






CHANNEL: SOCIAL MEDIA








MISSOURI: <https://www.facebook.com/SummitNaturalGasMissouri>

Date	10-Feb	Feb 13-16 (still running; results will change)	Feb 15th	Feb 16th	Feb .18th
Message	Winter storm watch safety tips	Conservation Tips	Conserve Energy	It's time to reduce your energy use	Thank you for doing your part to conserve energy
Boosted Budget		\$150	1271	378	210
Engagement	125	16512	45	7	9
Reactions	1	1301	7	0	
Comments	0	439	0	0	
Shares	0	22	0	0	
Post	<p>Summit Natural Gas</p> <p>Keep warm during this week's winter weather! For more information, visit: https://summitnaturalgas.com/wxessentials.</p>	<p>Summit Natural Gas</p> <p>Be prepared for winter weather and freezing temperatures! For more information, visit: https://www.energy.gov/eere/buildings/cold-weather-energy-saving-tips</p>	<p>Summit Natural Gas</p> <p>Due to extreme weather conditions, electric and gas utilities across the Midwest are experiencing constrained natural gas supplies. Like other utilities, we are unable to guarantee that we will be able to do so safely by conserving your energy usage for the next few days. You can do this by turning your thermostat down lower than usual if it's not needed, closing your curtains, shades and garage doors to keep in warm air, and closing your fireplace dampers. See More</p>	<p>Summit Natural Gas</p> <p>Please stay alert of changing weather conditions and freezing temperatures in your area. Stay safe, warm, and protect yourself and your loved ones. For more information, visit: http://summitnaturalgas.com/wxessentials.</p>	<p>Summit Natural Gas</p> <p>Published by Ashlyn Grant • February 18 at 10:56 AM</p> <p>Thank you for your continued conservation efforts! These actions could result in big impacts as more people conserve. We can all do our part to help reduce our carbon footprint and conserve resources at this time. Please keep up the great work!</p>
		9,918 People Reached 608 Engagements		378 People Reached 7 Engagements	210 People Reached 9 Engagements
		Boost Again		Boost Post	Boost Post

Feb 19th	Feb 23rd	Feb 26th	March 1st	March 8th
<p>Thank you for doing your part!</p> <p>169 7</p> 	<p>We have easy ways to help you save energy and money in your home</p> <p>98 4</p> 	<p>Payment assistance</p> <p>28 0</p> 	<p>We're here to help</p> <p>35 1</p> 	<p>Emergency Rental Assistance</p> <p>113 2</p> 

CHANNEL: EMAIL

Missouri:

<p>Date: Sunday, Feb 14, 2-30pm Subject: Simple steps to stay warm and save energy Sent: 11/708 Opened: 4080 Open Rate: 35% Unsubscribed: 7 Links clicked: 144 CTR (of opened emails): 4% Email sample:</p>	 <p>Dear Valued Customer,</p> <p>With below average temperatures across the Midwest, including in your community, we wanted to remind you of some simple steps you can take to stay warm and save money at the same time.</p> <p>Summit's Cold Weather Tips:</p> <ul style="list-style-type: none"> • Keep your thermostat between 68 and 70 degrees during the day and 55 degrees if you are away from home for more than a few hours. • Avoid turning your thermostat up too high, too fast. • Clear space around your registers so warm air can flow freely. • Close dampers on unused fireplace and keep garage doors closed to prevent warm air from escaping. • Insulate around windows and doors to prevent air leaks and keep warm air inside. • Soak up the sun by opening curtains on your south-facing windows during the day and let the sunlight heat your room. Close them at night to reduce the incoming cold from any drafty windows. <p>These small steps can save you money and keep you comfortable during the winter months.</p> <p>For more energy saving tips, check out these Summit resources:</p> <ul style="list-style-type: none"> • Energy Efficiency Programs • Water-Energy-Savings Tips <p>Stay warm, stay safe and have a great weekend!</p> <p>Fred Kirkwood Chief Customer Officer</p>  <p>Summit Natural Gas, Inc. 111 Clark Ct. Baltimore, MD 66516</p>	<p>11789 5094 31 138</p>
<p>Date: Monday, Feb 15 3:45 pm Subject: Customers asked to conserve energy during winter storm Sent: 11/715 Opened: 5359 Open Rate: 46% Unsubscribed: 5 Links clicked: 157 CTR (of opened emails): 4%</p>	 <p>Dear Valued Customer,</p> <p>Due to extreme weather conditions, electric and gas utilities across the Midwest are experiencing increased demand for their services. To help ensure safety, by conserving your energy usage for the next few days.</p> <p>There are many simple steps you can take to keep your home warm and save energy, including:</p> <ul style="list-style-type: none"> • Lock your thermostat a few degrees lower than normal, set long as there are no babies, kids, and lower if you are away from home for more than a few hours. Avoid turning your thermostat up too high, too fast. • Clear space around your registers so warm air can flow freely. • Close dampers on unused fireplace and keep garage doors closed to prevent warm air from escaping. • Insulate around window and doors to prevent air leaks and keep warm air inside. • Soak up the sun by opening curtains on your south-facing windows during the day and let the sunlight heat your room. Close them at night to reduce the incoming cold from any drafty windows. • Turn down the temperature of your water heater to the warm setting (120°F). <p>It is imperative for the health and safety of the whole community for each of us to do our part in reducing our energy consumption during this unprecedented time.</p> <p>These small steps can help conserve energy, keep you comfortable and safe, and help you save some money during the winter months.</p> <p>For more energy saving tips, check out these Summit resources:</p> <ul style="list-style-type: none"> • Energy Efficiency Programs • Water-Energy-Savings Tips <p>Stay warm and stay safe.</p> <p>Fred Kirkwood Chief Customer Officer</p>  <p>Summit Natural Gas, Inc. 111 Clark Ct. Baltimore, MD 66516</p>	<p>11731 4416 38% 12 87 2%</p>
<p>Date: Weds Feb 17 5:21 pm Subject: Thank you for doing your part to conserve energy! Keep up the good work! Sent: 11/731 Opened: 4416 Open Rate: 38% Unsubscribed: 12 Links clicked: 87 CTR (of opened emails): 2%</p>	<p>Dear Valued Customer,</p> <p>Thank you for doing your part to help conserve energy. In recent days, historically cold temperatures have driven up demand for natural gas across the Midwest. In addition, gas vents have frozen, resulting in a supply shortage that has impacted electric and gas utilities in multiple states, including Missouri. The conservation that you are doing is making a difference in helping our whole community – thank you.</p> <p>As is the case for many utilities in our region, our gas suppliers have been unable to deliver enough gas to our system. This has resulted in the need for us to curtail gas service to industrial customers and ask residential customers to continue to conserve energy.</p> <p>Thank you to all of our customers for turning down your thermostats and reducing your energy usage – it is making a difference.</p> <p>We know it is affecting you in many ways, and we appreciate your contributing to the solution in this difficult moment. Because of your efforts, we've been able to maintain gas service through this difficult time to homes and essential services throughout the communities we serve.</p> <p>Rest assured, Summit crews are monitoring the severe weather and upstream supply conditions and working around the clock to address this situation. Work is already underway to restore service to those who have been curtailed.</p> <p>In the meantime, we like other utilities across the state, ask you to keep up the good work for the next few days by conserving your energy usage.</p> <p>There are many simple steps you can take to keep your home warm and save energy, including:</p> <ul style="list-style-type: none"> • Wear layers of warmer clothes inside and set your thermostat a few degrees lower than normal, as long as there are no babies, kids. • Clear space around your registers so warm air can flow freely. • Close dampers on unused fireplace and keep garage doors closed to prevent warm air from escaping. • Close blinds and curtains to retain heat and to reduce the incoming cold from any drafty windows. • Turn down the temperature of your water heater to the warm setting (120°F). <p>For more energy saving tips, check out our Cold Weather Conservation Tips.</p> <p>Now is the time for us all to work together and do our part to conserve energy during these unusual circumstances. Every little bit helps.</p> <p>Stay warm and stay safe.</p> <p>Fred Kirkwood Chief Customer Officer</p>  <p>Summit Natural Gas, Inc. 111 Clark Ct. Baltimore, MD 66516</p>	<p>11789 5094 31 138</p>
<p>Date: Tues March 2, 2021 9:15 am Subject: Questions about your bill? We're here to help Sent: 11/789 Opened: 5094 Open Rate: 43% Unsubscribed: 12 Links clicked: 87 CTR (of opened emails): 2%</p>	 <p>The February winter storm and historically cold temperatures made headlines across the Midwest, which understandably raised some concerns for many of our customers.</p> <p>Rest assured, Summit crews worked around the clock to monitor the severe weather conditions and work around the clock to address this situation. We were able to maintain gas service to homes and businesses throughout the communities we serve, ensuring our customers were safe and able to stay warm throughout the storm.</p> <p>Thank you to all of our customers for turning down your thermostats and reducing your energy usage during the storm – it made a difference, and helped keep your neighbors comfortable and safe.</p> <p>We understand you may have questions about the impact on your gas bill. Gas usage is the single largest portion of energy bills, and cold weather is the biggest weather-related factor. We encourage you to keep energy usage as low as possible to help reduce the strain on our system and to help increase commodity prices.</p> <p>While the winter storm caused unprecedented demand and increased commodity prices, we are committed to making sure the impact on our customers' cost of gas will be reasonable. We're working closely with state regulators to determine the best options to help mitigate the impact on customer bills.</p> <p>We're here to help</p> <p>If you're concerned about being able to pay your bills, please reach out to our Customer Care team at 1-800-455-4555. We'll do our best to help you. Summit Natural Gas continues to be available to see what additional resources are available.</p>  <p>Summit Natural Gas, Inc. 111 Clark Ct. Baltimore, MD 66516</p>	<p>11789 5094 31 138</p>

CHANNEL: Press Release & Press

Date	HEADLINE	Channel	Lawmakers contacted:	Inquiries	Posted to Website:	Web address:	Press release:
Sun, Feb 14 9:10 pm	Summit Natural Gas Asks Customers to Conserve Energy Usage	Media Release / website (See column H)	Lebanon/Rogersville area Lawmakers: Rep Jeff Knight, Sen Sandy Crawford; Mayor Carr, all city council assembly members, City administrator, and lobby team; Lobby team communicating directly with Governor Parson.	3 media inquiries: KOLR Ch 10 Springdale; Fox News KRCG Columbia; one inquiry re: electric blackouts	2/13/2021 0:00	https://summitnaturalgas.com/Article/444/cold-weather-conservation-tips	
Mon, Feb 15, 8:47 am	Summit Natural Gas Asks Customers to Conserve Energy Usage	Media Release / website (See column H)	Lebanon/Rogersville area Lawmakers: Rep Jeff Knight, Sen Sandy Crawford; Mayor Carr, all city council assembly members, City administrator, and lobby team; Lobby team communicating directly with Governor Parson.	3 media inquiries: KOLR Ch 10 Springdale; Fox News KRCG Columbia; one inquiry re: electric blackouts	2/14/2021 0:00	https://summitnaturalgas.com/Article/444/cold-weather-conservation-tips	
Mon, Feb 15	UPDATE: Frigid Weather Sees Utilities Urge Customers to Conserve Energy Usage	Kansas Public Radio				https://www.bransontribunesnews.com/news/free/article_13019894-6fd0-11eb-b876-9b5839cf5c45.html	
Mon, Feb 15	Summit Natural Gas Asks Customers to Conserve Energy Usage	Lake News Online				https://www.lakenewsonline.com/story/news/2021/02/15/summit-natural-gas-asks-customers-conserve-energy-usage/6752367002/	
Mon, Feb 15	Missouri utilities ask customers to conserve energy during winter storm	The Missouri Times				https://themissouritimes.com/missouri-utilities-ask-customers-to-conserve-energy-during-winter-storm/	
Mon, Feb 15	Area residents asked to conserve energy during extreme cold weather	Branson Tri Lakes News				https://www.bransontribunesnews.com/news/free/article_13019894-6fd0-11eb-b876-9b5839cf5c45.html	
Mon, Feb 15	Frigid weather sees utilities urging customers to conserve power	CBS 13 KRCG				https://krcgtv.com/news/local/frigid-weather-sees-utilities-urging-customers-to-conserve-02-15-2021	
Thurs, Feb 18	Summit Natural Gas Restores Gas Service to Industrial Customers	Media release / website			2/18/2020	https://summitnaturalgas.com/Article/154/summit-natural-gas-restores-gas-service-to-industrial-customers	
Mon, March 1st	Questions about your bill? We're here to help	media release / website			3/1/2021	https://summitnaturalgas.com/Article/158/questions-about-your-bill-we-re-here-to-help	

APPENDIX A

CHANNEL: Websites

Missouri: www.SummitNaturalGas.com

Posted to Website:	Asset:	Subject	Page Visits	Web address:
2/13/2021	press release / landing page	Cold Weather Conservation Tips		https://summitnaturalgas.com/Article/144/cold-weather-conservation-tips
2/14/2021	press release / landing page	Summit Natural Gas Asks Customers to Conserve Energy Usage		https://summitnaturalgas.com/Article/147/summit-natural-gas-asks-customers-to-conserve-energy-usage
2/15/2021	Home page header	Alert: We are asking customers to conserve energy use if able. Click here to learn more!		https://summitnaturalgas.com/Index
Thurs, Feb 18	press release / landing page	Summit Natural Gas Restores Gas Service to Industrial Customers		https://summitnaturalgas.com/Article/154/summit-natural-gas-restores-gas-service-to-industrial-customers
Mon, March 1st	press release / landing page	Questions about your bill? We're here to help		https://summitnaturalgas.com/Article/158/questions-about-your-bill-we-re-here-to-help



Alert: We are asking customers to conserve energy use if able. Click here to learn more!

About • Residential Service • Commercial Service • Safety • Programs • Customer Service

Texting:

Total Spent: \$4,806.81
Text Sent: 726,772 (each message was 3-5 messages 160 char per part)

MO All Conserve

Text: This is Summit Natural Gas. We are asking for your help, provided you are able to do so safely, by conserving your energy usage for the next few days. Visit www.summitnaturalgas.com for tips on how to conserve energy and stay warm. Thank you for doing your part as we all work together during these unusual circumstances.

Start: 2/16/2021 13:55
End: 2/16/2021 15:43

File: SNGMO Emergency Calls.csv

Texts Sent: 29,591
Total Bounce Backs: 13,852

Robocalls

State	2/14/2021	2/15/2021	2/16/2021	2/17/2021	TOTAL
MO	4,654	1,469	32,876	0	38,999

MO Feb 14 Robocall:

Hello, this is Summit Natural Gas. Due to extreme weather conditions, electric and gas utilities across the Midwest are experiencing constrained natural gas supplies. Like other utilities across the state, we are asking for your help, provided you are able to do so safely, by conserving your energy usage for the next few days. You can do this by turning your thermostat down lower than usual if health permits, closing your curtains, shutters and garage doors to keep in warm air, and closing your fireplace damper unless a fire is burning. Even small individual adjustments can make a big difference. Thank you for doing your part as we all work together during these unusual circumstances.

NOTES:

- MO 2/14 started calls Sunday night
- 2/15 Contacted engineers at Teleworks for speed of calls - they said system not set up to send this many calls - not good for emergencies
- MO 2/16 change to voice recording and higher port capacity

Start/End	2/14 8:54pm - 2/15 6:28pm	2/15 6:08pm - 2/15 7:16pm	2/16 7:36am - 2/17 8:20am	TOTALS
State	Missouri	Missouri	Missouri	
Total Number of Calls	29,898	998	25,328	
Human	1,765	326	9,081	
Voicemail	947	239	9,582	
Busy Signal	44	7	189	
No Answer	1,027	177	2,515	
Not Attempted	25,244	0	0	
Other	871	249	3,961	
Tota Attempted Calls	4,654	1,469	32,876	38,999
Average Call Duration	1	0.9	0.9	