saw a need in her community, and true to her nature, she took action, founding Saint Louis F.O.R.C.E. Athleticz to enhance girls' athletic ability and promote character development, leadership skills, self-esteem, academic success and social responsibility. Wife, mother and recent St. Louis University School of Law graduate, Chalana is committed to being the change she wants to see.

Sandy Rogers *Kirkville*

At the Helping Hands Mission in Kirkville, Sandy Rogers is close to irreplaceable. She volunteers five days a week stocking shelves, cooking, serving, helping disabled patrons in their homes, and even providing temporary housing for clients of the mission. Sandy never misses an opportunity to care for those in need.

Eddie Strausser *Potosi*

Eddie Strausser's life is spent in service to those in need in Washington County. The following organizations say "thanks Eddie" for dedicating his life to making our community a better place: The Salvation Army, the East Missouri Action Agency, Potosi Food Pantry, the Washington County Community Partnership and the Red Cross.

Ellen Ellick *House Springs*

Stop by the Kirkwood Petco on weekends between noon and 3 p.m. and you'll probably find Ellen Ellick, founder of and driving force behind the St. Louis Senior Dog Project, an all-volunteer organization that specializes in finding homes for dogs over five years old. Ellen has developed a working network dedicated to pairing warm furry friends with caring homes.

Mike Meyer *St. Louis*

Mike has volunteered at Angels' Arms since it opened in 2000, working on fundraising, maintaining ten foster homes, organizing volunteer groups and managing projects. Mike is also an active volunteer for several other community service organizations, making him the epitome of an extraordinary volunteer.

Scott Pitzer *Wildwood*

At Longmeadow Rescue Ranch, Scott rehabilitates neglected, abused and abandoned horses as well as trains apprentices so more horses can be given a second chance. He also works at other agencies in the community helping people experience the special gifts only a horse can bring.

Stephanie Regagnon *Wildwood*

Four years ago Stephanie founded Ava's Grace Scholarship Foundation to provide \$5,000 renewable scholarships and mentors to young people in Missouri who have an incarcerated parent, helping empower them to successfully complete their education. Her goal: filling a need in the community — one child at a time.

Faune Riggan *Cape Girardeau*

As one of Cape Girardeau's most recognizable voices, Faune's volunteer efforts are also well recognized. She is a child welfare advocate, emcee for the Special Olympics and works with Toys for Tots. Faune has received distinguished awards including the Mary Phelan Chief of Police State Award, distinguished Patriot Award from the Joint Veterans Council and awards from many more organizations.

WELCOME!

On behalf of Ameren Missouri, welcome to our Community Lights celebration to honor the very special people who work hard to make the lives of those around them better.

The volunteers we celebrate tonight were nominated by their friends and family because of their tireless efforts to enrich our communities every day in ways that can't be measured.

Missouri is fortunate to have more than our share of these fine individuals who are driven by the force of doing good for others, and they endow our region with character, a sense of unity and a spirit of giving that permeates throughout our cities and towns, bringing them to new heights.

Thank you from all of us at Ameren Missouri, and each and every person whose life you have touched and lifted through your gracious and unselfish giving. You are truly a shining light in our community.

Warner L. Baxter

Ameren Missouri President and CEO

Agenda

- 6:45 p.m.** Welcome and Opening Remarks
Mark Schlake, Ameren Missouri Community Relations Associate
Warner Baxter, Ameren Missouri President and CEO
- 7:00 p.m.** Dinner
- 7:20 p.m.** Special Guest
Brett Hull, St. Louis Blues Executive Vice President
- 7:30 p.m.** Winner Recognition
- 8:05 p.m.** Star Show
- 8:10 p.m.** Autographs and Photos with Brett Hull

December 3, 2013

Ameren Missouri Community Lights Contest
OFFICIAL RULES

NO PURCHASE NECESSARY TO PARTICIPATE OR WIN. A PURCHASE WILL NOT INCREASE YOUR ABILITY TO WIN.

CONTEST TIMING: The Ameren Missouri Community Lights Contest (the “Contest”) begins at 12:01 p.m. Central Time (“CT”) on December 3, 2013, and ends 11:59 a.m. CT on December 30, 2013 (“Contest Period”).

This Contest is in no way promoted, sponsored, endorsed or administered by, or associated with Facebook, Inc. (“Facebook”). By entering, you understand that you are providing your information to Sponsor and not Facebook.

This Contest is subject to all applicable federal, state, and local laws.

This Contest is void where prohibited by law. Sponsor does not warrant that this Contest is valid in any particular jurisdiction.

Employees of Ameren Missouri (“Sponsor”), a subsidiary of Ameren Corporation, Weber Shandwick, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate families (spouse and parents, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to nominate an individual for an award or to win an award.

ENTRANT: Any individual or entity may nominate an individual to receive an award. The individual must be an Eligible Nominee (as defined in these Official Rules). The terms “you”, “your” and “entrant” refer to an individual who participates in this Contest by nominating an individual for an award. Entrants are not eligible to win an award under this Contest.

ELIGIBLE NOMINEE: Only individuals who at the time of submission are (1) Ameren Missouri customers, (2) legal residents of the State of Missouri, (3) 18 years of age or older and (4) who volunteer work for an Eligible Charity (as defined in these Official Rules) may be nominated. In this Contest, an individual who meets these requirements may be referred to as an Eligible Nominee.

ELIGIBLE CHARITIES: An Eligible Charity is a non-profit, 501(c)(3), 501(c)(4) or 501(c)(7) charitable organization that is an Ameren Missouri customer (“Organization”). To be eligible for a donation under this Contest, the Organization must be a tax-exempt public charity, meaning that the Eligible Organization must be recognized by the Internal Revenue Service (IRS) as tax-exempt under Section 501(c)(3), 501(c)(4) or 501(c)(7) of the Internal Revenue Code and must not be treated as a private foundation. At the time of the award under this Contest, the Organization must not have had its tax-exempt status revoked by the IRS and must not be an Organization which, in Sponsor’s sole discretion, promotes views or issues which may not be

contained in any Submission under these Official Rules or whose selection Sponsor believes, in its sole discretion, would be contrary to the purposes of the Contest. Accordingly, Sponsor has the right to bar the selection of a particular Organization as a recipient of an award.

ENTRY/ELIGIBILITY: To participate in the Contest, visit the Ameren Missouri page on Facebook at www.facebook.com/AmerenMissouri, click on the Contest tab and follow the instructions provided to complete the entry form with your personal information and the personal information of the Eligible Nominee you are nominating and write an essay in 300 words or less that describes how the Eligible Nominee is making your community better through his/her volunteer (i.e., someone who is not paid for his/her services) work with an Organization (collectively, each, a "Submission"). Entrant must have permission from the Eligible Nominee and the Organization to submit a Submission. Entrants may not nominate themselves.

All Submissions must be received by 11:59 a.m. CT on December 30, 2013 to be considered. Any Submissions received after the Contest Period will be considered ineligible for participation. If Sponsor does not receive your Submission for any reason, or your Submission is not correctly entered, the Submission will be invalid. Late, incomplete, or non-compliant Submissions will not be considered. Sponsor's clock will be the official clock of the Contest. Sponsor reserves the right to refuse Submissions in its sole discretion.

Submission of erroneous or incomplete information will void the Submission. Submissions generated by script, macro or other automated means or by any means which subvert the Submission process are void. Limit one (1) Submission per person using only one (1) email address and one (1) Facebook account throughout the Contest Period. Submissions received from any person, email address or Facebook account in excess of the above stated limitation will be void. Sponsor shall have sole discretion to determine if a Submission is void.

Submissions may not contain, as determined by Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing);
- promotes any activities that may appear unsafe or dangerous;
- promotes any particular political agenda or message;
- is obscene or offensive;
- endorses any form of hate or hate group;
- appears to duplicate any other Submissions;
- defames, misrepresents or contains disparaging remarks about the Released Parties (as defined below), other people, organizations or companies;

- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission;
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses (except information duly authorized by an Eligible Nominee)
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;
- contains materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or
- violates any law.

Your Submission must be your original work, may not have been previously published, may not have won previous prizes or awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Submission contains any materials or elements that are not owned by you, and/or which are subject to the rights of third parties, you are responsible for obtaining, prior to submission of the Submission, any and all releases and consents necessary to permit the use and exhibition of the Submission by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from the Eligible Nominee and any person who appears in or is identifiable in the Submission. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor at any time. Failure to provide such proof may, if requested, render your Submission null and void.

JUDGING PHASE: All eligible Submissions received by Sponsor will be judged by a panel of qualified judges, selected by the Sponsor, in its sole discretion, based on the following criteria: Creativity (50%); the portrayal of the Eligible Nominee and his or her impact on his or her community (50%) (the "Judging Criteria"). The five (5) Submissions receiving the highest total scores will be deemed the potential "Winning Submissions." The Eligible Nominees nominated in such Winning Submissions will be deemed potential "Winning Nominees" and the Organizations associated with the Winning Submissions will be deemed potential "Winning Organizations." The five (5) Submissions receiving the 6th through 10th highest total scores will be deemed the potential "Runner-Up Submissions." The Nominees nominated in such Runner-Up Submissions will be deemed the potential "Runner-Up Nominees" and the Organizations associated with the Runner-Up Submissions will be deemed potential "Runner-Up Organizations." In the event of a tie, an additional, "tie-breaking" judge determined by Sponsor

will judge the tied Submissions based on the Judging Criteria to determine the potential Winning Submission or potential Runner-Up Submission. A potential Winning Nominee need not select the Organization described in a Winning Submission but may select another Organization so long as such other Organization is an Eligible Charity. Winning Nominees and Winning Organizations may be collectively referred to hereafter as the "Winners." Notwithstanding the judges' determinations, Sponsor reserves the right to select fewer than five (5) potential Winning Submissions and fewer than five (5) potential Runner-Up Submissions, in its sole discretion, if it does not receive a sufficient number of eligible and qualified Submissions. Awards are subject to verification of eligibility and compliance with these Official Rules. Eligibility and compliance will be determined by Sponsor in its sole discretion. The judges' names will not be released to the public.

WINNER NOTIFICATION: Potential Winning Nominees and Potential Runner Up will be notified by telephone, mail and/or email and will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned and postmarked or received by e-mail within three (3) business days of date of award notification. At the same time as he or she returns the Affidavit of Eligibility, Liability and Publicity Release and other documents required by Sponsor, a potential Winning Nominee and potential Runner Up must submit in writing the name of the potential Winning Organization he or she wishes to select. As noted elsewhere in these Official Rules, any potential Winning Organization is subject to Sponsor's approval. An authorized representative of each potential Winning Organization will be notified by telephone, mail and/or email, and such authorized representative will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required of the applicable potential Winning Organization by Sponsor, which must be returned within three (3) business days of date of award notification. Return of the award notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact a potential Winning Nominee or potential Runner Up or an authorized representative of a potential Winning Organization within a reasonable time period, noncompliance with these Official Rules by a potential Winner or potential Runner UP, or refusal of the award will result in disqualification and, at Sponsor's sole discretion, the award, in the case of a potential Winning Nominee, may be awarded to a runner-up and, in the case of a potential Winning Organization, another Eligible Charity.

AWARDS (20):

Winning Nominee Awards five (5): A \$2,500 Visa gift card; Approximate Retail Value ("ARV"): \$2,500 each. By accepting an award, each Winning Nominee will be required to permit Sponsor and each of its designees to use such Winning Nominee's name, image, voice, and likeness in any and all media now known or hereafter devised (including on the Internet), worldwide and in perpetuity, without compensation (unless prohibited by law) or additional consents and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so. Each Winning Nominee's use of the gift card is subject to the terms and conditions of the gift card and the gift card issuer and, by accepting an award, each Winning Nominee agrees that the Sponsor is not liable or responsible for any faults, failures or errors related to the gift card or any matters related to its issuance or use.

Winning Organization Awards five (5): A \$2,500 donation awarded as a Visa gift card; ARV: \$2,500 each. By accepting an award, each Winning Organization will be required to permit Sponsor and each of its designees to use such Winning Organization's name, location, trademark, and logo in any and all media now known or hereafter devised (including on the Internet), worldwide and in perpetuity, without compensation (unless prohibited by law) or additional consents from such Winning Organization or its authorized representatives or any third party and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so. Each Winning Organization's use of the gift card is subject to the terms and conditions of the gift card and the gift card issuer and, by accepting an award, each Winning Organization agrees that the Sponsor is not liable or responsible for any faults, failures or errors related to the gift card or any matters related to its issuance or use.

Runner-Up Nominee Awards five (5): A \$1,250 Visa gift card; ARV: \$1,250 each. By accepting an award, each Runner-Up Nominee will be required to permit Sponsor and each of its designees to use such Runner-Up Nominee's name, image, voice, and likeness in any and all media now known or hereafter devised (including on the Internet), worldwide and in perpetuity, without compensation (unless prohibited by law) or additional consents and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so. Each Runner-Up Nominee's use of the gift card is subject to the terms and conditions of the gift card and the gift card issuer and, by accepting an award, each Runner-Up Nominee agrees that the Sponsor is not liable or responsible for any faults, failures or errors related to the gift card or any matters related to its issuance or use.

Runner-Up Organization Awards (5): A \$1,250 donation awarded as a Visa gift card; ARV: \$1,250 each. By accepting an award, each Runner-Up Organization will be required to permit Sponsor and each of its designees to use such Runner-Up Organization's name, location, trademark, and logo in any and all media now known or hereafter devised (including on the Internet), worldwide and in perpetuity, without compensation (unless prohibited by law) or additional consents from such Runner-Up Organization or its authorized representatives or any third party and without prior notice, approval or inspection, and to execute specific consent to use if asked to do so. Each Runner-Up Organization's use of the gift card is subject to the terms and conditions of the gift card and the gift card issuer and, by accepting an award, each Runner-Up Organization agrees that the Sponsor is not liable or responsible for any faults, failures or errors related to the gift card or any matters related to its issuance or use.

Total ARV of awards: \$37,500.

GENERAL AWARD CONDITIONS: Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with award acceptance and use not specified herein as being provided. Awards cannot be transferred, assigned or substituted, except by Sponsor, who reserves the right to substitute an award (or portion thereof) with one of comparable or greater value at its sole discretion. Awards are awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor. All award details are at Sponsor's sole discretion.

GENERAL CONDITIONS: By submitting a Submission or accepting an award, each entrant or Winner agrees: (a) to abide by these Official Rules and decisions of the Sponsor and judges,

which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Weber Shandwick, Facebook and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, defamation, invasion of right to privacy, publicity or personality, and the like, or property resulting, in whole or in part, directly or indirectly, from your or its participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any provided award; and (c) to the use of your or its name, photograph, image and/or likeness (or that of the person you included in your Submission, as applicable) for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from you, it or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, you and each Winner also agree not to release any publicity or other materials on your or its own or through someone else regarding your or its participation in the Contest without the prior consent of Sponsor, which it may withhold in its sole discretion.

OWNERSHIP/USE OF SUBMISSIONS: By making a Submission, you agree that Sponsor shall own the Submission provided (including all worldwide copyrights and other rights associated therewith) and that Sponsor and its designees may exploit, edit, modify, reproduce, publish, perform and distribute the Submission and all elements of such Submission, including, without limitation, the photo and the names and likenesses of any persons, Organization or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party. By entering a Submission, you agree that the Submission is gratuitous and made without restriction and will not place Sponsor under any obligation. Sponsor is free to disclose the ideas set forth in the Submission without any additional compensation to you or any third party. You acknowledge that by acceptance of your Submission, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Submissions, photos or essays; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Submissions, the announcement of the awards, the incorrect uploading of an essay or photo, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading

materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Submissions will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Submissions, or in the event the Contest is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, determine the potential Winners from all eligible, non-suspect Submissions received prior to action taken using the judging procedure outlined above. Should multiple users of the same e-mail account enter the Contest and a dispute arises regarding the identity of the entrant, the authorized account subscriber of said e-mail account at the time of Submission will be considered the entrant and must comply with these Official Rules. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization, which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL AVAILABLE REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Contest, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or any awards awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances (whether as part of any arbitration or otherwise) will you be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than your actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and you further waive all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Missouri, USA.

REQUEST FOR WINNERS' NAMES: For the names of the Winners (available after January 15, 2014) send a self-addressed, stamped, envelope by February 1, 2014, to: Ameren Missouri Community Lights Contest Winners, 555 Washington Avenue, 2nd Floor, St. Louis, MO 63101.

SPONSOR: Ameren Missouri, a subsidiary of Ameren Corporation, 1901 Chouteau Ave., St. Louis, Mo., 63103.




HELP THE HOPEWELL CENTER!

Purchase festive LED gift bows to make the holidays a little bit brighter!

All proceeds benefit The Hopewell Center, which provides quality health care and social services to thousands of uninsured and medically underserved people in the St. Louis community.


One for \$5 or three for \$10





**THANK YOU
FOR YOUR PURCHASE!**

Together with your support,
Ameren Missouri is furthering
The Hopewell Center's efforts to
provide quality health care and
social services to thousands of
uninsured and medically underserved
people in the St. Louis community.



MISSOURI PUBLIC SERVICE COMMISSION

APPENDIX 4

Advertising

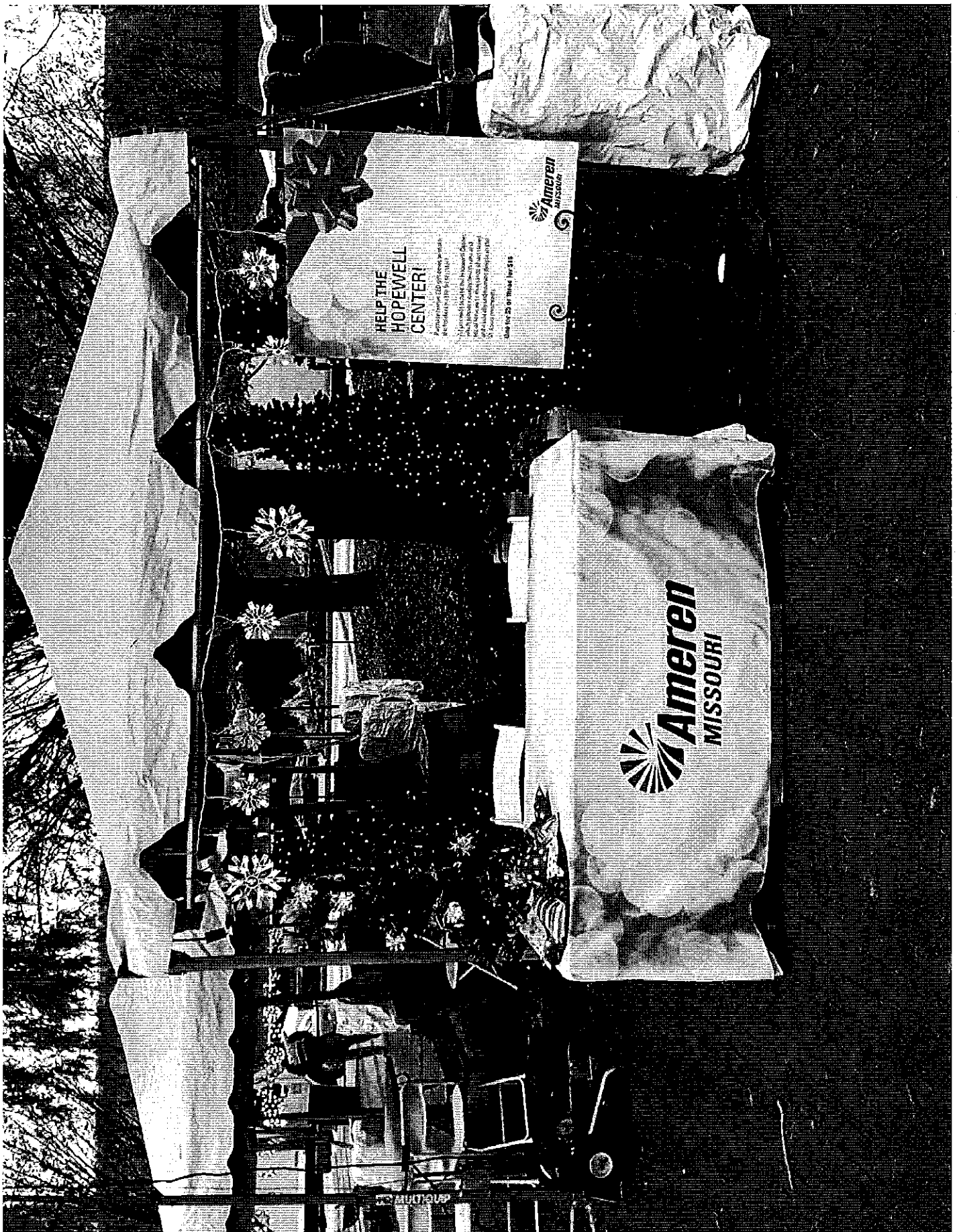
Digital attachments

Schedule JK-1

MP3	Ameren Holiday Lights Mixdown 1	Institutional
MP3	Ameren Holiday Lights Mixdown 2	Institutional
MP3	Ameren Holiday Lights Mixdown 3	Institutional
MP3	Voting Promo - Berkeley	Institutional
MP3	Voting Promo - Manchester	Institutional
MP3	Voting Promo - Pine Lawn	Institutional
MP3	Fresh 102.5 Holiday Lights Promo	Institutional

UNION ELECTRIC COMPANY
d/b/a Ameren Missouri

CASE NO. ER-2014-0258



**Who lights up
your community?**

Visit [Facebook.com/AmerenMissouri](https://www.facebook.com/AmerenMissouri)
and nominate someone by Dec. 31!



Who lights up
your community?
Visit [Facebook.com/AmerenMissouri](https://www.facebook.com/AmerenMissouri)
and nominate someone by ***Dec. 30!***





Community Lights
CONTEST

Who lights up your community?

Visit Facebook.com/AmerenMissouri and nominate someone by Dec. 31!



To: Trina Muniz, Bryan Daniels, Lisa Manzo-Preston
 From: Lindsey Herzog
 Cc: Heather Woodard, Allison Hughes
 Date: March 28, 2013
 Re: Ameren Missouri Facebook Content Calendar; April 2013

Following, you will find the recommended April content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage our brand assets wherever possible and use photos with each post to keep the content engaging for our fans. As soon as the Ameren Missouri Digital Playbook is approved, we will begin to use a special filter for these photos to make sure the look is coherent.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts would be swapped with scheduled posts, and we have included a couple of alternate posts should the team prefer to swap these out for the current recommendations.

Posts in April will focus heavily on the ActOnEnergy Savers contest and the CoolSavers program, with links to helpful Ameren Missouri content. The calendar will also contain posts pertaining to April holidays, such as April Fool's Day, Volunteer Recognition Day and Lawn and Garden Month.

Additionally, please let us know if there are other programs we can help promote on Facebook. We can revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Monday, April 1	Have you heard about our ActOnEnergy Savers contest? Even though it's April Fool's Day, this isn't a joke! You can win a home energy assessment from our ActOnEnergy Savers Team. Enter here:	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Tuesday, April 2	What does reliable power mean to you? Check out this video to see how you can help make energy more reliable and affordable for Missourians:	[link to MBEF ISRS video: http://www.moenergyfuture.org/who-we-are/]	Brand
Wednesday, April 3	Old homes are charming. Inefficiency is not. Tell us why you want an energy assessment and our ActOnEnergy Savers Team might teach your old house some new	[link to Facebook tab] [include photo/graphic of	AOE Savers Contest

Comment [ML1]: We need to promote the contest and prizes, not just the assessment. Some people may not even know what an assessment is.



	energy-saving tricks!	ActOnEnergy Savers Team]	
Friday, April 5	If you're in the market for a new washing machine, think about an ENERGY STAR® washer - they use 30% less energy and half as much water as regular washers. Find out more here:	[Link to Energy Star site: www.energystar.gov] [Use stock photo of woman doing laundry: http://www.istockphoto.com/stock-photo-11102577-washing-machine.php?st=25e6527 (\$9 via istockphoto.com)]	ActOnEnergy
Tuesday, April 9	Want to win a home energy assessment from our ActOnEnergy Savers Team? You've only got two weeks left to enter! What are you waiting for?!	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Wednesday, April 10	Did you know April is Lawn and Garden Month? If you're planning to do some landscaping in April, keep these tips in mind:	[link to landscape safety tips: http://bit.ly/WMu8Az] [Use Ameren Missouri image of man trimming trees: http://www.ameren.com/CommunityMembers/Safety/PublishingImages/PruningTree.jpg]	Brand
Thursday, April 11	Our ActOnEnergy Savers Team wants to give your home an energy facelift. Tell us why you deserve an energy assessment, and you could win!	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Monday, April 15	Thinking of buying a new TV with your tax return? Remember that an LCD TV will typically use much less electricity than a plasma TV. For more ways to save, check out @EdisonElectricInstitute's tips:	[Link to EEI 100 Ways to Improve Your Electric Bill: http://bit.ly/ZQ&TuF] [Use stock photo of LCD TV: http://www.istockphoto.com/stock-photo-7526002-lcd-television-amp-sunflower-xxl-clipping-path.php?st=11dd3cc (\$9 via istockphoto.com)]	Brand
Tuesday, April	Only one week left to score a home energy assessment and possibly thousands in home improvements from	[link to Facebook tab]	AOE Savers

Comment [ML2]: Does their twitter handle have an 's' in it? otherwise, we should put check out tips @EdisonElectricInstitute:



16	our ActOnEnergy Savers Team! Share your home's energy woes and you could win:	[include photo/graphic of ActOnEnergy Savers Team]	Contest
Wednesday, April 17	We are committed to providing safe, reliable, affordable energy for our customers. That's why we support alternative and clean energy development. Check out this video from Missourians for a Balanced Energy Future to learn more:	[link to MBEF ISRS video: http://www.moenergyfuture.org/who-we-are/]	Brand
Thursday, April 18	Looking to upgrade your appliances? Starting tomorrow through April 25, you can buy qualifying ENERGY STAR®-certified new appliances tax-free thanks to the Show-Me Green Sales Tax Holiday. Find out more here:	[link to Show Me Green tax-free holiday site: http://dor.mo.gov/business/sales/taxholiday/green/]	Brand/Fun
Friday, April 19	In honor of Volunteer Recognition Day tomorrow, we'd like to thank all of the Ameren Missouri employees who spend time giving back to our communities. We are proud of you!	[Ameren Missouri to provide employee volunteer photos]	Brand/Fun
Monday, April 22 (morning)	Happy Earth Day! Thanks to all who celebrated with us yesterday at the St. Louis Earth Day Festival! For tips and rebates to help you be earth-friendly and energy efficient, check out ActOnEnergy.com.	[link to ActOnEnergy.com] [Use stock photo of green Earth that we've used before]	Brand/AOE
Monday, April 22 (afternoon)	Time is running out to win a home energy assessment and possibly \$5,000 in home Improvements from our ActOnEnergy Savers Team! Tell us why your home needs an energy efficiency facelift by tomorrow and you could win.	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Tuesday, April 23	Today is the last chance to win up to \$10,000 in energy efficiency improvements for your home from our ActOnEnergy Savers Team! Tell us why you deserve them here:	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Wednesday, April 24	Thank you to everyone who entered to win our ActOnEnergy Savers Contest! We have a ton of great entries to go through and will share the finalists with you in May.	[link to Facebook tab] [include photo/graphic of ActOnEnergy Savers Team]	AOE Savers Contest
Monday, April 29	With summer on its way, now is a great time to get your AC ready for the heat. With our CoolSavers program, you can even get rebates on tune-ups and up to \$650 off efficient air conditioning systems:	[Link to CoolSavers: http://bit.ly/W4XyEr]	ActOnEnergy

Comment [ML3]: We may have rebates to go hand-in-hand with the tax break tool

Comment [HL(4)]: Need Ameren MO to provide photo. Bryan should have this.



Alternate Post

We are committed to reliable, affordable energy – take advantage of our new ActOnEnergy programs to save energy, money and the environment. Visit our ActOnEnergy tab for more information: [Link to ActOnEnergy tab]

We will also Incorporate Volunteer Month posts as more information becomes available.



To: Trina Muniz, Bryan Daniels, Kent Martin
 From: Lindsey Herzog
 Cc: Heather Woodard, Allison Hughes
 Date: July 24, 2013
 Re: Ameren Missouri Facebook Content Calendar: August 2013

Following, you will find the recommended August content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

August posts will continue to highlight CoolSavers and links to helpful Ameren Missouri content. We are also adding in more fun and light-hearted posts, quizzing our fans on their energy knowledge and participating in "Throwback Thursdays," a trend on social media sites where users post old photos. In addition, the calendar will include posts about back-to-school season and relevant holidays, such as National Dog Day and Family Fun Month.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Friday, August 2	Some say, "If you can't stand the heat, get out of the kitchen." Do you know what we say? If you can't stand the heat, use your slow cooker! A slow cooker uses less energy and won't heat up your home like an oven.	[Use stock photo of slow cooker on counter: http://www.istockphoto.com/stock-photo-11141268-slow-cooker.php?st=87fedb3 [\$6 [via istockphoto.com]]	Brand/fun
Monday, August 5	Did you know that you could cut home cooling costs up to 30% simply by replacing an old central AC unit with an ENERGY STAR® certified model? And, get this - you can also get up to \$720 cash back through our	[Link to CoolSavers: http://bit.ly/W4XyEr [Use stock photo of high efficiency air conditioner	ActOnEnergy



	CoolSavers program. Check it out here:	from previous post]	
Tuesday, August 6	[This week's forecast is hot, hot, hot! If you can, check on elderly and disabled neighbors to make sure they're staying cool and safe in the heat. A simple call could help save a life!	[Use photo of senior man answering phone: http://www.istockphoto.com/stock-photo-15433592-portrait-of-smiling-senior-using-landline-phone.php?st=5adc7c2 (\$6 via istockphoto.com)]	Brand/Safety
Thursday, August 8	Throwback Thursday: Remember when this old fridge looked new? Neither do we. If you're thinking about retiring your old, working fridge, let us know! We'll pick it up AND give you \$50 through our ApplianceSavers program:	[Link to ApplianceSavers: http://bit.ly/SzSUSr [Use photo of refrigerator from ad campaign saved on the K drive]	ActOnEnergy
Monday, August 12	QUIZ: On average, heating and cooling accounts for ___% of your utility bill. Stay tuned – we'll announce the answer tomorrow! A. 23% B. 71% C. 54% D. 42%	[No photo or link]	Brand/Fun
Tuesday, August 13	If you guessed "C" in yesterday's quiz, you're right! On average, heating and cooling accounts for 54% of your utility bills, according to the Department of Energy. Check out these heating and cooling tips to help keep that number down:	[Link to heating and cooling tips from Department of Energy: http://energy.gov/energysaver/articles/tips-heating-and-cooling [Use stock photo of man changing thermostat: http://www.istockphoto.com/stock-photo-13056387-digital-thermostat-and-male-hand.php?st=fd817b2 (\$6 via istockphoto.com)]	Brand
Thursday, August 15	Throwback Thursday: Remember when thermostats looked like this? If yours still does, consider replacing it with a programmable thermostat to help you save energy and money. We've got rebates on new programmable thermostats through our RebateSavers	[Link to RebateSavers: http://bit.ly/YdJc8J [Use stock photo of old thermostat:	ActOnEnergy

Comment [HL(1)]: If the weather isn't hot, we will use one of the alternate posts below.

Comment [HL(2)]: Trina - Can we give away small prizes to the quiz winners? For example, we could give away CFL bulbs or a free home energy assessment.



	program:	http://www.istockphoto.com/stock-photo-11117981-man-s-hand-adjusting-home-thermostat.php?st=d47ae4c (\$9 via istockphoto.com)]	
Monday, August 19	August is Family Fun Month! If you plan to have some family time outside this month, keep these safety tips in mind while you're enjoying your time together:	[Link to Ameren Missouri outdoor activity safety tips: http://bit.ly/MFvMOM [Use stock photo of family playing outside: http://www.istockphoto.com/stock-photo-4501203-family-with-kid.php?st=e4ddadc (\$6 via istockphoto.com)]	Brand/Fun
Wednesday, August 21	Feeling the heat in your home? Try doing laundry and running the dishwasher in the early morning and late evening when temperatures outside are cooler.	[Use stock photo of woman carrying laundry basket: http://www.istockphoto.com/stock-photo-19091039-housewife-carrying-laundry-basket-full-of-clothing.php?st=7f6ee5b (\$6 via istockphoto.com)]	Brand
Thursday, August 22	Throwback Thursday: It's time to ditch your inefficient incandescent light bulbs and say hello to LEDs and CFLs! Incandescent bulbs use more energy and produce more heat than energy-efficient LEDs and CFLs. Plus, we've got rebates on LEDs and CFLs through our LightSavers program:	[Link to LightSavers program: http://bit.ly/V6dMla [Use stock photo of incandescent light bulb: http://www.istockphoto.com/stock-photo-11455802-bulb.php?st=e525563 (\$6 via istockphoto.com)]	ActOnEnergy
Monday, August 26	Happy National Dog Day! If you're celebrating your pup in this heat, make sure he or she has protection from the sun and plenty of cold water to drink. For more tips, visit:	[Link to pet safety tips from the Humane Society of America: http://www.humanesociety.org/animals/resources/tips/pets_safe_heat_wave.html]	Brand/Fun



		[Use stock photo of dog playing with owner outside: http://www.istockphoto.com/stock-photo-9059498-running-dog-catch-ball.php?st=0f009af (\$6 via istockphoto.com)]	
Wednesday, August 28	Back to school season is upon us. If you're sending kids to college this year, make sure you go over these dorm safety tips with them. Safety first!	[Link to Ameren Missouri dorm/apartment safety tips: http://bit.ly/p4t6gv] [Use stock photo of father moving son into dorms: http://www.istockphoto.com/stock-photo-20579519-father-dropping-son-off-at-college.php?st=2dc45e7 (\$19 via istockphoto.com)]	Brand/Safety
Thursday, August 29	Throwback Thursday: When was the last time you changed the filter in your AC? If that question takes you back in time, it might be a good idea to change your filter! Replacing an old, dirty filter with a clean one can lower your AC's energy consumption by up to 15%. For more tips on maintaining your AC, visit:	[Link to Department of Energy AC maintenance tips: http://energy.gov/energysaver/articles/maintaining-your-air-conditioner] [Use stock photo of man changing air filter: http://www.istockphoto.com/stock-photo-20695575-senior-man-opening-air-conditioning-filter-in-ceiling.php?st=cc8b8a3 (\$6 via istockphoto.com)]	Brand/EE

Alternate Post

We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]

The radar shows summer storms heading our way. Make sure you're prepared in case of an emergency by organizing a storm kit. See what you should include here: [Link to Ameren Missouri storm kit guide: <http://www.ameren.com/sites/ae/OutageCenter/Pages/OrganizeStormKit.aspx>]

Looking for ways to beat the heat? Invest in a programmable thermostat. You can set the thermostat to turn up the air conditioner at night or when you're away from home, saving energy and money. We even offer rebates on programmable thermostats through our ActOnEnergy RebateSavers program: [Link to [RebateSavers program](#)]



<http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialCool.aspx> [Use stock photo of programmable thermostat from previous posts]



To: Trina Muniz, Bryan Daniels, Kent Martin
 From: Lindsey Herzog
 Cc: Heather Woodard
 Date: November 21, 2013
 Re: Ameren Missouri Facebook Content Calendar: December 2013

Following, you will find the recommended December content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

December posts will highlight the Ameren Missouri Community Lights contest, the Fresh 102.5 Holiday Lights contest, links to helpful and relevant Ameren Missouri content, as well as "Throwback Thursdays." The calendar will also include posts about December holidays, such as Christmas, New Year's Eve and National Bake Cookies Day. We will also post about the St. Louis Blues and St. Louis Rams, when appropriate.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Monday, December 2	It's a beautiful, sunny day! Take advantage of the sun and open the curtains on your south-facing windows to let sunlight naturally heat your home. For more winter energy tips, visit:	(Link to Energy.gov winter energy tips: http://1.usa.gov/PnhaDN) (Use stock photo of sunny window: http://www.istockphoto.com/stock-photo-23013333-open-curtains.php?st=a1d8ccc (\$9 via istockphoto.com))	EE



Tuesday, December 3	Want to win one year of free electricity? Send Fresh 102.5 a photo of your home's holiday lights for a chance to win up to \$1,500 toward your Ameren Missouri electric bill! Enter here:	[Link to Fresh 102.5 contest page] [Use stock photo of house with holiday lights: http://www.istockphoto.com/stock-photo-22509423-luxury-home-with-christmas-lights.php (\$9 via istockphoto.com)]	Fresh 102.5 contest
Wednesday, December 4	Who lights up your community by helping others? Nominate them to win \$5,000 here:	[Link to program tab] {Use program graphic}	Community Lights
Thursday, December 5	Throwback Thursday: Do you remember the last time you had a home energy audit? Neither do we. Don't worry – Ameren Missouri has you covered! Through our PerformanceSavers program, gas and electric customers can get an in-home energy audit for only \$25. Learn more here:	[Link to Performance Savers: http://bit.ly/15UBc05] {Use DOE home energy audit infographic: http://energy.gov/sites/prod/files/styles/article_hero/public/homeEnergyAudits_MG0813-01.png?itok=BQ9ivFOE]	AOE
Friday, December 6	Just one week left! Tell us who makes your community brighter and they could win \$5,000:	[Link to program tab] {Use program graphic}	Community Lights
Monday, December 9	Decking the halls for the holidays? Avoid overloading electrical outlets with too many decorations and electrical devices, which can lead to a fire. For more holiday decorating safety tips, visit:	[Link to Electrical Safety Foundation holiday safety tips: http://bit.ly/TYnoeK] {Use Ameren Missouri holiday decorating graphic from last year}	Holiday/Safety
Tuesday, December 10	There are only a few days left to enter your nominations for our Ameren Missouri Community Lights contest! Tell us who the shining lights are in your community and they could win \$5,000.	[Link to program tab] {Use program graphic}	Community Lights

Comment [HL(1): This will be a promoted post, so it must have fewer than 90 characters.

Comment [HL(2): This will be a promoted post, so it must have fewer than 90 characters.



Wednesday, December 11	Who lights up your community? Nominate them to win \$5,000 in our Ameren Missouri Community Lights contest!	[Link to program tab] [Use program graphic]	Community Lights
Friday, December 13	Last chance! Nominate someone who lights up your community to win \$5,000!	[Link to program tab] [Use program graphic]	Community Lights
Monday, December 16	Looking for ways to save this season? Check out this holiday savings tip!	[Use Holiday Saving graphic 2 created by K. Darr]	Holiday/EE
Tuesday, December 17	Who is the shining light in your community? Nominate them to win up to \$5,000! http://on.fb.me/1eT8bFd		
Wednesday, December 18	Are you hosting the holiday meal and festivities? If so, keep this energy-saving tip in mind!	[Use Holiday Saving graphic 3 created by K. Darr]	Holiday/EE
Friday, December 20	Who lights up your community? Be sure to nominate them to win up to \$5,000!	[Link to program tab] [Use program graphic]	Community Lights
Monday, December 23	Only one week left! Nominate the shining light in your community to win up to \$5,000!	[Link to program tab: on.fb.me/1eT8bFd] [Use program graphic]	Community Lights
Tuesday, December 24	Wishing you a safe and merry holiday from all of us at Ameren Missouri!	[Ameren Missouri Holiday Graphic]	Holiday
Thursday, December 26	Throwback Thursday: Still reminiscing about your holiday meals? If you're storing leftovers in your fridge, make sure they're covered and wrapped securely. Uncovered foods release moisture and can make your fridge compressor work harder.	[Use stock photo of holiday feast: http://www.istockphoto.com/stock-photo-18390138-boxing-day-buffet-lunch-christmas-tree-and-log-fire.php (\$6 via istockphoto.com)]	Holiday/EE
Friday, December 27	Nominations for our Community Lights contest close on Monday. Get your nominations in now!	[Link to program tab: on.fb.me/1eT8bFd] [Use program graphic]	Community Lights
Monday, December 30	Last chance! Nominate someone who lights up your community to win up to \$5,000!	[Link to program tab: on.fb.me/1eT8bFd] [Use program graphic]	Community Lights



Tuesday, December 31	Happy New Year's Eve! Make sure your resolutions include a couple to help you be more energy efficient in 2014.	[NYE Graphic]	Holiday
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Alternate Post

We are committed to reliable, affordable energy -- take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]



To: Trina Muniz, Bryan Daniels, Kent Martin

From: Lindsey Herzog

Cc: Heather Woodard

Date: January 23, 2013

Re: Ameren Missouri Facebook Content Calendar: February 2014

Following, you will find the recommended February content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

February posts will highlight the 2014 Winter Olympics and will include links to helpful and relevant Ameren Missouri content, "Throwback Thursdays" and posts about February holidays, such as Valentine's Day, Black History Month and Ground Hog Day.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Monday, February 3	<p>Yesterday was Groundhog's Day and Punxsutawney Phil's forecast predicts six more weeks of winter! We sure welcome warm temps, but in the meantime, keep warm at home with this energy-saving tip!</p> <p><i>Graphic Copy:</i> <i>Seal air leaks in your home to keep the cold air out!</i></p>	<p>{Link to Ameren Missouri Energy Savings Tips: https://www.ameren.com/sites/aea/SavingsTips/Pages/SavingsTips.aspx}</p> <p>[Create custom graphic featuring Punxsutawney Phil]</p>	Brand
Tuesday, February 4	<p>Let's check your Black History Month knowledge! Which of the following African-American individuals invented a thermostat control generating more effective heating systems for larger buildings, including New York's Radio City Music Hall?</p> <p>A) Roger Wilson</p>	<p>[No link]</p> <p>[No image]</p>	Brand/ Historical

	B) David Crosthwait C) Cynthia Jackson D) Mike Allen		
Wednesday, February 5	If you answered "B" in yesterday's quiz then you are correct! David Crosthwait was an innovator in the energy field and developed multiple heating systems, refrigeration methods and temperature regulating devices.	[No link] [Include image of David Crosthwait: http://www.blackinventor.com/images/davidcrosthwait1.jpg]	Brand/ Historical
Friday, February 7	Today marks the beginning of the 2014 Sochi Olympic games! Did you know that the Olympic flame is lit by the sun's rays using a specially constructed mirror? Find out more here: <i>Graphic Copy:</i> <i>Go Team USA!</i>	[Link related to Olympic Torch: http://torchrelay.sochi2014.com/en/torch] [Create custom graphic of Olympic flame]	Fun
Tuesday, February 11	Looking for a sweet treat to celebrate Valentine's Day on Friday? This festive no-bake strawberry cheesecake is a delicious energy-saving recipe!	[Link to recipe: http://bit.ly/1kRMrzC] [Use photo from recipe]	Fun
Wednesday, February 12	We're sending positive energy to St. Louis Blues players Kevin Shattenkirk, David Backes, TJ Oshie and the entire USA Men's Hockey Team tomorrow as they take on Slovakia in the first round of the Olympics. Go USA! <i>Graphic Copy:</i> <i>Sending positive energy to Team USA!</i>	[No link] [Create custom graphic of hockey puck/skates on ice]	
Thursday, February 13	During Black History Month and the Olympics, we recognize St. Louisan Jackie Joyner-Kersey. Jackie is an incredible athlete who has earned several medals, competing in four different Olympic Games. She is also an advocate in her community. Through the Jackie Joyner-Kersey Foundation, she helps provide individuals with athletic lessons and the resources to improve their quality of life. Thanks for all that you do, Jackie – you are truly an inspiration.	[No link] [Use photo of Jackie Joyner-Kersey: http://goldmedalgreats.com/wp-content/uploads/2011/12/jackie_joyner_kersey_21.jpg]	Brand

Friday, February 14	<p>Planning to cuddle with your special someone tonight? Here's a festive tip to save energy while celebrating Valentine's Day!</p> <p><i>Graphic Copy:</i> <i>Turn down your thermostat and cuddle up with your valentine to save energy this Valentine's Day!</i></p>	<p>[Link to http://www.ameren.com/sites/AEA/SavingsTips/Pages/LightingST.aspx]</p> <p>[Create custom Valentine's Day graphic with energy-saving tip]</p>	Brand
Monday, February 17	<p>QUIZ: Who was the first African-American to win a medal in the Olympic Games?</p> <p>A) George Poage B) Lisa Wilson C) Roger Smith</p>	<p>[No link]</p> <p>[No image]</p>	Brand/ Historical
Tuesday, February 18	<p>If you answered "A" in yesterday's quiz, you are correct! George Poage won two bronze medals in the 200-yard and 400-yard hurdles at the 1904 Olympics held right here in St. Louis!</p>	<p>[No link]</p> <p>[Use photo of Goerge Poage: http://archives.lacrosselibrary.org/files/8213/7123/7663/poage_george_from_track_team_1899.jpg]</p>	Brand/ Historical
Wednesday, February 19	<p>Congratulations to the U.S. [MEN OR WOMEN] [SPORTS TEAM] for dominating the Olympic games and bringing home the gold! Which athlete have you been most proud of in this year's games?</p> <p><i>Graphic Copy:</i> <i>Thanks for giving USA a victory!</i></p>	<p>[Create custom graphic of Olympic sports team]</p>	Fun
Thursday, February 20	<p>Throwback Thursday: Remember life before microwaves? Using a microwave oven instead of a regular oven can save you up to 50 percent on cooking costs! For more energy-saving tips, check out:</p>	<p>[Link to Ameren Missouri Cooking Savings Tips: http://bit.ly/13wys7b]</p> <p>[Use stock photo of man cooking with microwave: http://www.istockphoto.com/stock-photo-7039294-handsome-african-american-man-cooks-dinner-in-kitchen.php?st=26fef60 (\$6 via istockphoto.com)]</p>	Brand/Fun
Monday, February 24	<p>Congratulations to Team USA for bringing home XX gold medals in the 2014 Olympics! We are so proud of you.</p> <p><i>Graphic Copy:</i></p>	<p>[Create custom congratulations graphic]</p>	Fun

	<i>Congratulations, Team USA! Your incredible energy inspires us.</i>		
Thursday February 27	As Black History Month comes to a close, we want to honor Scott Joplin, the man responsible for bringing ragtime music to St. Louis in the late 1800s. Today, visitors can visit the Scott Joplin House for an in-depth look at his music and African-American life in St. Louis at the turn of the 20th century.	[Link to http://www.mostateparks.com/park/scott-joplin-house-state-historic-site] [Use photo of Scott Joplin: http://upload.wikimedia.org/wikipedia/commons/c/ca/Scott_Joplin_19072.jpg]	Brand/ Historical
Friday, February 28	Brrrr! It's cold outside. If you're using a space heater to stay warm, be safe and follow these safety tips:	[Link to Ameren Missouri space heater safety tips: http://goo.gl/WxuD] [Use stock photo of dog with heater: http://www.istockphoto.com/stock-photo-5425733-electric-warmth.php?st=826b087 (\$40 via istockphoto.com)]	Safety

Alternate Posts

We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]

Throwback Thursday Kitchen Edition: When was the last time you used your slow cooker? If you're in the mood to take it slow, cooking with your slow cooker uses 75% less energy than a traditional oven. [Use image of slow cooker]

Looking for a recipe to warm up this chilly day? Try this crock pot turkey chili! Using your slow cooker can save time and energy in the kitchen. [Link to Turkey Chili recipe: <http://www.twopeasandtheirpod.com/slow-cooker-turkey-chili/>] [Use image of turkey chili from blog: <http://www.twopeasandtheirpod.com/wp-content/uploads/2014/01/Slow-Cooker-Turkey-Chili-3.jpg?7cd3a7>]

Is your home having trouble staying warm this winter? Get your hot-water heater its own blanket! An insulated water heater blanket can lower your water-heating costs by up to 9 percent. For more energy saving tips, visit:[Link to Good Housekeeping energy tips: <http://www.goodhousekeeping.com/home/green-living/energy-saving-tips#slide-5>] [Use image of water heater from previous post]

Throwback Thursday: Go a little retro with this energy saving tip! Graphic Copy: Skip the drying cycle on your dishwasher and let your dishes air dry to save energy! [No link] [Use stock photo of old dishwasher]



To: Trina Muniz, Lisa Manzo-Preston

From: Allison Hughes

Cc: Rita Holmes-Bobo, Bryan Daniels, Heather Woodard, Christine Johnson

Date: December 28, 2012

Re: Ameren Missouri Facebook Content Calendar: January 2013

Following you will find the recommended January content calendar for Ameren Missouri’s Facebook page.

Our strategy of posting 2-3 short posts per week has been successful, so we will continue this practice in January. We will also leverage our brand assets wherever possible and use photos with each post to keep the content engaging for our fans.

As the *ActOnEnergy* program launches, we will adjust our posting accordingly, providing new status updates and content as available – starting with support of the teaser campaign.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts would be swapped with scheduled posts, and we have included a couple of alternate posts should the brand prefer to swap these out for the current recommendations.

In addition to *ActOnEnergy* messaging, we will continue to provide Ameren Missouri Facebook fans with links to exciting and helpful Ameren content, relevant Ameren Missouri photos and interactive questions. Please also note that we’ll tweak messages to promote the Rams Community Day should it take place in January.

Additionally, please let us know if there are other programs we can help promote on Facebook. We can revise our recommended content based on those programs’ needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Wednesday, January 2	Happy New Year! “Like” this post if you had a happy, healthy holiday season.	[Use stock photo of “Happy New Year” in fireworks: http://www.istockphoto.com/stock-photo-17673715-sparkling-happy-new-year-with-fireworks.php?st=e93c9c8 (\$7 via istockphoto.com)]	Fun

Thursday, January 3	Here's to 2013 and all it will bring – including exciting new ways to save from Ameren Missouri! Keep your eyes on the Facebook page in the next few days to learn more.	[Use image based on ActOnEnergy teaser ads]	ActOnEnergy
Friday, January 4	Tomorrow is National Bird Day. Did you know that since 1985, Ameren Missouri has been working with the World Bird Sanctuary to provide a suitable habitat for songbirds, such as installing bald eagle nest platforms and reintroducing peregrine falcons to the Big River habitats? Find out more here:	[Link to Ameren Missouri World Bird Sanctuary page: http://bit.ly/TYvN2E [Use photo of Bald Eagle from Ameren Missouri's page: http://www.ameren.com/sites/aeu/Environment/Publishing/Images/manholdingeagle.jpg]	Brand
Monday, January 7	The Power to Act is here! With several new energy efficiency programs, you'll discover new ways to manage your energy usage, while also benefiting from instant rebates and other incentives. To find out more about the programs, go to ActOnEnergy.com	[Link to ActOnEnergy tab] [Use program graphic] TBD pending final approvals of Tab design/implementation	ActOnEnergy
Wednesday, January 9	Still cleaning up after the holidays? Get rid of your old, electric guzzling holiday lights by donating them during the Green St. Louis Holiday Light Recycling Drive. Learn more here:	[Link to Green St. Louis holiday light recycling drive site: http://bit.ly/tJPhgE [Use stock photo of old Christmas lights: http://www.istockphoto.com/stock-photo-146478-christmas-lights-red.php?st=5832b25 (\$7 via istockphoto.com)]	Brand
Thursday, January 10	Is one of your New Year's resolutions to go green? Our eBill option can help you go paperless! Learn more here:	[Link to Ameren Missouri eBill page: http://bit.ly/VFdiwb [Use stock photo of woman holding green Earth in her hands: http://www.istockphoto.com/stock-photo-8030515-green-globe-in-hands.php?st=f2e1b07 (\$7	Brand

		via istockphoto.com))	
Monday, January 14	Need help understanding energy-related terms? Our Learning Center is a great resource:	[Link to Ameren Missouri Learning Center: http://bit.ly/oKfrwV [Use stock photo of woman gesturing "I don't know": http://www.istockphoto.com/stock-photo-15780358-young-female-gesturing-do-not-know-sign.php?st=ea17eff (\$2 via istockphoto.com))]	Brand
Thursday, January 17	When you use a convection oven, you save energy! Why? A convection oven uses a fan to circulate the hot air inside the oven, cooking food from all sides and reducing the total cook time and energy usage. Learn more here:	[Link to Ameren Missouri convection oven tips: http://bit.ly/U0HGVO [Use Ameren Missouri photo from convection oven page: http://www.ameren.com/sites/aea/LearningCenter/PublicImages/convectionoven.jpg]	Brand
Friday, January 18	In honor of Martin Luther King Jr., we celebrate his vision and leadership: "Everybody can be great...because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love." — Martin Luther King Jr.	[Use stock photo of MLK Jr. monument in Washington, D.C.: http://www.istockphoto.com/stock-photo-19082854-martin-luther-king-memorial.php?st=6e04a87 (\$2 via istockphoto.com))]	Fun
Tuesday, January 22	Considering an ENERGY STAR product this year? RebateSavers – one of our ActOnEnergy programs – offers you discounts and rebates on a variety of ENERGY STAR products to help you save energy – and money. Learn more here:	[Use stock photo of kitchen filled with appliances: http://www.istockphoto.com/stock-photo-17965184-traditional-home-with-remodeled-modern-kitchen-and-appliances.php?st=1728a7c (\$7 via istockphoto.com))]	ActOnEnergy

Thursday, January 24	It's cold outside! To stop cold air from coming in, look for areas around your windows, doors, or pipes and wires going through the wall and add a little caulking or weatherstripping. Visit the ActOnEnergy tab to find more ways you can improve your home:	[Link to ActOnEnergy tab] [Use stock photo of person caulking window: http://www.istockphoto.com/stock-photo-18433235-hands-applying-weather-seal-caulk-to-window-frame.php?st=1f5cb9c (\$7 via istockphoto.com)]	ActOnEnergy
Friday, January 25	Did you know that CFL light bulbs use at least 75% less energy than incandescent bulbs, and last up to ten times longer? Switch to CFL bulbs to save energy and costs. For more info, check out our ActOnEnergy LightSavers program:	[Link to LightSavers section] [Use program graphic]	ActOnEnergy
Tuesday, January 29	Happy 2013! Have you considered Budget Billing? Find out more here:	[Link to Ameren Missouri Budget Billing page: http://bit.ly/cyauXN] [Use Budget Billing example graphic from Ameren's Budget Billing page: http://www.ameren.com/sites/ae/SiteCollectionImages/Charts/BudgetBilling.png]	Brand
Thursday, January 31	Thinking about getting a new refrigerator? We'll give you \$50 for your old working fridge (or freezer), and we'll even pick it up for you! Click on the ApplianceSavers program when you visit ActOnEnergy.com to learn more.	[Link to ActOnEnergy tab] [Use stock photo of old refrigerator: http://www.istockphoto.com/stock-photo-1539738-empty-roadside-refrigerator.php?st=e649bf6 (\$7 via istockphoto.com)]	ActOnEnergy

Alternate Posts

We are committed to reliable, affordable energy – take advantage of our new ActOnEnergy programs to save energy, money and the environment. Visit our ActOnEnergy tab for more information: [Link to ActOnEnergy tab]

Opportunistic posts



Potential Rams event: *Coming soon to a neighborhood near you: the St. Louis Rams and Ameren Missouri employees making door-to-door deliveries with more information about our ActOnEnergy programs. Make sure you follow us on Twitter @AmerenMissouri for clues.*

Potential Blues event: *Ever wish you could meet some of your favorite St. Louis Blues players and help save energy at the same time? You're in luck – follow us on Twitter @AmerenMissouri for clues about a Tweet-up in February.*



To: Trina Muniz, Bryan Daniels, Lisa Manzo-Preston
 From: Lindsey Herzog
 Cc: Heather Woodard, Allison Hughes
 Date: June 28, 2013
 Re: Ameren Missouri Facebook Content Calendar: July 2013

Following, you will find the recommended July content calendar for Ameren Missouri's Facebook page.

Our strategy will be the same as in previous months, with 3-4 short posts per week. We will continue to leverage our brand assets wherever possible and use photos with each post to keep the content engaging for our fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts would be swapped with scheduled posts, and we have included a couple of alternate posts should the team prefer to swap these out for the current recommendations.

Posts in July will continue to highlight the Cool Savers program and the Appliance Savers stainless steel kitchen contest, as well as links to helpful Ameren Missouri content. We will also share our new ad campaign with our fans. In addition, the calendar will contain posts pertaining to holidays, such as July 4, Video Games Day and National Ice Cream Day.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Tuesday, July 2	Want to win a new ENERGY STAR® stainless steel kitchen package? July is the last month to participate in our ActOnEnergy ApplianceSavers program for a chance to win. Enter now!	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx] [Use stock photo of kitchen with stainless steel appliances: http://www.istockphoto.com/stock-photo-15469339-modern-	Appliance Savers Contest



		kitchen.php?st=0dae7c7 [\$2 via istockphoto.com]]	
Thursday, July 4	Happy Fourth of July! If you're celebrating with fireworks tonight, be sure to keep these safety tips in mind:	[Link to CPSC tips: http://www.cpsc.gov/Safety-Education/Safety-Education-Centers/Fireworks/ [Use stock photo of fireworks over water: http://www.istockphoto.com/stock-photo-20723872-red-white-and-blue-fireworks-in-detroit.php?st=2d3e474 (\$2 via istockphoto.com)]	Brand/Fun
Friday, July 5	Is your AC feeling the heat? Check out our ActOnEnergy CoolSavers program to find rebates on AC tune-ups and up to \$720 in cash back on new energy efficient air conditioning systems:	[Link to CoolSavers: http://bit.ly/W4XyEr {Use stock photo of high efficiency air conditioner: http://www.istockphoto.com/stock-photo-18969824-air-conditioner.php?st=11656d4 (\$2 via istockphoto.com)]	ActOnEnergy
Tuesday, July 9	The summer heat is in full force! But don't worry, we've got some tips to help you keep your cool during these hot summer months:	[Link to Meet the Heat: http://www.ameren.com/sites/ae/meettheheat/Pages/Meettheheathome.aspx [Use a photo/screenshot from the KTVI interview]	Brand/Fun
Thursday, July 11	Is a new ENERGY STAR® stainless steel kitchen package calling your name? For your chance to win, participate in our ActOnEnergy ApplianceSavers program between now and July 31. Learn more:	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx [Use stock photo of hi-tech kitchen: http://www.istockphoto.com/stock-photo-1939041-hi-tech-	Appliance Savers Contest



		kitchen.php?st=e39d08c (\$9 via istockphoto.com)]	
Friday, July 12	As temperatures rise, so may your concern over paying your AC bill. We want to help – check out our Dollar More program to learn more:	[Link to Dollar More program: http://www.ameren.com/sites/ae/DollarMore/Pages/DollarMoreHome.aspx]	Brand
Monday, July 15	With temperatures reaching XX °, be sure to check on your elderly and disabled neighbors to make sure they're staying cool and safe – you could save a life!	[Use stock photo of elderly woman with a child sitting on a couch: http://www.istockphoto.com/stock-photo-20364273-grandmother-showing-granddaughter-how-to-knit-at-home.php?st=5277389 (\$9 via istockphoto.com)]	Brand/Safety
Tuesday, July 16	Only two weeks left to win a new ENERGY STAR® stainless steel kitchen package! Participate in our ActOnEnergy ApplianceSavers program before July 31 for your chance to win. Check it out:	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx] [Use stock photo of custom kitchen with stainless appliances: http://www.istockphoto.com/stock-photo-6839749-custom-kitchen.php?st=0dae7c7 (\$2 via istockphoto.com)]	ActOnEnergy
Thursday, July 18	We're excited to share our latest commercial with you! Find out more about our ActOnEnergy ApplianceSavers and CoolSavers programs here:	[Link to ActOnEnergy.com/Missouri] [Use graphic or video of one of the new ads]	Brand/New Creative
Monday, July 22	Summer storms are common in July and August. Check out our storm preparation card to be sure you're prepared in case of an emergency.	[Link to Ameren Missouri storm preparation card: http://www.ameren.com/sites/AUE/OutageCenter/Documents/AmerenMissouriStor]	Brand/Safety

Comment [HL(1)]: Will adjust temperature depending on forecast. If weather is not hot, we will substitute for one of the alternate posts below.

Comment [HL(2)]: Depending on creative, we can tweak this post to be more specific.



		<p>mPrepCard.pdf</p> <p>[Use image of storm preparation card from site]</p>	
<p>Wednesday, July 24</p>	<p>Only one week left to win a new ENERGY STAR® stainless steel kitchen package. Participate in our ActOnEnergy ApplianceSavers program before July 31 for your chance to win.</p>	<p>[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx]</p> <p>[Use stock photo of modern kitchen: http://www.istockphoto.com/stock-photo-2935040-modern-european-kitchen-island.php?st=ff97dfa (\$9 via istockphoto.com)]</p>	<p>Appliance Savers Contest</p>
<p>Friday, July 26</p>	<p>Happy Friday! Planning to spend the weekend outdoors? Remember these tips to stay safe in the heat:</p>	<p>[Link to Red Cross "feeling the heat" tips: http://www.redcross.org/news/article/Feeling-the-Heat-Just-Chill-with-Red-Cross-Tips]</p> <p>[Use photo of little girl swimming in pool: http://www.istockphoto.com/stock-photo-17390218-little-girl-swims-in-pool.php?st=76d8d2b (\$2 via istockphoto.com)]</p>	<p>Brand/Fun</p>
<p>Tuesday, July 30</p>	<p>Tomorrow is the last day to participate in our ActOnEnergy ApplianceSavers program for a chance to win an ENERGY STAR® stainless steel kitchen package! What are you waiting for? Enter now!</p>	<p>[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx]</p> <p>[Use photo of suburban kitchen with stainless appliances: http://www.istockphoto.com/stock-photo-2401195-</p>	<p>Appliance Savers Contest</p>

Comment [HL(3)]: Wasn't hot enough to use this status.



		large-kitchen-island-with-dark-cabinets.php?st=ff97dfa (\$9 via istockphoto.com)]	
Wednesday, July 31	Today is your last chance to win an ENERGY STAR® stainless steel kitchen package! Participate in our ActOnEnergy ApplianceSavers program today for a chance to win.	<p>[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx]</p> <p>[Use photo of modern interior residential kitchen: http://www.istockphoto.com/stock-photo-8904458-modern-interior-residential-kitchen.php?st=0dae7c7 (\$2 via istockphoto.com)]</p>	Appliance Savers Contest

Alternate Post

We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]

The radar shows summer storms heading our way. Make sure you're prepared in case of an emergency by organizing a storm kit. See what you should include here: [Link to [Ameren Missouri storm kit guide: http://www.ameren.com/sites/aeu/OutageCenter/Pages/OrganizeStormKit.aspx](http://www.ameren.com/sites/aeu/OutageCenter/Pages/OrganizeStormKit.aspx)]

Looking for ways to beat the heat? Invest in a programmable thermostat. You can set the thermostat to turn up the air conditioner at night or when you're away from home, saving energy and money. We even offer rebates on programmable thermostats through our ActOnEnergy RebateSavers program: [Link to [RebateSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialRebate.aspx](http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialRebate.aspx)] [Use stock photo of programmable thermostat from previous posts]



To: Trina Muniz, Bryan Daniels, Lisa Manzo-Preston
 From: Lindsey Herzog
 Cc: Heather Woodard, Allison Hughes
 Date: May 24, 2013
 Re: Ameren Missouri Facebook Content Calendar: June 2013

Following, you will find the recommended June content calendar for Ameren Missouri's Facebook page.

Our strategy will be the same as May, with 3-4 short posts per week. We will continue to leverage our brand assets wherever possible and use photos with each post to keep the content engaging for our fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts would be swapped with scheduled posts, and we have included a couple of alternate posts should the team prefer to swap these out for the current recommendations.

Posts in June will focus on the Cool Savers program and the Appliance Savers stainless steel kitchen contest, as well as links to helpful Ameren Missouri content. The calendar will also contain posts pertaining to June holidays, such as Father's Day, World Environment Day, Weed Your Garden Day, Bald Eagle Day, the first day of summer and National Safety Month.

Additionally, please let us know if there are other programs we can help promote on Facebook. We can revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Monday, June 3	Want to win a kitchen appliance makeover? Participate in our ApplianceSavers program between now and July 31 for a chance to win a new ENERGY STAR® stainless steel kitchen package. Find out more here:	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx] [Use stock photo of kitchen with stainless steel appliances: http://www.istockphoto.com/stock-photo-6930189-kitchen-luxury-	Appliance Savers Contest

		home.php?st=9a0edd3 (\$9 via istockphoto.com)]	
Wednesday, June 5	Happy World Environment Day! Check out www.ActOnEnergy.com/Missouri for tips and rebates to help you be earth-friendly and energy efficient.	[Link to ActOnEnergy.com/Missouri] [Use stock photo of Earth in little boy's hands: http://www.istockphoto.com/stock-photo-22894733-earth-in-hands.php?st=b51f044 (\$6 via istockphoto.com)]	Brand/Fun
Friday, June 7	The weather is heating up. Is your AC ready? Our ActOnEnergy CoolSavers program offers rebates on AC tune-ups and up to \$650 off energy efficient air conditioning systems. Learn more:	[Link to CoolSavers: http://bit.ly/W4XyEr] [Use stock photo of air conditioner from previous post]	ActOnEnergy
Tuesday, June 11	Are your kitchen appliances ready for retirement? You could win a new ENERGY STAR® stainless steel kitchen package when you participate in our ActOnEnergy ApplianceSavers program between now and July 31. Learn more:	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx] [Use stock photo of hi-tech kitchen: http://www.istockphoto.com/stock-photo-1939041-hi-tech-kitchen.php?st=e39d08c (\$9 via istockphoto.com)]	Appliance Savers Contest
Thursday, June 13	Did you know that today is National Weed Your Garden Day? While you're out in your garden, keep these safety tips in mind:	[Link to CDC gardening safety tips: http://www.cdc.gov/family/gardening/] [Use stock photo of mom gardening with kid: http://www.istockphoto.com/stock-photo-19236144-happy-carer-childminder-gardening-with-toddler.php?st=1e5dd35 (\$9	Brand/Fun

		via istockphoto.com))	
Friday, June 14	Happy Father's Day weekend to all the dads out there. Thanks for all you do!	[Use stock photo of "I Heart Dad" in sidewalk chalk: http://www.istockphoto.com/stock-photo-11769829-father-s-day.php?st=48b32fb (\$9 via istockphoto.com)]	Holiday
Monday, June 17	In honor of National Safety Month, take a look at the safety tips we offer for your home and your workplace.	[Link to Ameren Missouri safety tips: http://www.ameren.com/CommunityMembers/Safety/Pages/Safety2.aspx] [Use photo of father helping son cook from Ameren Missouri site: http://www.ameren.com/SiteCollectionImages/Photos/ADC.Community_Safety.Photo01.jpg]	Brand/Fun
Tuesday, June 18	Thinking about updating your kitchen? Participate in our ActOnEnergy ApplianceSavers program before July 31 and you could win a new ENERGY STAR® stainless steel kitchen package! Check it out:	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx] [Use stock photo of modern kitchen: http://www.istockphoto.com/stock-photo-12261951-modern-showhome-kitchen.php?st=a90fb83 (\$9 via istockphoto.com)]	ActOnEnergy
Thursday, June 20	Today is American Eagle Day, a celebration of our national symbol, the bald eagle. At Ameren Missouri, we celebrate birds like the bald eagle through our partnership with the World Bird Sanctuary. To learn more, visit:	[Link to Ameren Missouri World Bird Sanctuary page: http://www.ameren.com/sites/AUE/Environment/Pages/WildlifeWorldBirdSanctuary.aspx] [Use photo of eagle from Ameren Missouri, found	Brand/Fun

		here: http://www.ameren.com/sites/AUE/Environment/PublishingImages/manholdingeagle.jpg	
Friday, June 21	It's officially the first day of summer! If your AC isn't ready for the warm months ahead, check out our ActOnEnergy CoolSavers program to get rebates on tune-ups and up to up to \$720 in cash back when you purchase efficient air conditioning systems:	[Link to CoolSavers: http://bit.ly/W4XyEr [Use stock photo of air conditioner from previous post]	ActOnEnergy
Tuesday, June 25	If you're spending time outdoors in this beautiful weather, check out these tips to help you enjoy the outdoors safely.	{Link to Ameren Missouri outdoor safety tips: http://www.ameren.com/CommunityMembers/Safety/Pages/activities.aspx [Use stock photo of kids playing outside: http://www.istockphoto.com/stock-photo-19535418-group-of-three-happy-children-jumping-outdoors.php?st=0aa8269 (\$9 via istockphoto.com)]	Brand/Fun
Wednesday, June 26	Some energy efficient products may be a little more expensive upfront, but we can help. Through our ActOnEnergy RebateSavers program, you can find rebates that can save you money now and in the future. To see what rebates we offer, visit:	[Link to RebateSavers: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialRebate.aspx [Use stock photo of programmable thermostat from previous post]	ActOnEnergy
Friday, June 28	Want to win a new ENERGY STAR® stainless steel kitchen package? Participate in our ActOnEnergy ApplianceSavers program between now and July 31 for a chance to win!	[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx [Use stock photo of hi-tech kitchen: http://www.istockphoto.com	Appliance Savers Contest

		\$9 via istockphoto.com	
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Alternate Post

We are committed to reliable, affordable energy – take advantage of our new ActOnEnergy programs to save energy, money and the environment. Visit our [ActOnEnergy.com](https://www.actonenergy.com) for more information: [Link to ActOnEnergy.com]



To: Trina Muniz, Bryan Daniels, Lisa Manzo-Preston
 From: Lindsey Herzog
 Cc: Heather Woodard, Allison Hughes
 Date: April 29, 2013
 Re: Ameren Missouri Facebook Content Calendar: May 2013

Following, you will find the recommended May content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage our brand assets wherever possible and use photos with each post to keep the content engaging for our fans. This month, we will follow the Ameren Missouri Digital Playbook and begin to use a special filter for our photos to ensure a coherent look and feel for the Ameren Missouri Facebook page.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts would be swapped with scheduled posts, and we have included a couple of alternate posts should the team prefer to swap these out for the current recommendations.

Posts in May will focus on the ActOnEnergy Savers Contest winner announcement and the CoolSavers program, with links to helpful Ameren Missouri content. The calendar will also contain posts pertaining to May holidays, such as Mother's Day, Bird Day, Armed Forces Day, Memorial Day and National Barbecue Month.

Additionally, please let us know if there are other programs we can help promote on Facebook. We can revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Wednesday, May 1	What does reliable power mean to you? Check out this video to see how you can help make energy more reliable and affordable for Missourians:	[link to MBEF ISRS video: http://www.moenergyfuture.org/who-we-are/]	Brand
Friday, May 3	Did you know Bird Day is tomorrow? We work with the Missouri Department of Conservation and the World Bird Sanctuary to protect and preserve the wildlife of the heartland, like peregrine falcons. Check out our Falcon Cam here:	[Link to Falcon Cam: http://www.ameren.com/FalconWatch/Pages/FalconCam.html]	Brand/Fun



<p>Monday, May 6</p>	<p>April showers bring May flowers, right? If you're out landscaping, be sure to follow these safety tips:</p>	<p>[Link to landscaping safety tips: https://www.ameren.com/CommunityMembers/Safety/Pages/LandscapingandDigging.aspx]</p> <p>[Use stock photo of mother planting flowers with kids: http://www.istockphoto.com/stock-photo-19625086-mother-daughter-and-son-planting-flowers-together.php?st=bd31451 (\$9 via istockphoto.com)]</p>	<p>Brand/Fun</p>
<p>Wednesday, May 8</p>	<p>Our ActOnEnergy Savers Team will begin visiting the Savers contest finalists today to perform energy assessments and help determine the grand prize winner. Stay tuned for the winner announcement later this month!</p>	<p>[Link to Facebook tab: https://www.facebook.com/AmerenMissouri/app_533064156716635/]</p> <p>[Use photo of ActOnEnergy Savers Team (Ameren Missouri to provide)]</p>	<p>AOE Savers Contest</p>
<p>Friday, May 10</p>	<p>Happy Mother's Day weekend! To all mothers – thanks for all you do!</p>	<p>[Use stock photo of floral bouquet with "Happy Mother's Day" card: http://www.istockphoto.com/stock-photo-15855768-mother-s-day-concept.php?st=382272e (\$2 via istockphoto.com)]</p>	<p>Holiday</p>
<p>Tuesday, May 14</p>	<p>We know that an energy efficient product may cost a little more upfront. That's why we're offering rebates on products through our RebateSavers program to help you make a purchase that can save you money now and in the future. To see what rebates we can provide, visit:</p>	<p>[Link to RebateSavers: http://www.ameren.com/sites/AUEfficiency/ForYourHome/Pages/ResidentialRebate.aspx]</p> <p>[Use stock photo of Air Conditioner: http://www.istockphoto.com/stock-photo-8236088-compressor.php?st=9de096f (\$9 via istockphoto.com)]</p>	<p>ActOnEnergy</p>



<p>Thursday, May 16</p>	<p>Instead of keeping your AC running all day in the warm weather, invest in a programmable thermostat. You can program the thermostat to start cooling down your house before you get home, saving energy and money. We even offer rebates on programmable thermostats through our ActOnEnergy RebateSavers program. Check it out here:</p>	<p>[Link to ActOnEnergy RebateSavers page: https://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/Thermostats.aspx]</p> <p>[Use photo of programmable thermostat from previous Ameren Missouri posts]</p>	<p>ActOnEnergy</p>
<p>Friday, May 17</p>	<p>In honor of Armed Forces Day tomorrow, we'd like to pay tribute to those who have served our country and protected its people. Thank you for your service.</p>	<p>[Use stock photo of soldier saluting: http://www.istockphoto.com/stock-photo-1690084-soldier-salutes-fallen-comrades.php?st=463409d (\$9 via istockphoto.com)]</p>	<p>Holiday</p>
<p>Monday, May 20</p>	<p>Thinking of buying a new TV? Remember that an LCD TV will typically use much less electricity than a plasma TV. For more ways to save, check out Edison Electric Institute's tips:</p>	<p>[Link to EEI 100 Ways to Improve Your Electric Bill: http://bit.ly/ZQkTuF]</p> <p>[Use stock photo of LCD TV: http://www.istockphoto.com/stock-photo-7526002-lcd-television-amp-sunflower-xxl-clipping-path.php?st=11dd3cc (\$9 via istockphoto.com)]</p>	<p>Brand</p>
<p>Tuesday, May 21</p>	<p>We'll announce our ActOnEnergy Savers contest winners next week! Stay tuned to find out who will take home the grand prize of up to \$5,000 in energy efficient home improvements.</p>	<p>[Link to Facebook tab: https://www.facebook.com/AmerenMissouri/app_533064156716635]</p> <p>[Use contest graphic]</p>	<p>AOE Savers Contest</p>
<p>Friday, May 24</p>	<p>Want to win a kitchen appliance makeover? Participate in our ApplianceSavers program between May 1 and July 31 for a chance to win a new ENERGY STAR® stainless steel kitchen package. Find out more here:</p>	<p>[Link to ApplianceSavers program: http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialAppliance.aspx]</p> <p>[Use stock photo of kitchen with stainless steel]</p>	<p>AOE Savers Contest</p>



		appliances: http://www.istockphoto.com/stock-photo-6930189-kitchen-luxury-home.php?st=9a0edd3 (\$9 via istockphoto.com}}	
Monday, May 27	On Memorial Day, we honor the legacies and memories of those service men and women we've lost in battle.	[Use stock photo of American flag from previous Ameren Missouri post]	Holiday
Tuesday, May 28	Congratulations to [INSERT GRAND PRIZE WINNER NAME], our ActOnEnergy Savers contest grand prize winner! [NAME] has won up to \$5,000 in energy efficient appliances and improvements from our ActOnEnergy Savers Team. Thank you to everyone who participated!	[Link to Facebook tab: https://www.facebook.com/AmerenMissouri/app_533064156716635] [Use photo of winner (Ameren Missouri to provide)]	AOE Savers Contest
Friday, May 31	Summer is almost here, and there's no better time to get your AC tuned up and ready for the hot summer months. Through our ActOnEnergy CoolSavers program, you can get rebates on tune-ups and up to \$650 off efficient air conditioning systems:	{Link to CoolSavers: http://bit.ly/W4XyEr }	ActOnEnergy

Comment [HL(1)]: NOTE: This date can be moved.

Alternate Post

We are committed to reliable, affordable energy – take advantage of our new ActOnEnergy programs to save energy, money and the environment. Visit our ActOnEnergy.com for more information: [Link to ActOnEnergy.com]



To: Trina Muniz, Bryan Daniels, Kent Martin
 From: Lindsey Herzog
 Cc: Heather Woodard
 Date: October 30, 2013
 Re: Ameren Missouri Facebook Content Calendar: November 2013

Following, you will find the recommended November content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

November posts will highlight the beginning of the Ameren Missouri Community Lights contest as well as links to helpful Ameren Missouri content. We will continue with quizzes and "Throwback Thursdays," both of which have been successful in the previous months. In addition, the calendar will include posts about relevant holidays, such as Thanksgiving, Veterans Day and Fire Prevention Day. We will also post about the St. Louis Blues and St. Louis Rams, where appropriate.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Friday, November 1	Daylight Savings Time ends on Sunday! Be sure to set your clock back and enjoy that extra hour of sleep.	[Use stock photo of sleeping woman with alarm clock: http://www.istockphoto.com/stock-photo-17372378-alarm-clock-on-bedside-table.php?st=6a5ad61 (\$19 via istockphoto.com)]	Brand/fun
Monday, November 4	Want an easy way to save energy and money? Use the auto sleep function on your computer to save up to \$30 a year on your electricity bills. For more tips, visit:	[Link to DOE savings tips: http://energy.gov/articles/new-psas-help-you-save-	EE

Comment [HL(1): Is there anything Ameren Missouri promotes around Daylight Savings Time? Perhaps a "set your clocks back, set your thermostats back" type of thing?



		<p><u>energy-and-money</u></p> <p>[Use stock photo of computer: http://www.istockphoto.com/stock-photo-23597058-laptop.php?st=98da402 (\$9 via istockphoto.com)]</p>	
Wednesday, November 6	<p>It's Child Safety and Protection Month, and keeping you and your family safe is an important part of Ameren Missouri's every day commitment to providing reliable service. Use these tips to help keep your family safe:</p>	<p>[Link to SafeKids.org safety tips: http://www.safekids.org/safetytips]</p> <p>[Use stock photo of family helping little girl ride bike: http://www.istockphoto.com/stock-photo-18901091-african-american-family-with-girl-riding-bike-and-happy-parents.php?st=9b48591 (\$6 via istockphoto.com)]</p>	Brand/Fun
Thursday, November 7	<p>Throwback Thursday: Remember when temperatures were hot, hot, hot this past summer? We love the cooler weather, but is your house ready for winter? To prep for the chill, be sure to have your heating system regularly serviced and seal any leaks. For more energy-saving tips, visit:</p>	<p>[Link to DOE fall and winter energy saving tips: http://energy.gov/energysaver/articles/fall-and-winter-energy-saving-tips]</p> <p>[Use photo of man sealing leaks in home from previous posts]</p>	Brand/Fun
Monday, November 11	<p>On Veterans Day, we celebrate and honor America's veterans for their patriotism, service and sacrifices. Thank you, veterans, for all that you've done for our country.</p>	<p>[Use stock photo of American flags in the wind: http://www.istockphoto.com/stock-photo-13094205-memorial-day-flags.php?st=d3249d4 (\$19 via istockphoto.com)]</p>	Veterans Day
Tuesday, November 12	<p>Is there someone special who lights up your community? This holiday season, we're celebrating the people who make your community better and brighter. Tell us who lights up your community and they could win \$2,500 and \$2,500 for their charity of choice.</p>	<p>[Link to program tab]</p> <p>[Use program graphic]</p>	Community Lights

Comment [HL(2): Are there any veterans Ameren Missouri would like to highlight?



Thursday, November 14	<p>Throwback Thursday: Do you remember the last time you had a home energy audit? Neither do we. Don't worry – Ameren Missouri can help! Through our Performance Savers program, gas and electric customers can get an In-home energy audit for only \$25. Learn more here:</p>	<p>{Link to Performance Savers: http://blt.ly/15UBc05}</p> <p>{Use DOE home energy audit infographic: http://energy.gov/sites/prod/files/styles/article_hero/public/homeEnergyAudits_MG0813-01.png?itok=BQ9ivFOE}</p>	AOE
Monday, November 18	<p>Quiz: Which room in the house typically uses the most energy? The first fan to comment with the correct answer will win 2 tickets to the @St. Louis Blues game on XX.</p> <p>A. Living Room B. Kitchen C. Laundry Room D. Basement</p>	[No photo used]	EE
Thursday, November 21	<p>If you guessed D in yesterday's quiz, you're right! Heating and air conditioning units, typically found in the basement, account for about 31% of home energy use, with kitchen appliances following close behind at 27%.</p> <p>Congratulations, [NAME]. You won two tickets to the @St. Louis Blues game on XX. Please message us to claim your prize.</p>	[No photo used]	EE
Friday, November 22	<p>The season of lights is almost here! We want to know who is lighting up your community this holiday season, and beyond. Tell us about someone who works hard each day to help those in need and that person could win \$2,500 and \$2,500 for the charity of their choice.</p>	<p>{Link to program tab}</p> <p>{Use program graphic}</p>	Community Lights
Tuesday, November 26	<p>Is there someone who really lights up your community by helping others? Nominate that person for a chance to win \$2,500 and \$2,500 for the charity of their choice! Enter here:</p>	<p>{Link to program tab}</p> <p>{Use program graphic}</p>	Community Lights
Wednesday, November 27	<p>Are you preparing tomorrow's Thanksgiving feast? Since the turkey is typically roasted for a long period of time, there's no need to preheat your oven, even when the recipe suggests it. For more energy-saving Thanksgiving tips, visit:</p>	<p>{Link to California Energy Commission tips for holiday cooking: http://www.consumerenergycenter.org/tips/holiday.htm}</p> <p>{Use stock photo of Thanksgiving turkey: http://www.istockphoto.com/stock-photo-20852964-thanksgiving-}</p>	Brand/Fun

Comment [HL(3)]: Will check with Trina on availability of tickets.



		turkey.php?st=be4f434 (\$19 via istockphoto.com)]	
Thursday, November 28	Happy Thanksgiving! Come join us at the 29 th Ameren Missouri Thanksgiving Day Parade. The parade will start at 8:45a.m. at the corner of Washington Avenue and Fourth Street in downtown St. Louis. If you can't join us, you can also watch the festivities on KMOV-TV Channel 4's "Great Day St. Louis."	[Use photo of Louis balloon from previous Thanksgiving Day parade: http://cbsstlouis.files.wordpress.com/2012/11/img_6549.jpg?w=620]	Brand/Fun
Friday, November 29	Doing some shopping this Black Friday? If you're on the hunt for a new TV, make sure to check out which televisions Energy Star rates most efficient:	[Link to Energy Star TV ratings: http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDkQFjAB&url=http%3A%2F%2Fwww.energystar.gov%2Findex.cfm%3Fc%3Dmost_efficient.m_e_index&ei=zWFcUvumDueyZgWP-wE&usq=AFOjCNH8nkg0STP-oCumkbzsPMkz2-SpiQ&sig2=2MAf_XbOS71F6RZS8gYmzA&bvm=bv.53899372,d.b2l&cad=rja [Use stock photo of woman shopping for tv: http://www.istockphoto.com/stock-photo-15700224-the-woman-buys-a-tv-in-shop-17019859.php?st=4a96552 (\$19 via istockphoto.com)]	EE

Alternate Post

We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]



To: Trina Muniz, Bryan Daniels, Kent Martin
 From: Lindsey Herzog
 Cc: Heather Woodard
 Date: September 27, 2013
 Re: Ameren Missouri Facebook Content Calendar: October 2013

Following, you will find the recommended October content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

October posts will highlight Performance Savers and links to helpful Ameren Missouri content. We will continue to add in more quizzes and "Throwback Thursdays," both of which have been successful in the previous months. In addition, the calendar will include posts about relevant holidays, such as Halloween and Fire Prevention Day. We will also post about the St. Louis Blues, St. Louis Cardinals and St. Louis Rams, where appropriate.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Tuesday, October 1	<p>QUIZ: How many gallons of hot water does a typical dishwasher use during a normal cycle? The first St. Louis Rams fan to comment with the correct answer will win two tickets to the Oct. 6 game against the Jacksonville Jaguars. Check back tomorrow to see if you're the winner!</p> <p>A. 7 B. 14 C. 20 D. 25</p>	[No photo included]	Brand/fun



Wednesday, October 2	The answer to yesterday's quiz is "B." A typical dishwasher uses 14 gallons of hot water during a normal cycle. To save energy, run your dishwasher with a full load and then let the dishes air dry. Congratulations [NAME] – you just won two tickets to the Oct. 6 @St. Louis Rams game against the Jacksonville Jaguars. Please direct message us to claim your prize!	[No photo included]	Brand/Fun
Thursday, October 3	Throwback Thursday: Remember this moment in St. Louis Cardinals history? We're wishing the Cardinals luck as they take on the Pittsburgh Pirates in the first playoff game tonight!	[Use photo of David Freese running to home: http://jeffcity.media.clients.ellingtoncms.com/img/photos/2011/10/28/World_Series_Rangers_Brow7_t670.jpg?b3f6a5d7692ccc373d56e40cf708e3fa67d9af9d]	Brand/Fun
Monday, October 7	In the average home, 75 percent of the electricity used to power electronics and appliances is consumed while the products are turned off – costing about \$100 a year. Save money and energy by using a power strip to turn off your electronics when you're done using them.	[Use stock photo of powerstrip from previous post]	EE
Wednesday, October 9	Today is Fire Prevention Day. To keep your family safe and prevent fires in your home, change smoke alarm batteries once a year and practice a safe fire escape route for your family. For more fire prevention tips, visit:	[Link to Red Cross Fire Prevention & Safety site: http://rdcrss.org/Q8J9mA] [Use stock photo of woman checking smoke detector: http://www.istockphoto.com/stock-photo-2961688-smoke-detector-inspection.php?st=bed42e2 (\$19 via istockphoto.com)]	Safety
Thursday, October 10	Throwback Thursday: Do you remember the last time you had a home energy audit? Neither do we. Don't worry – we can help! Through our Performance Savers program, Ameren Missouri gas and electric customers can get an in-home energy audit for only \$25. Learn more here:	[Link to Performance Savers: http://bit.ly/15UBcO5] [Use DOE home energy audit infographic: http://energy.gov/sites/prod/files/styles/article_hero/public/homeEnergyAudits_MG0813-01.png?itok=BQ9ivFOE]	AOE
Monday,	Want an easy way to save energy and money? Use the auto sleep function on your computer to save up to \$30	[Link to DOE savings tips:	EE

Comment [HL(1): Will check with Trina on this...]



October 14	a year on your electricity bills. For more tips, visit:	http://energy.gov/articles/new-psas-help-you-save-energy-and-money [Use stock photo of computer: http://www.istockphoto.com/stock-photo-23597058-laptop.php?st=98da402 (\$9 via istockphoto.com)]	
Tuesday, October 15	Fall is in full swing! With the cooler temps, be sure to replace or clean furnace filters once a month during the heating season. Dirty filters can restrict airflow and increase energy demand. For more tips like these, visit:	[Link to TheDailyGreen.com article on winterization tips: http://www.thedailygreen.com/green-homes/latest/winterize-home-tips-energy-461008#slide-1 [Use stock photo of man changing furnace filter: http://www.istockphoto.com/stock-photo-15760907-male-hands-change-large-pleated-furnace-air-filter.php?st=b7502fe (\$19 via istockphoto.com)]	EE
Thursday, October 17	We're hoping for some serious power plays when the @St. Louis Blues take on the Chicago Blackhawks tonight! Let's go Blues!	[Use custom St. Louis Blues graphic]	Brand/Fun
Tuesday, October 22	QUIZ: For each degree you lower the temperature in your home, you can cut your winter heating bills by ___ percent, depending on your climate region and how many hours per day you turn down your heat. The first fan to comment with the correct answer will win 2 tickets to the @St. Louis Blues game on October 29. A. 1 to 2 percent B. Up to 5 percent C. Up to 7 percent D. Up to 10 percent	[Use stock photo of old computer from 1975: http://www.istockphoto.com/stock-photo-3539450-one-of-the-oldest.php?st=af89fbb (\$19 via istockphoto.com)]	Brand/Fun
Wednesday, October 23	If you answered "B" in yesterday's quiz, you were right! For each degree you lower the temperature in your home, you can cut your winter heating bills by up to 5 percent. Using a programmable thermostat can	[Link to Rebate Savers: http://bit.ly/1dJPuCQ [Use stock photo of	Brand/Fun AOE



	<p>make this easy - it remembers to adjust the temperature for you. We even offer rebates on programmable thermostats here:</p> <p>Congratulations Melissa Grubbs – you just won two tickets to the October 29 @St. Louis Blues game against the Jets. Please direct message us to claim your prize.</p>	programmable thermostat]	
Thursday, October 24	<p>Throwback Thursday: If your washing machine still looks like this, it's time for an upgrade! Replacing a pre-1994 washer with an Energy Star model can save a family \$110 a year on utility bills.</p>	<p>[Use stock photo of old washing machine: http://www.istockphoto.com/stock-photo-592262-antique-washing-machine.php?st=ca6adb8 (\$6 via istockphoto.com)]</p>	Brand/Fun
Monday, October 28	<p>Did you know that putting a 6" pot on an 8" stove burner can waste up to 40 percent of that burner's heat? Using the right size pot on your burners can save energy when you cook. For more ways to save energy in the kitchen, visit:</p>	<p>[Link to Energy Star kitchen savings site: http://www.energystar.gov/index.cfm?fuseaction=popuptool.atHome]</p> <p>[Use stock photo of stove burner with pots: http://www.istockphoto.com/stock-photo-3909999-detail-of-modern-kitchen-with-saucepans.php?st=f7aa624 (\$9 via istockphoto.com)]</p>	EE
Thursday, October 31	<p>This Halloween, watch out for vampires! Energy vampires like cell phone chargers, cable boxes and computer chargers suck energy from your home. To combat these vampires, be sure to unplug any chargers and power off your computers, televisions and cable boxes when not in use. For more tips, visit:</p>	<p>[Link to DOE Energy Vampires: http://1.usa.gov/rTtSTv]</p> <p>[Use stock photo of kid in Vampire costume: http://www.istockphoto.com/stock-photo-21274447-young-boy-outdoors-wearing-vampire-costume-on-halloween.php?st=dab32ed (\$6 via istockphoto.com)]</p>	Fun/Brand



Alternate Post

We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit ActOnEnergy.com for more information: [Link to ActOnEnergy.com/Missouri]



To: Trina Muniz, Bryan Daniels, Kent Martin
 From: Lindsey Herzog
 Cc: Heather Woodard
 Date: August 30, 2013
 Re: Ameren Missouri Facebook Content Calendar: September 2013

Following, you will find the recommended September content calendar for Ameren Missouri's Facebook page.

We will continue to post 3-4 short posts per week. We will also leverage brand assets whenever possible and use photos to keep the content engaging for fans.

CONTENT CALENDAR

A preliminary breakdown of baseline activity is detailed in the following grid. Additionally, any opportunistic posts will be swapped with scheduled posts, and we have included a couple of alternate posts should the need to deviate from the schedule arise.

September posts will highlight RebateSavers and links to helpful Ameren Missouri content. We are continuing to add in more fun and light-hearted posts, quizzing our fans on their energy knowledge and participating in "Throwback Thursdays," a trend on social media sites where users post old photos. In addition, the calendar will include posts about relevant holidays, such as Hispanic Heritage Month, National Preparedness Month and Grandparents' Day. In addition, we drafted a post to remember September 11.

Please let us know if there are other programs or community involvement activities we can help promote on Facebook. We will revise our recommended content based on those programs' needs.

Timing	Status Update	Additional Media (Photo, Link, Etc.)	Type of Post
Tuesday, September 3	<p>QUIZ: On average, heating and cooling accounts for ___% of your utility bill. Be the first person to comment with the correct response and you could win two tickets to the @St. Louis Rams' first home game! Stay tuned – we'll announce the answer tomorrow.</p> <p>A. 23% B. 71% C. 54% D. 42%</p>	[No photo included]	Brand/fun

Comment [HL(1): We did not get to post this quiz last month, so we can still post in Sept.]



Wednesday, September 4	<p>If you guessed "C" in yesterday's quiz, you're right! On average, heating and cooling accounts for 54% of your utility bills, according to the Department of Energy.</p> <p>Congratulations [NAME] – you just won two tickets to Sunday's @St. Louis Rams game against the Arizona Cardinals. Please direct message us for directions on how to get your prize.</p>	[No photo included]	Brand/Fun
Thursday, September 5	<p>Throwback Thursday: If you're thinking of upgrading your old-school TV to a newer model, keep this in mind: modern TVs can use as much energy as a standard, new refrigerator! Be sure to look for an ENERGYSTAR certified model – they are more than 20% more energy efficient than conventional models.</p>	<p>[Use stock photo of retro TV: http://www.istockphoto.com/stock-photo-5876902-retro-living-room.php?st=e3ba820 (\$19 via istockphoto.com)]</p>	Brand/Fun
Friday, September 6 (morning)	<p>Sunday is Grandparents Day! In honor of all the grandparents out there, thank you for all that you do. How will you celebrate the grandparents in your life this weekend?</p>	<p>[Use stock photo of grandmother and granddaughter reading: http://www.istockphoto.com/stock-photo-13836634-grandmother-and-granddaughter-reading-while-smiling.php?st=6328ab2 (\$6 via istockphoto.com)]</p>	Brand/Fun
Friday, September 6 (afternoon)	<p>Are you pumped for the first official @St. Louis Rams' game of the season? Let's go Rams!</p>	[Custom Ameren Missouri St. Louis Rams Graphic]	Fun
Monday, September 9	<p>Want an easy way to save energy and money? Turn off your ceiling fan when you leave the room. A fan that runs all the time can cost you up to \$7 a month. For more home energy saving tips, visit:</p>	<p>[Link to Ameren Missouri Home Energy Savings Tips: http://bit.ly/1d6tXaK]</p> <p>[Use stock photo of ceiling fan: http://www.istockphoto.com/stock-photo-3272961-ceiling-fan.php?st=7543763 (\$6 via istockphoto.com)]</p>	EE
Wednesday, September 11	<p>Never forget. Today we remember all of those who lost their lives 12 years ago.</p>	[Use stock photo of American Flag on NYC 9/11 memorial from previous post]	Sept. 11



Thursday, September 12	Throwback Thursday: If your water heater looks like this, it's time for an upgrade! Learn how you can get up to \$300 back when you purchase a new ENERGY STAR® certified heat pump water heater here:	{Link to RebateSavers: http://bit.ly/W4XyEr {Use stock photo of old water heater: http://www.istockphoto.com/stock-photo-13415059-run-down-house.php?st=69ece55 (\$6 via istockphoto.com)}	ActOnEnergy
Friday, September 13	Sunday is game day. Wishing the @St. Louis Rams good luck as they face the Atlanta Falcons!	[Custom Ameren Missouri St. Louis Rams Graphic]	Fun
Monday, September 16	In honor of National Preparedness Month, consider putting together an emergency kit. For tips on what to include in your kit, visit:	{Link to FEMA emergency kit site: http://www.ready.gov/build-a-kit {Use photo of FEMA Ready Kit: http://www.ready.gov/sites/default/files/documents/files/checklist_1.pdf }	Brand/Fun
Thursday, September 19	Throwback Thursday: Can you believe today's computers evolved from this? If you're investing in a new computer, look for ENERGY STAR certified laptops – they are more energy efficient than desktop computers.	{Use stock photo of old computer from 1975: http://www.istockphoto.com/stock-photo-3539450-one-of-the-oldest.php?st=af89fbb (\$19 via istockphoto.com)}	Brand/Fun
Friday, September 20 (morning)	Fall officially begins on Sunday. As we prepare for cooler temperatures in the coming months, be sure to find and seal leaks in your home to keep the cold air out. Find out how to spot and seal leaks in your home here:	{Link to DOE Air Sealing Your Home tips: http://energy.gov/energysaver/articles/air-sealing-your-home {Use stock photo of man caulking windows from previous post}	EE
Friday, September 20 (afternoon)	The @St. Louis Rams face the Dallas Cowboys on Sunday! "Like" this post to send positive energy their way.	[Custom Ameren Missouri St. Louis Rams Graphic]	Fun



Monday, September 23	QUIZ: Around __ % of your energy dollars go toward lighting in your home. The first fan to comment with the correct answer will win two tickets to Thursday's @St. Louis Rams game against the San Francisco 49ers! We'll announce the winners tomorrow, so be sure to check back. A. 5% B. 24% C. 3% D. 10%	[No photo included]	Brand/Fun
Tuesday, September 24	The answer to yesterday's quiz is D! On average, 10% of your energy dollars go toward lighting your home. An easy way to use less energy is to switch to CFLs, which use 25% of the energy of a traditional incandescent lamp. Get rebates on CFLs through our LightSavers program: Congratulations, [NAME]! You're going to Thursday's @St. Louis Rams game. Direct message us to claim your prize.	[Link to LightSavers: http://bit.ly/V6dMla] [Use stock photo of CFL bulb from previous post]	ActOnEnergy
Thursday, September 26 (morning)	Throwback Thursday: Is your furnace older than you are? As we head into cooler fall weather, now's the time to get your furnace serviced. For more tips on maintaining your furnace, visit:	[Link to DOE Furnaces and Boilers tips: http://energy.gov/energysaver/articles/furnaces-and-boilers] [Use photo of furnace from Ameren Missouri website: http://www.ameren.com/sites/aea/LearningCenter/PublicImages/furnacefilterinstall.jpg]	EE
Thursday, September 26 (afternoon)	Who is ready for Thursday Night Football? Tonight the @St. Louis Rams face the San Francisco 49ers. Let's show the 49ers our #Rams Pride!	[Custom Ameren Missouri St. Louis Rams Graphic]	Fun
Monday, September 30	National Hispanic Heritage Month is September 16 – October 16. [Include Ameren Missouri story, if possible]		Brand/Fun

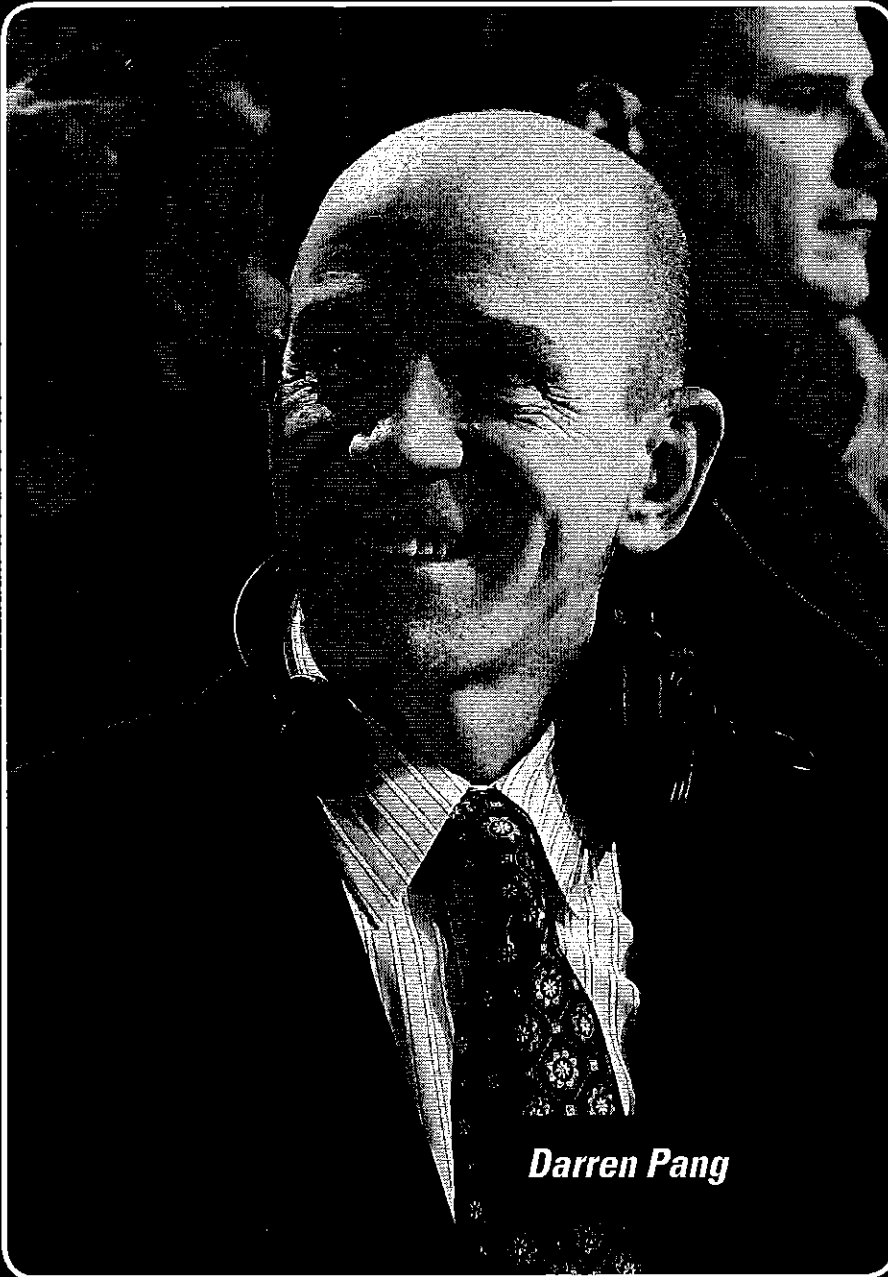
Comment [HL(2)]: Trina – Does Ameren Missouri have anything specific to celebrate during Hispanic Heritage Month?

Alternate Post

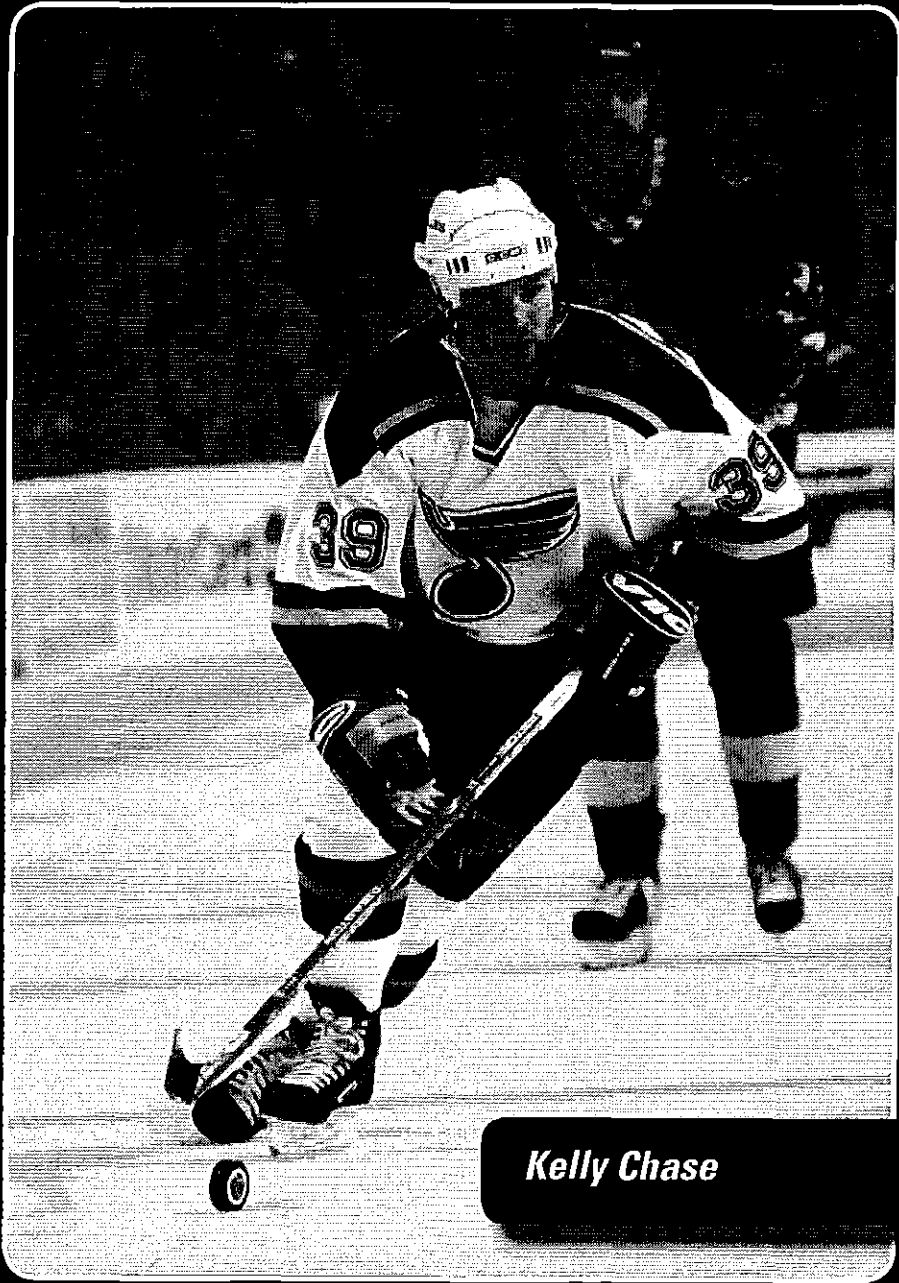
We are committed to reliable, affordable energy – take advantage of our ActOnEnergy programs to save energy, money and the environment. Visit [ActOnEnergy.com](http://ActOnEnergy.com/Missouri) for more information: [Link to ActOnEnergy.com/Missouri]



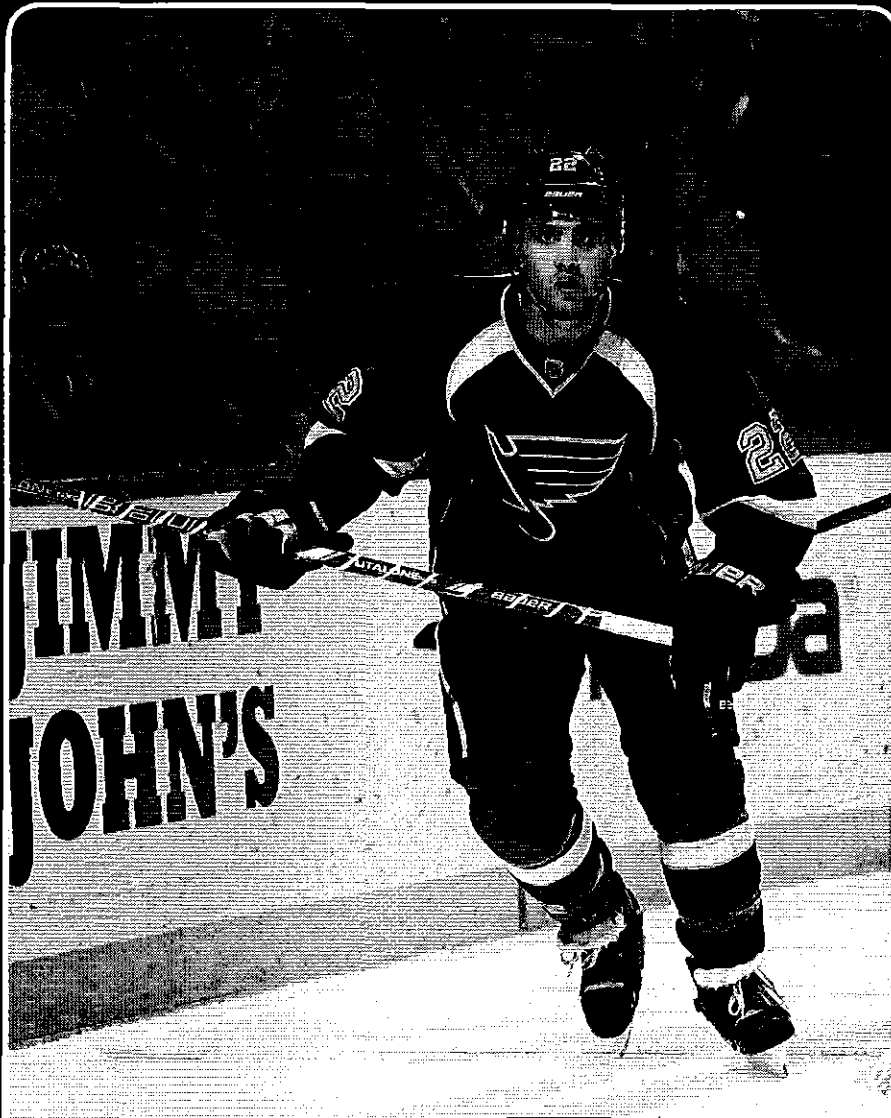
Looking for ways to beat the heat? Invest in a programmable thermostat. You can set the thermostat to turn up the air conditioner at night or when you're away from home, saving energy and money. We even offer rebates on programmable thermostats through our ActOnEnergy RebateSavers program: [Link to RebateSavers program: <http://www.ameren.com/sites/AUE/UEfficiency/ForYourHome/Pages/ResidentialCool.aspx>] [Use stock photo of programmable thermostat from previous posts]



Darren Pang



Kelly Chase



Kevin Shattenkirk



Thanks for joining us tonight!



Join the conversation by following
@Ameren Missouri and **@StLouisBlues**,
and use **#ActOnEnergy**.

Be sure to Like us on Facebook:
Facebook.com/AmerenMissouri

Ameren Missouri has launched the largest portfolio of EE programs in our state's history — giving our customers the **Power to Act**.

APPLIANCESAVERS <small>an ActOnEnergy program</small>	COOLSAVERS <small>an ActOnEnergy program</small>
BIZSAVERS <small>an ActOnEnergy program</small>	LIGHTSAVERS <small>an ActOnEnergy program</small>
COMMUNITYSAVERS <small>an ActOnEnergy program</small>	PERFORMANCESAVERS <small>an ActOnEnergy program</small>
CONSTRUCTIONSAVERS <small>an ActOnEnergy program</small>	REBATESAVERS <small>an ActOnEnergy program</small>

FOCUSED ENERGY. For life.



ActOnEnergy.com

Make your own power play with the St. Louis Blues! Join us for a Tweet-Up on March 27.



#ActOnEnergy
@AmerenMissouri
ActOnEnergy.com



Ameren Missouri ActOnEnergy

Tweet-Up

Event Recap

April 5, 2012



FOCUSED ENERGY. For Life.

Tweet-Up Defined

On March 27, Missouri Communication hosted a tweet-up with the St. Louis Blues to educate customers about *ActOnEnergy*. The event was held at Pi Pizzeria from 5-8pm.

A tweet-up is an organized face-to-face meet-up of people engaged on Twitter. It allows consumers active on the social platform to meet and mingle in person and, through tweet-ups, companies are given a captive, socially active audience for sharing messages in real time.

Attendees are mostly drawn from Twitter (and sometimes Facebook) through the promotion of the event (by hosts and participants) and are expected to tweet using a specific hashtag, live and on-site (hence the name, tweet-up). You are able to track tweet-up tweets when a specific hashtag is assigned to the event (*#ActOnEnergy*). The more tweets generated during this time, the merrier.

This event helped Ameren Missouri share *ActOnEnergy* news and program information directly with customers, in a warm, friendly and fun environment.





Our Tweet-up Goals

- Drive customer excitement and engagement around the Ameren Missouri *ActOnEnergy* programs, encouraging them to visit ActOnEnergy.com for more information
- Provide a positive, friendly experience for customers to see Ameren Missouri in a positive light (by leveraging St. Louis Blues sponsorship as a way to reach them)
- Educate customers on the opportunities to manage their energy usage through specific *ActOnEnergy* Programs
- Secure the following:
 - 5 -10 media placements/stories about the event (TV, radio and online)
 - Generate 200 tweets using #ActOnEnergy hashtag
 - 50 - 75 attendees



FOCUSED ENERGY. *For life.*

Tweet-Up Results

ActOnEnergy



- 185 people RSVP'd
- Approx. 100 people attended
- 276 tweets included #ActOnEnergy
- Ameren Missouri's Twitter followers grew to 757 (increase of 1.7%)



Tweet-Up Results cont'd



Social Media Club @SMCSTL

We'll be meeting Blues players at the @AmerenMissouri & @StLouisBlues #ActOnEnergy tweet-up tonight! See you there? smcstl.com/ameren-mo-stl-...

2 RETWEETS

10:50 AM - 27 Mar 13

St. Louis Blues @StLouisBlues

Join @shattdeuces, @CStewSTL25 and @Panger40 at tonight's #ActOnEnergy tweet-up! Just a few spots left, so RSVP now: bit.ly/14eUwFB

#ActOnEnergy Tweet-Up with Ameren Missouri and the St. Louis Blues

Come join Ameren Missouri and the St. Louis Blues for a Tweet-Up at Pi Pizzeria in Downtown St. Louis (610 Washington Ave.) on Wednesday, March 27, from 5 to 8 p.m. in celebration of our ActOnEnergy...

2 RETWEETS 2 FAVORITES

10:07 AM - 27 Mar 13

Darren R Pang @Panger40

Great event for @AmerenMissouri and @StLouisBlues #ActOnEnergy tweet-up tonight! Who's joining me? #PiPizzeria #downtown @shattdeuces

3 RETWEETS 1 FAVORITE

8:03 AM - 27 Mar 13

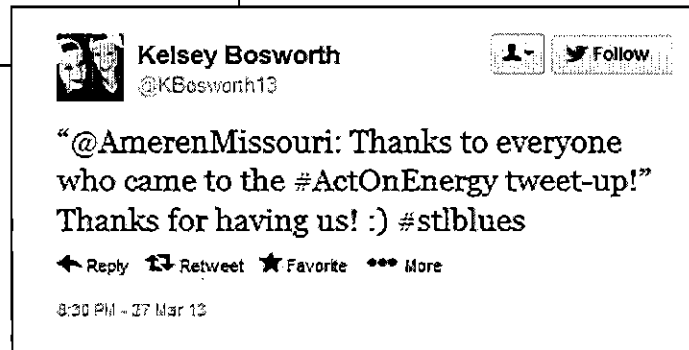
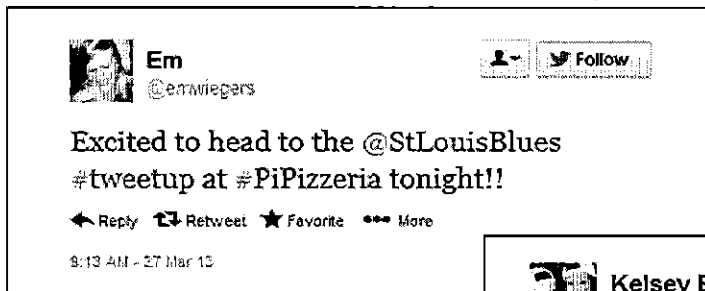
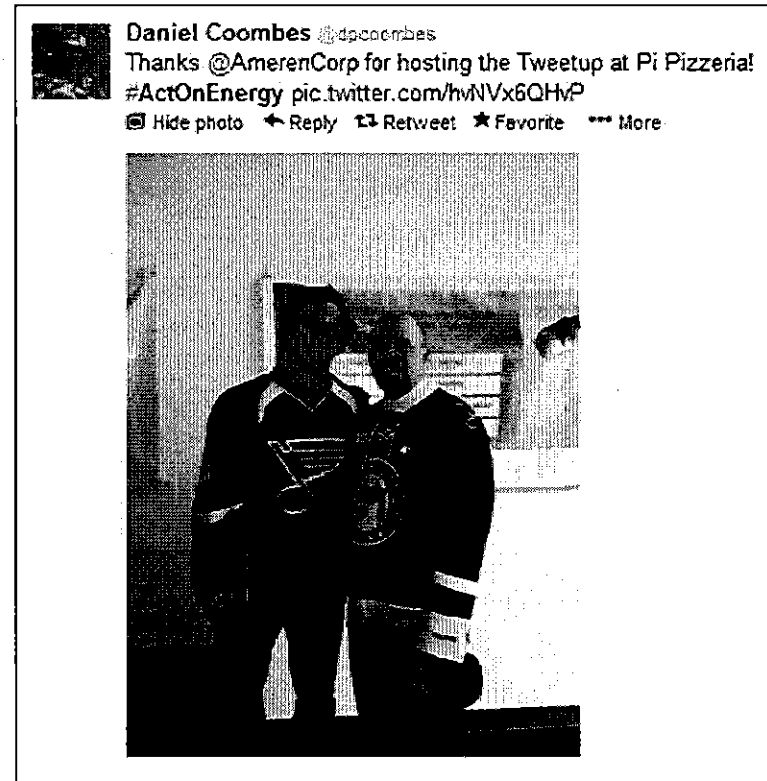
- **St. Louis Blues** players **Kevin Shattenkirk** and **Chris Stewart** and alumni **Kelly Chase** all **tweeted** about the event to their followers
- **Social Media Club St. Louis** promoted the event with a **blog post** and **tweets**



Overall Positive Engagement



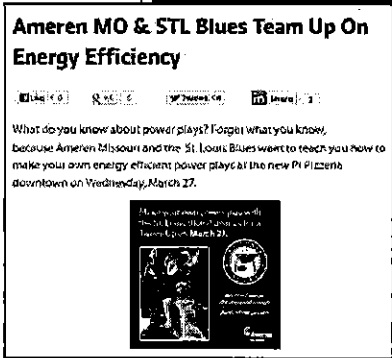
- Conversations online were **overwhelmingly positive**
- Of the 276 #ActOnEnergy tweets, **none were negative**
- Attendees were most excited to win prizes, meet Blues players and interact with other fans, and learn about ActOnEnergy



Tweet-Up Media Coverage



• For you social media folks, the Blues are teaming up with Ameren for a "tweet-up" Wednesday from 5-8 p.m. at the Pi Pizzeria on Washington Avenue. It's the kick-off to Missouri's ActOnEnergy Savers program, which teaches ways to better manage energy use and save money. Attending the event will be the Blues' Kevin Shattenkirch, Kelly Chase and Darren Pang. Tickets are free but limited, so attendees must register at <http://actonenergytweetup.eventbrite.com/>. Those unable to attend can follow on Twitter via #ActOnEnergy.



- Showed Ameren Missouri in a positive light, interacting with customers and sharing its people/programs
- Garnered **10 placements** in St. Louis-area media about the *ActOnEnergy* Tweet-Up
- Placements resulted in more than **700,000 impressions**
- Secured top-tier placements with the *St. Louis Post-Dispatch*, KTVI-TV, KSDK-TV and KMOX-AM
 - Frank Cusamano (KSDK) live broadcast
- Reached social media influencers through a **Social Media Club St. Louis' blog post**
- Received **100% branded** and **100% positive coverage**
- **At least one Ameren Missouri message** was mentioned in **91% of coverage** earned

Goals vs. Results

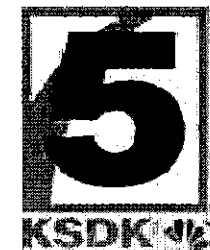
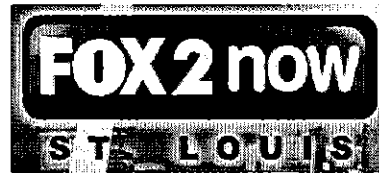


Goals:

- 5 -10 media placements/stories about the event (broadcast and online)
- Generate 200 tweets using #ActOnEnergy hashtag
- 50 - 75 attendees

Actuals:

- Secured 10 media placements in local St. Louis media TV, radio and online outlets
- Generated 276 tweets using #ActOnEnergy hashtag
- Attracted approx. 100 attendees



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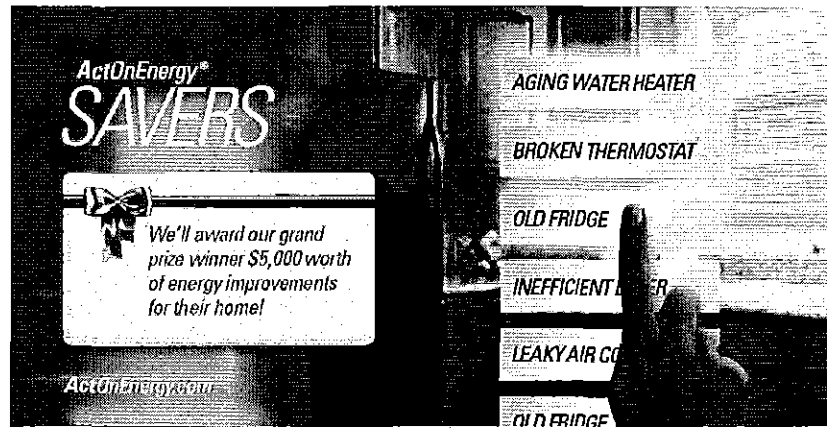


Ameren Missouri Power to Act



The power to **Act** is near.

30:24:47:59
 DAYS HRS MINS SECS



About ActOnEnergy® Savers

Love your red brick, but don't understand how to keep it cool in the summer? Thrilled with your open concept, but confused how to heat it efficiently? Updating your kitchen, but not sure what appliances are most efficient?



The ActOnEnergy® Savers Team is here to help!
 From March 14 to April 23, we want you to submit a 50 word (maximum) essay, and photo of your home that shows why you need home energy improvements, and how the ActOnEnergy® Savers Team can help increase your energy savings.

The Rules
 Ten winners will be selected to receive home assessments from the ActOnEnergy® Savers Team. After each of those in-home assessments, we'll pick one grand prize winner.
 From March 14 to April 23, we want you to submit a 50 word (maximum) essay, and photo of your home that shows why you need home energy improvements, and how the ActOnEnergy® Savers Team can help increase your energy savings.

Enter Now
[See Official Rules](#)

The Prizes

- One Grand Prize Winner**
 One (1) In-Home Energy Audit, valued at \$400.00
 Energy Improvements for Your Home, such as an ENERGY STAR certified appliance.
 One (1) Gift Card to a Home Improvement Store, valued at \$500.00
- Nine Winners**
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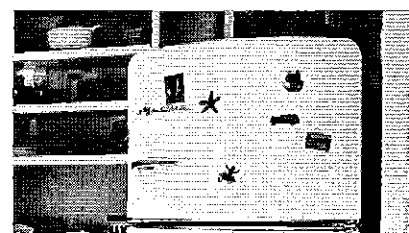
The Team

Who Is The ActOnEnergy® Savers Team?
 The ActOnEnergy® Savers Team is a team of experts who conduct energy assessments for homeowners across Missouri. The team coming to the winners' homes may even include local celebrities!

Entries

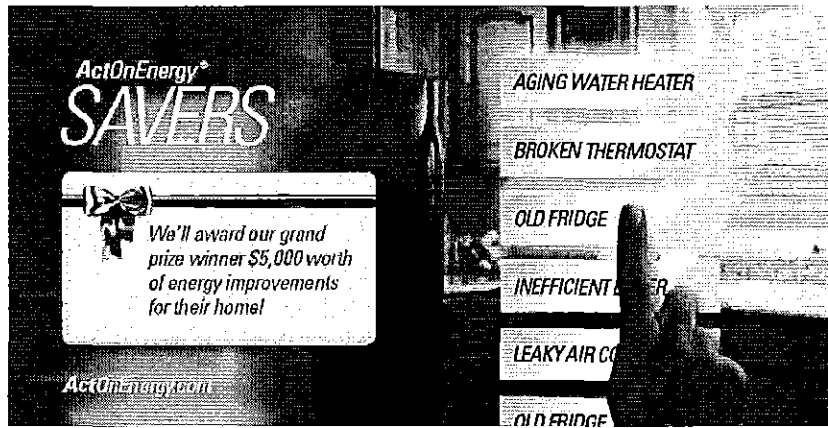


"We live in a 100 year-old house. While charming, our family is freezing this winter! Please help us shed our winter coats with an updated heating system."



"My grandmother gifted us with her fabulous old refrigerator. While we love the retro look, we hate that it requires so much energy to run. Please help us save energy with a stylish AND efficient replacement."

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Enter Now

First Name **Last Name**

Address

Email Address **Phone Number**

Date of Birth / /

Do you own or rent your home?

Upload a photo showing why your home needs an energy assessment. (MAX SIZE 1.5MB)

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Why Should The ActOnEnergy[®] Savers Team Visit Your Home? (50 WORDS MAX)

The Team

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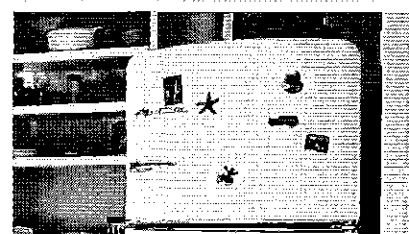
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I agree to the Official Rules.

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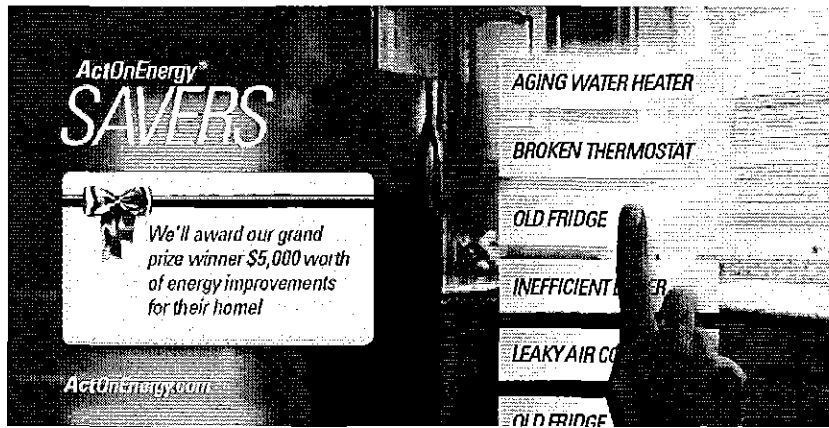


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Thank you for entering the Ameren Missouri ActOnEnergy® Savers program!



Visit ActOnEnergy.com® for more tips on how you can increase your energy savings.

Facebook

Twitter

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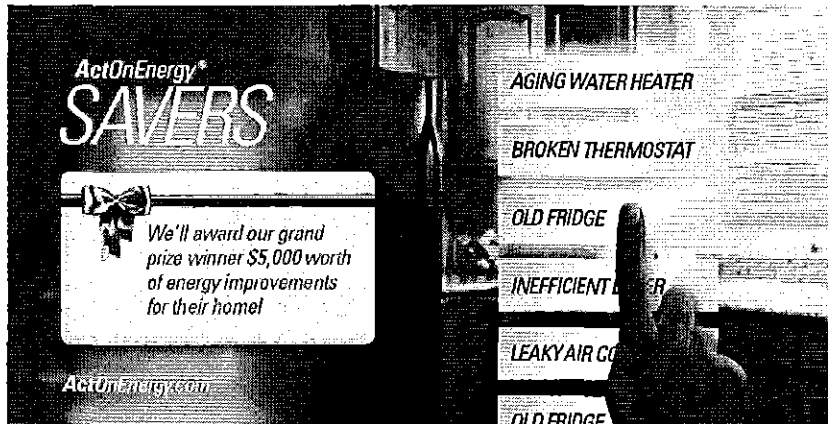
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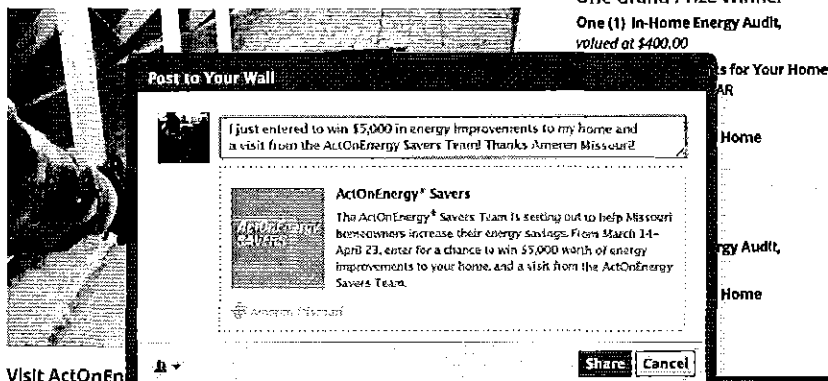
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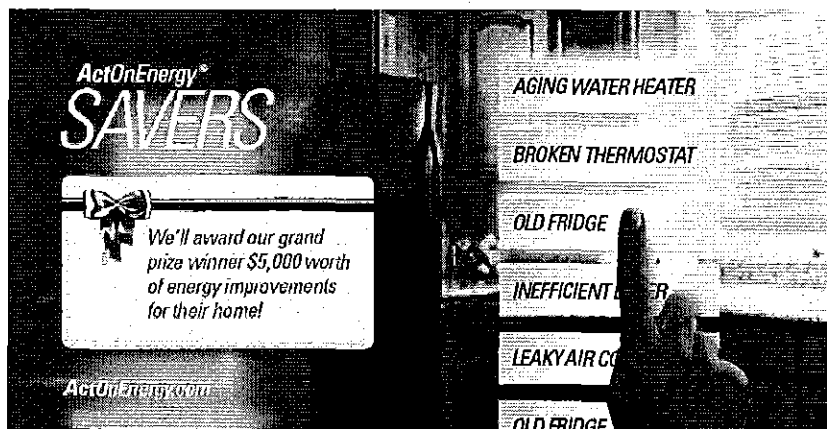
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We're reviewing the ActOnEnergy[®] Savers entries now—check back on May 8 to see our winners.



Visit ActOnEnergy.com for more tips on how you can increase your energy savings.

The Prizes

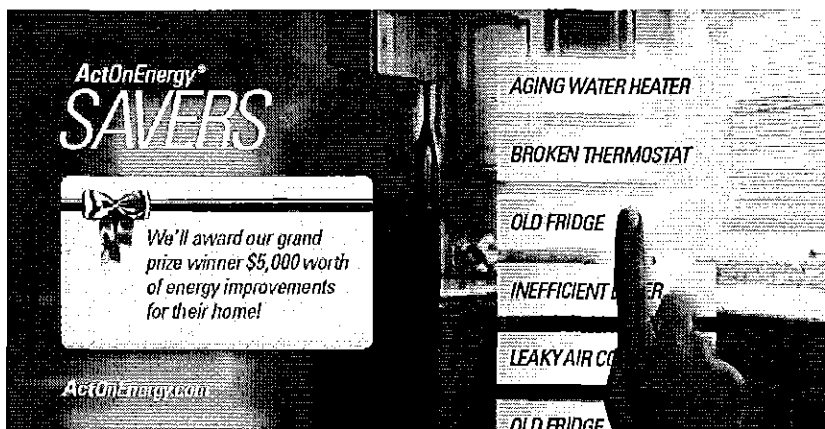
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Grand Prize Winner

Congratulations

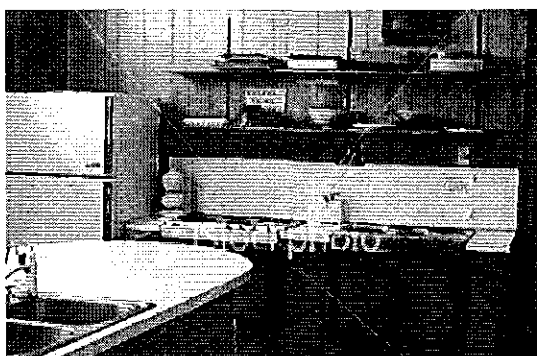
to Bob M. of St. Louis, our grand prize winner!
Bob will receive a new ENERGY STAR certified appliance for his kitchen to increase his energy savings.

His prizes include:

One (1) In-Home Energy Audit
valued at \$400.00

Energy Improvements for His Home,
such as an ENERGY STAR certified appliance.

One (1) Gift Card to a Home Improvement Store,
valued at \$500.00



Winners

Congratulations to our other winners!

Emily L., St. Louis

Mel J., Kanstas City

Robin Z., Springfield

Wayne W., St. Louis

Austin P., Joplin

Josh P., Jefferson City

Natalie F., Springfield

Stacey W., Lebanon

Winston P., St. Louis

Their prizes include:

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About ActOnEnergy® Savers

Thrilled with your open concept, but confused how to cool it efficiently? Updating your kitchen, but not sure what appliances are most efficient?



The ActOnEnergy® Savers Team is here to help!

From March 14 to April 23, submit a 50 word (maximum) essay and photo of your home that shows why you need home energy improvements and how the ActOnEnergy® Savers Team can help.

The Rules

Ten winners will be selected to receive home assessments from the ActOnEnergy® Savers Team. After those in-home assessments, *we'll pick one grand prize winner.*

Enter Now

See Official Rules

The Prizes

Grand Prize

Up to \$5,000 In energy efficient appliances and Improvements
(based on need identified by the ActOnEnergy® Savers Team)

Nine Winners

\$500 gift card to a home improvement store

The Team

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Ameren Missouri

5,956 likes • 12,817 talking about this

✓ Liked

Message



Energy/Utility

For concerns regarding your account, please call
1.800.552.7583.

About - Suggest an Edit



Photos



ActOnEnergy Savers

👍 5,956

Likes



ActOnEnergy

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(5MB SIZE LIMIT)

Why Should the ActOnEnergy® Savers Team Visit Your Home?

(500 CHARACTER LIMIT)

0 OF 500 MAX CHARACTERS

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