

MISSOURI PUBLIC SERVICE COMMISSION

**STAFF REPORT
COST OF SERVICE**

APPENDIX 7

Supporting Documents for Advertizing Expense

**LACLEDE GAS COMPANY
CASE NO. GR-2010-0171**

the earth will thank you...

By using natural gas to heat your home,
dry your clothing and cook for your family,
you will cut greenhouse gases,
naturally...

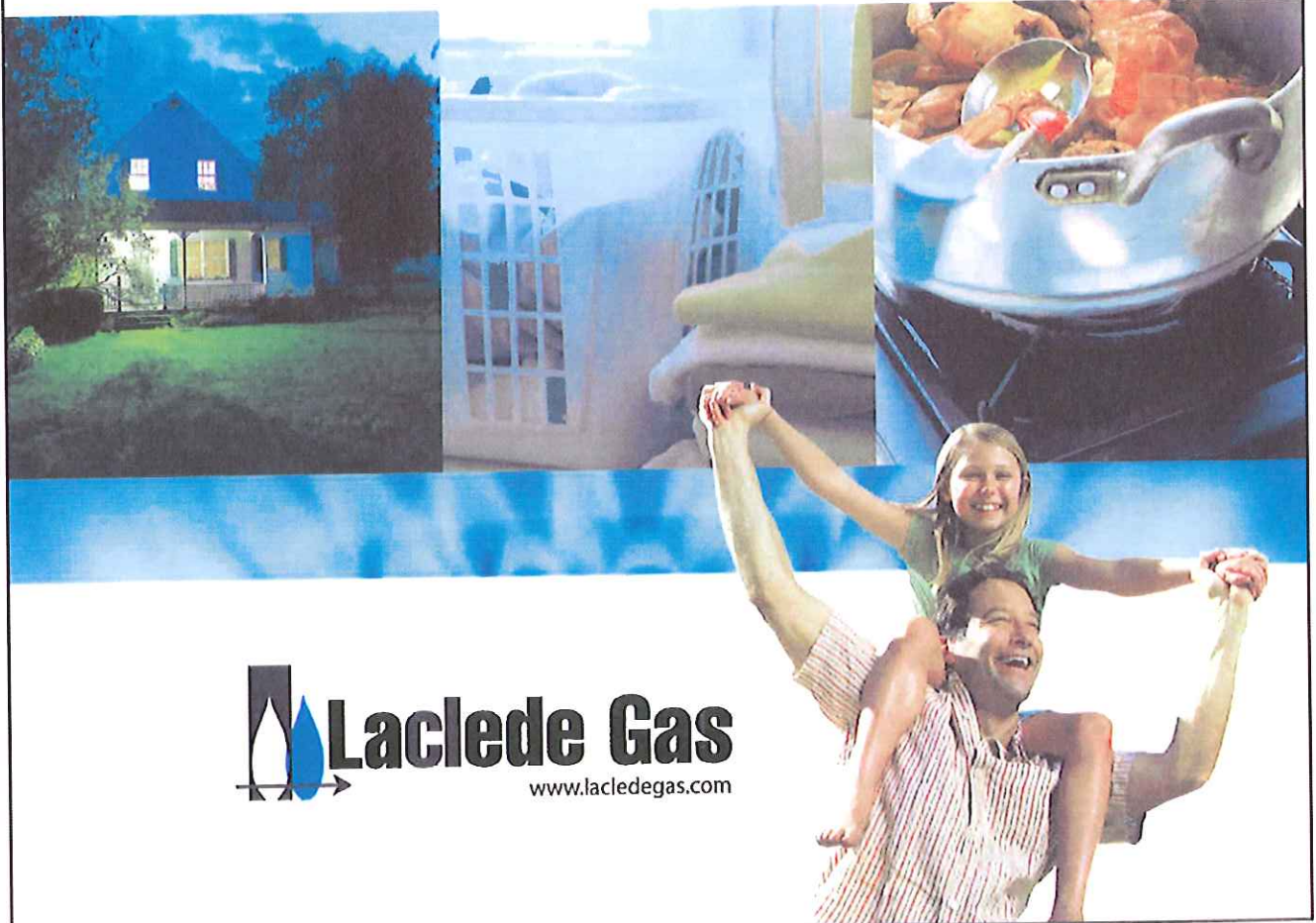
Isn't that smart?




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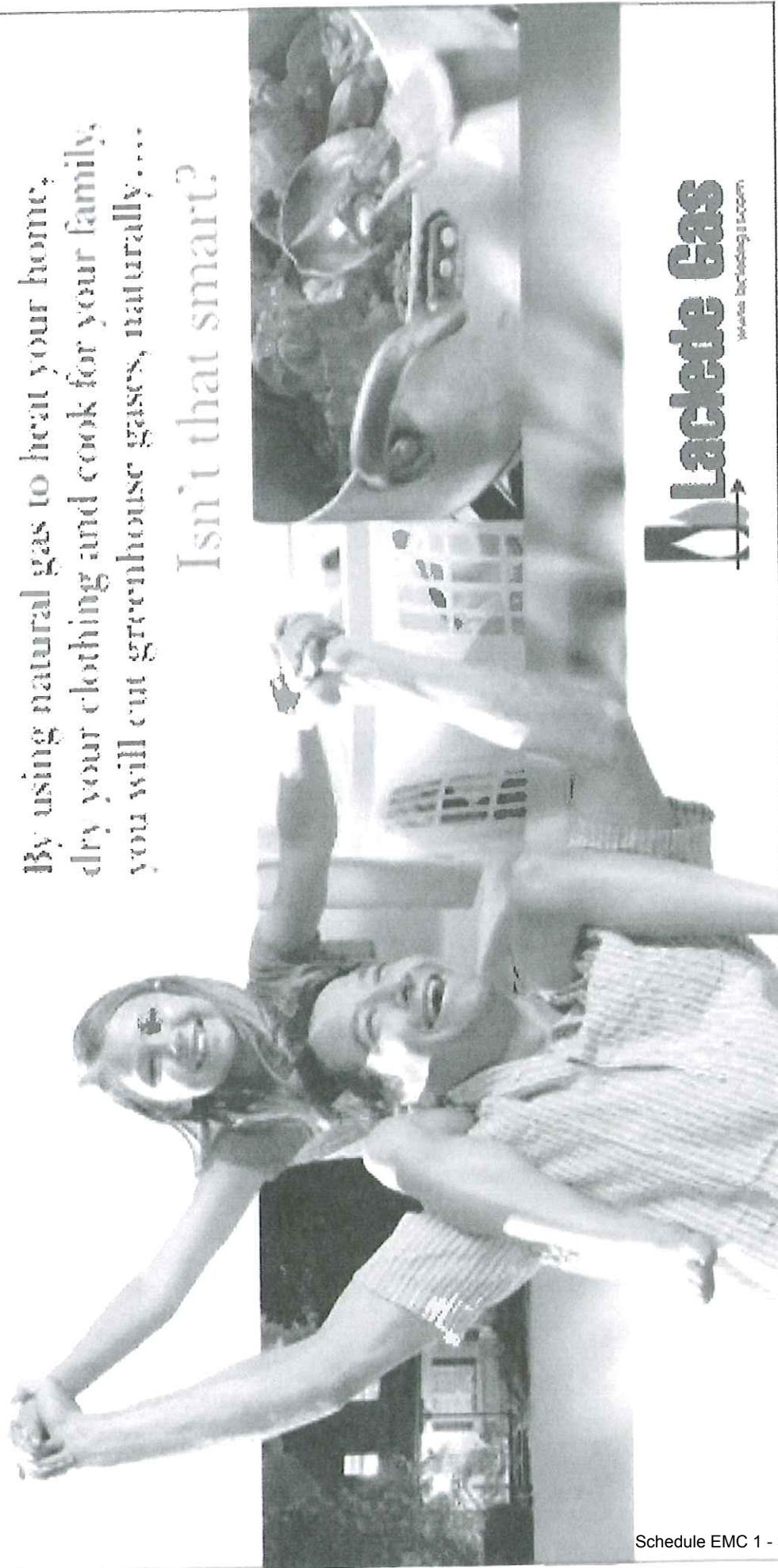


 **Laclede Gas**
www.lacledegas.com

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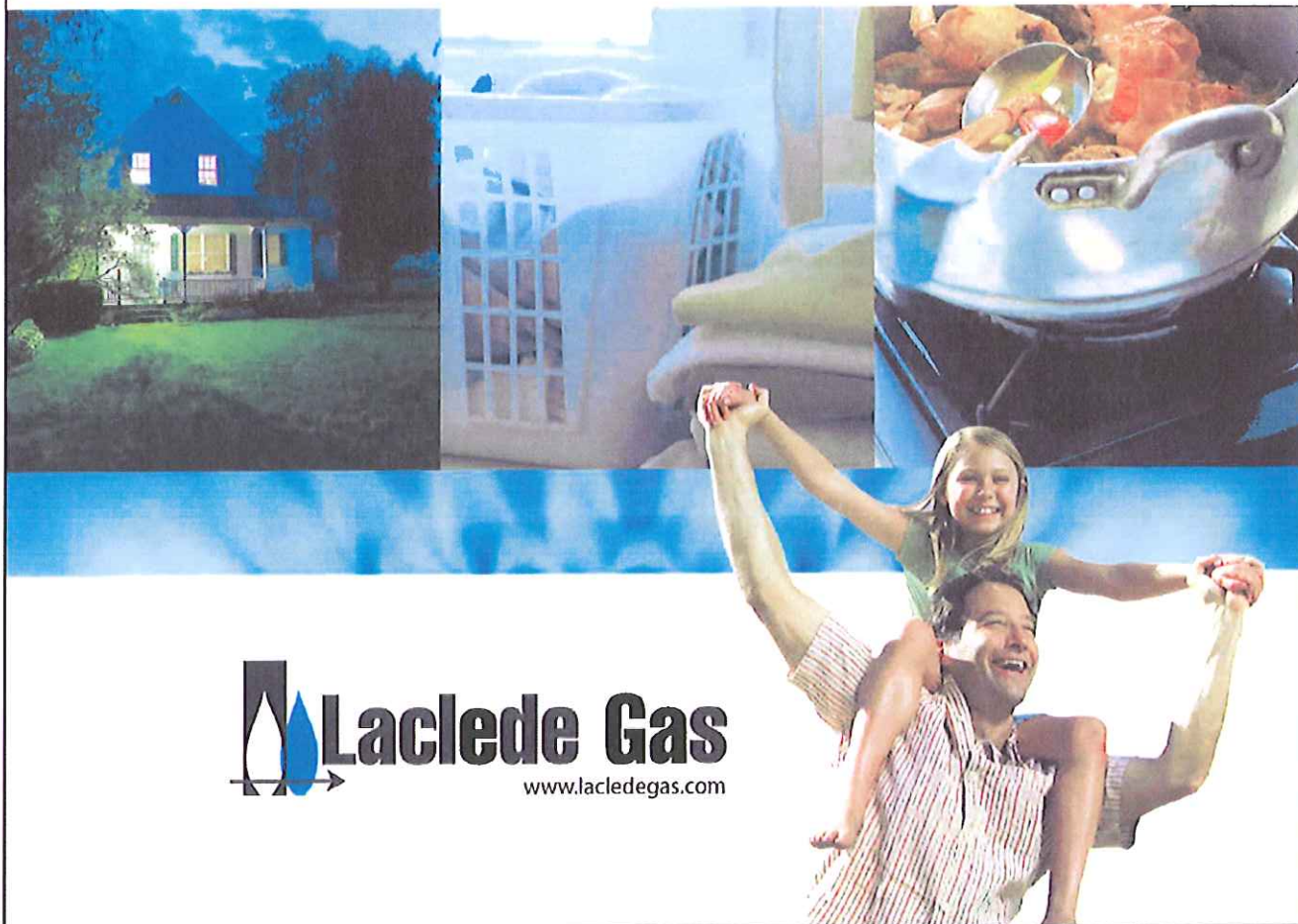
Laclede Gas
Heating. Hotwater. A lot more.

the earth will thank you...

CEO Midwest
December 2008
January 2009
February 2009
March 2009
April 2009
May 2009
June 2009

By using natural gas to heat your home, dry your
clothing and cook for your family, you will cut
greenhouse gases, naturally....

Isn't that smart?



The collage consists of four distinct images. The top-left image shows a two-story house at night with its lights on. The top-middle image shows a white laundry basket filled with clothes. The top-right image shows a large pot of food cooking on a stove. The bottom image shows a man lifting a young child into the air, both smiling.

 **Laclede Gas**
www.lacledegas.com

the earth will thank you...

CJ (Commercial Journal)
December 2008
January 2009
February/March 2009
April 2009
May 2009
June/July 2009
August/September 2009

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The collage consists of four distinct images. The top-left image shows a two-story house with a porch, illuminated by warm lights against a dark night sky. The top-middle image shows a white laundry basket filled with colorful clothes. The top-right image shows a large pot on a stove, filled with a colorful stew or soup. The bottom image shows a man and a woman smiling and holding hands, with the man lifting the woman into the air.

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The collage consists of four square images arranged in a 2x2 grid. The top-left image shows a two-story house at night with its lights on. The top-middle image shows a white clothes dryer with laundry inside. The top-right image shows a stainless steel pot on a stove with food cooking inside. The bottom image is a larger, horizontal photo of a smiling man lifting a young girl on his shoulders, both with their arms raised in the air.




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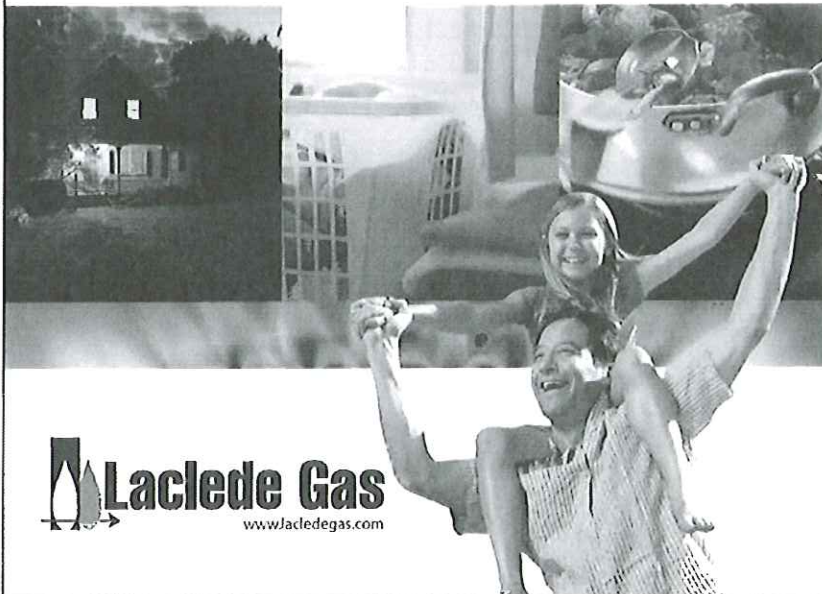
The collage consists of four distinct images. The top-left image shows a two-story house at night with its interior lights glowing through the windows. The top-middle image shows a laundry room with a white front-loading washing machine and a clothesline. The top-right image shows a large pot on a stove, filled with a colorful vegetable soup or stew. The bottom image is a large, vibrant photo of a man and a young girl jumping joyfully in the air, holding hands, with a bright blue sky in the background.

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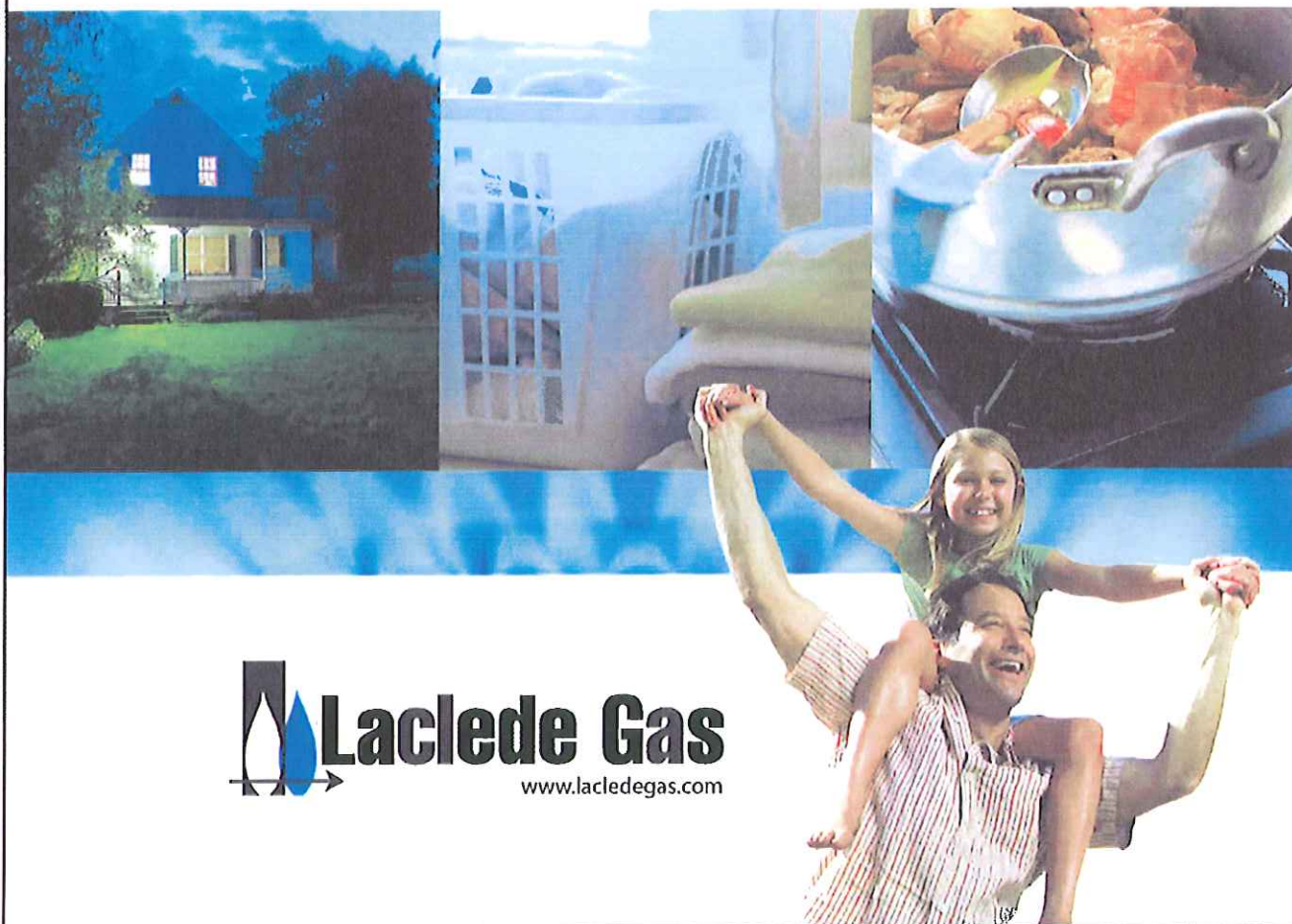


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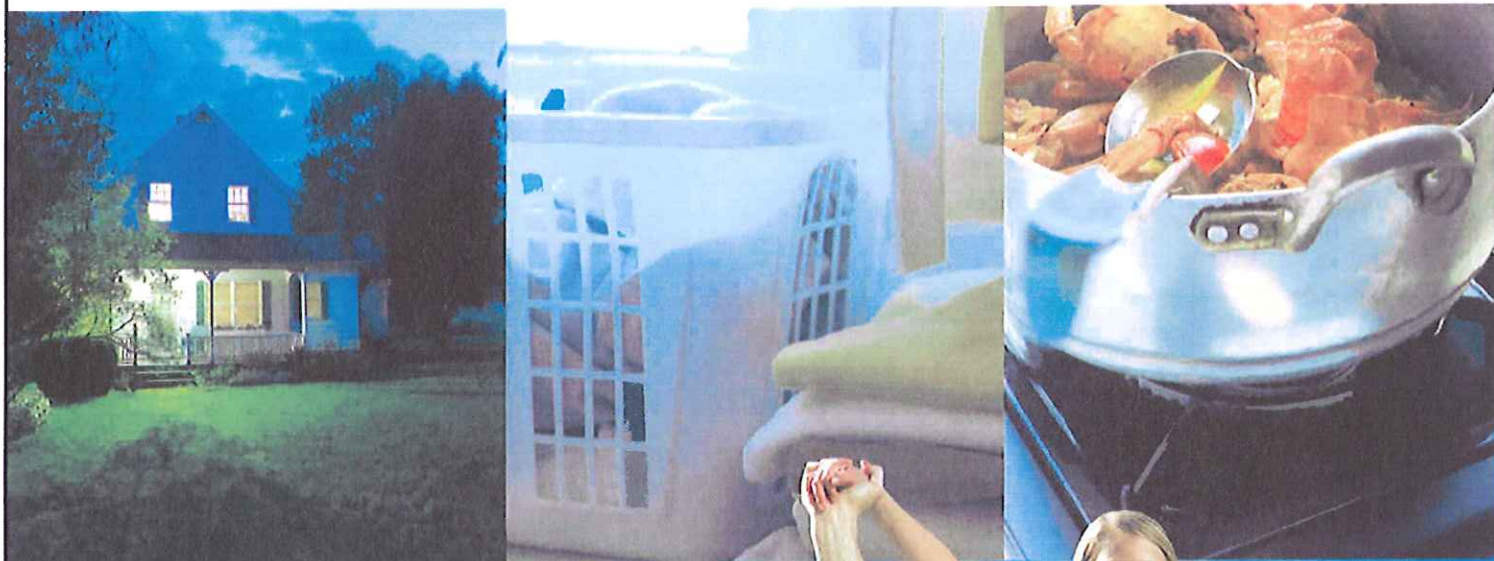
The collage consists of four distinct images. The top-left image shows a two-story house at night with its interior lights glowing and a small porch light on. The top-middle image is a close-up of a white front-loading washing machine with its glass door slightly ajar. The top-right image shows a stainless steel pot on a gas stove, filled with a colorful vegetable soup or stew. The bottom image is a large, vibrant photo of a man in a striped shirt lifting a young girl in a green shirt into the air; both are smiling and holding hands, with the girl's arms raised in a celebratory gesture.

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Laclede Gas
www.lacledegas.com

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7/10/08 2:18:39 PM




the earth will thank you...

St. Louis At Home
May/June 2009
September/October 2009

By using natural gas to heat your home, dry your
clothing and cook for your family, you will cut
greenhouse gases, naturally....

Isn't that smart?

 **Laclede Gas**
lacledegas.com



Laclede Gas
:60 Radio | Dollar Help
"Dave"
1/8/10

REVISED 1

SFX: *Neighborhood sounds.*

GARY: Hey, Frank...what's up?

FRANK: What's up? I'm puttin' up the lights, puttin' up the tree...puttin' up with the in-laws...

GARY: I hear ya...hey, you hear about Dave?

FRANK: No.

GARY: He got laid off last week.

FRANK: Aw, man...

GARY: Yeah...anyway, we're gonna have a little neighborhood thing to help them out. You in?

FRANK: Absolutely. Man, there's a lot of that goin' around...

GARY: Yup. Hey, speaking of which...um...you ever check the boxes on your Laclede Gas bill?

FRANK: Which ones?

GARY: The Dollar Help ones.

FRANK: That's the donation thing?

GARY: Yeah, for people in the St. Louis area who are havin' a hard time with their heating bills. Doesn't matter if it's a bill from Laclede, the electric company, propane, heating oil...whatever...Dollar-Help gets the money to people who need it. For a couple bucks...it feels pretty good...

FRANK: You're just a big ol' Santa, aren't ya?...

GARY: Well, I mean, who's to say what happened to Dave won't happen to me or you. If the shoe was on the other foot, Dave would do it for you...

FRANK: Maybe. But I'd probably have to give him back his tools first.

ANCR: ***(FEMALE) For more than 25 years, Dollar-Help has made a difference in St. Louis. If you want to warm your neighbor's heart this winter, simply check one of the Dollar Help boxes on your Laclede Gas bill. Visit dollarhelp.org to learn more.***

Laclede Gas
:60 Radio | Green
"Green"
1/8/10

REVISED 1

SFX: *Neighborhood sounds.*

GARY: Hey, Frank...I've been doing some thinking...

FRANK: Uh oh – look out!

GARY: What?

FRANK: What's on your mind, buddy?

GARY: Natural gas.

FRANK: *And...*

GARY: No really. Global warming. My carbon footprint. Seriously, Frank, think about this: Electricity's good, but it's mostly generated by coal, which doesn't help the planet. Other energy sources sound cool, but they're not practical yet. So where does that leave us?

FRANK: Um . . .

GARY: Natural gas, Frank. It burns cleaner. It's the best to cook with...as witnessed by the dinner Ann and I served you and Molly two nights ago...

FRANK: That was a great meal – Ann cooks with natural gas?

GARY: Oh yeah – we're fans . . . furnace, stove, clothes dryer and even our generator runs on natural gas. You're workin' on an addition, right?

FRANK: Yeah...

GARY: Call Laclede Gas, Frank. Seriously, they're really on top of all the green stuff goin' on. They even developed the green building guidelines for the National Home Builders Association. It wouldn't hurt you to get a second opinion.

FRANK: Thanks, buddy. By the way, what size is your carbon footprint, anyway? 10? Ten-and-a-half?

GARY: Frank...seriously...call Laclede Gas.

ANCR: *(FEMALE) Efficient energy sources aren't years away...they're here now. Check out the advantages natural gas can offer for your home, business and budget. Call the Laclede Gas at 314-621-6960, or visit lacledegas.com and click under energy conservation to learn more.*

Laclede Gas
:10 Radio | Tips

Laclede Gas
:10 Radio | Dollar Help
"Dave/Ten"
1/8/10

ANCR: ***(FEMALE) Keep a St. Louis-area family warm this winter and check one of the Dollar Help boxes on your Laclede Gas bill. All money goes right to the people who need it. Visit dollarhelp-dot-org to learn more.***

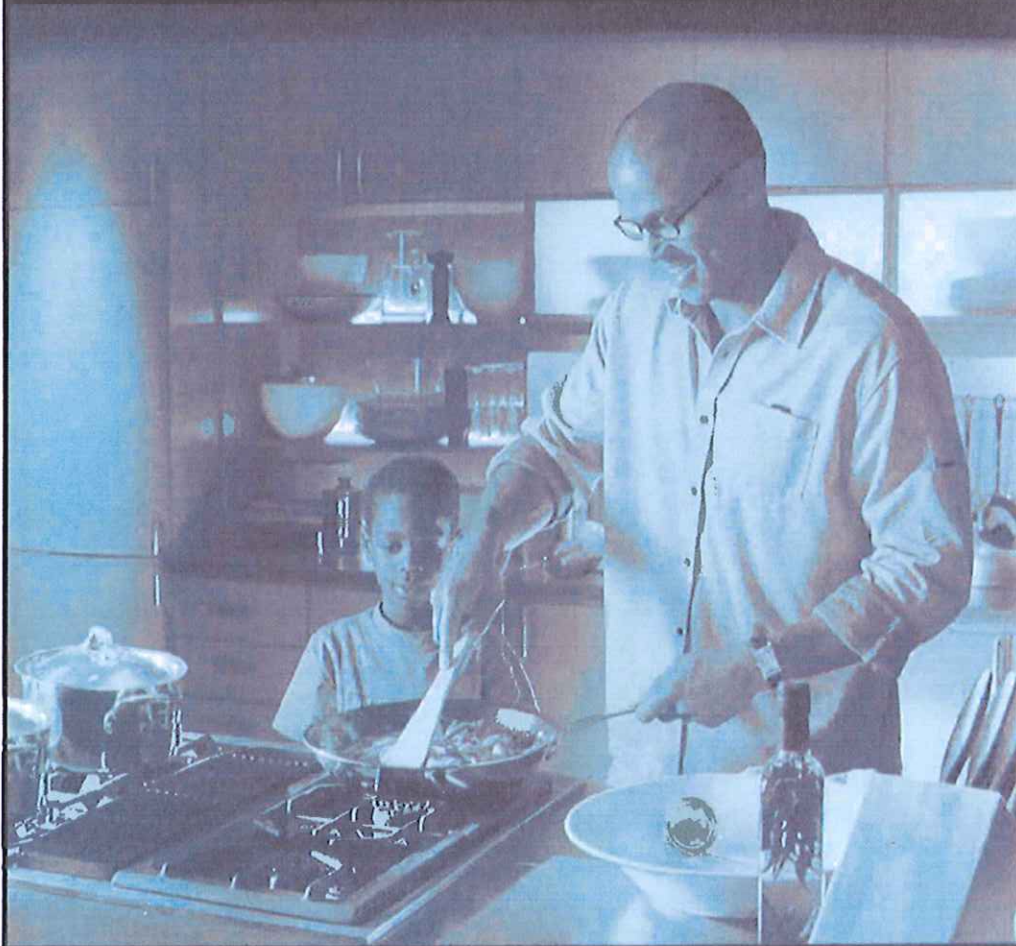
Laclede Gas
:10 Radio | Green
"Green/Ten"
1/8/10

ANCR: ***(FEMALE) Want to go green but don't know where to start? Then stop...and click on Laclede-Gas-dot-com. You'll find advice, answers and advantages from the clean energy experts. That's Laclede-gas-dot-com.***

At moments like this ...

St. Louis American
Martin Luther King, Jr. -- Spc Issue
1/15/09
Black History Month -- Spc Issue
February 2009

One thing you can be sure of.



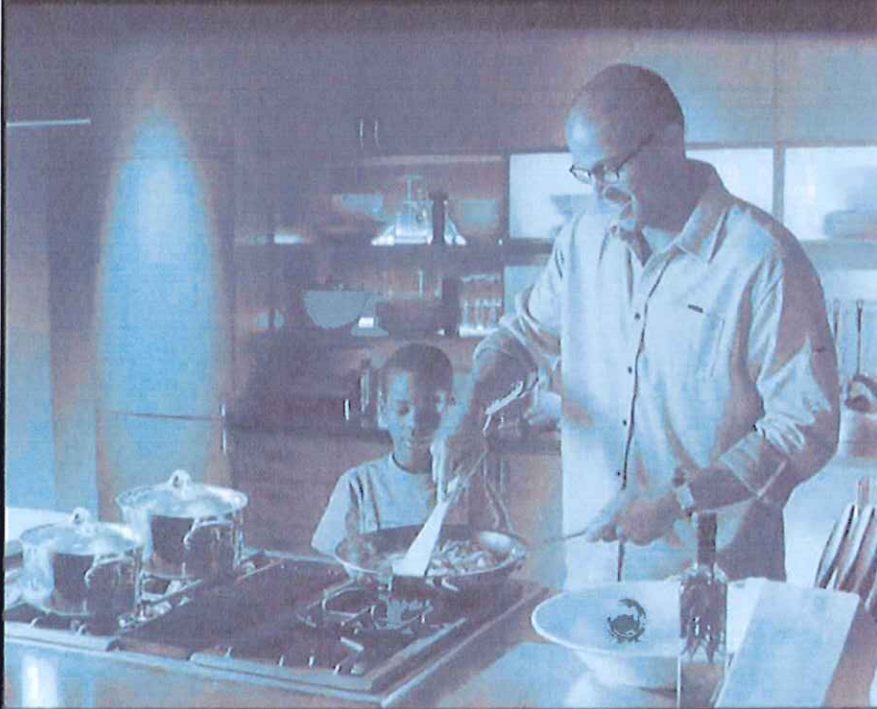
Family time is meant to be special. Whether you're reading your favorite story, watching your favorite movie or cooking your favorite meal; you should be able to enjoy the moment without giving it a second thought. Safe and reliable service is a hallmark of the Laclede Gas experience. For more than 150 years, we've been there for you ... so you can be there for them.



At moments like this ...

Limelight
Black History Month – Spc Issuc

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Service throughout the year . . .

Since 1857, safe and reliable service has been a hallmark of the Laclede Gas experience.

However, we're more than just your natural gas provider. We are in the community; helping to shape the region's growth and development through our involvement with impactful organizations including the Boy Scouts, Junior Achievement, the St. Louis Business Diversity Initiative, RCGA and the St. Louis Minority Business Council.



In addition, each year, Laclede Gas and its employees maintain a rich tradition of supporting numerous charities and organizations throughout our community.

From the United Way to Dollar-Help to the Salvation Army and energy assistance programs, Laclede Gas is a resource for the residents of the St. Louis metropolitan area.



. . . there when you need us.

Laclede Gas and St. Louis

More than 150 Years of Working Together

Laclede Gas has been fueling growth in St. Louis for more than 150 years. The company began operations in 1857, a time when settlers were still using St. Louis as a jumping-off point for the West.

Named for the aristocratic French trader Pierre Laclede, who in the late 1700s saw the possibilities of a great city, Laclede was one of 12 stocks selected for the original Dow Jones list of New York Stock Exchange traded companies.

Laclede started small by providing street lighting for the city of St. Louis. Over time, the company developed a strong presence in the residential heating and cooking markets and now provides the majority of heating needs in the region. The largest natural gas distribution utility in Missouri, Laclede celebrated its 150th anniversary in 2007.

The prosperity of the city is reflected in the company's own growth through the years, having expanded to now serve 632,000 customers in the city of St. Louis and ten surrounding counties in Eastern Missouri.

Laclede also vaulted St. Louis into the spotlight of the green building movement by helping to bring the Green Building Initiative to the region. The company drafted the rating and certification guidelines that have been adopted nationally by the Home Builder's Association.

Laclede Gas continues to be a strong leader, a stable community partner, and an essential, reliable foundation to the area's infrastructure. In conjunction with its employees, Laclede shares its expertise and available resources with families, individuals and organizations to make a lasting impact on the community.



THE LACLEDE GAS LIGHT HQ AT 1017 OLIVE ST. WAS A FIXTURE ON THE ST. LOUIS SKYLINE FROM 1913 TO 1970.



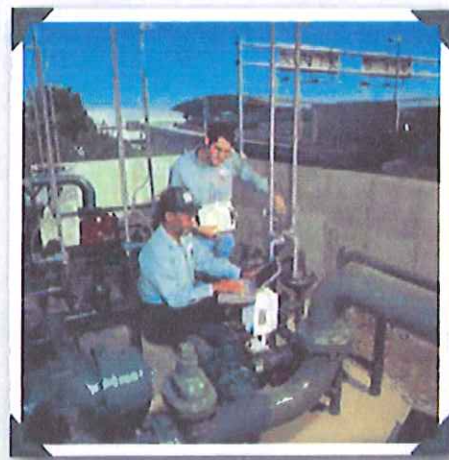
1950'S AD CAMPAIGN - THE BENEFITS OF NATURAL GAS APPLIANCES.



SERVICE THROUGHOUT THE YEAR.



SINCE 1970, LACLEDE'S HQ HAS BEEN AT 720 OLIVE ST.



LACLEDE HAS BEEN INSTRUMENTAL IN THE EXPANSION OF LAMBERT-ST. LOUIS INTERNATIONAL AIRPORT.



LACLEDE GAS LACLEDE GAS AND ST. LOUIS MORE THAN 150 YEARS WORKING TOGETHER

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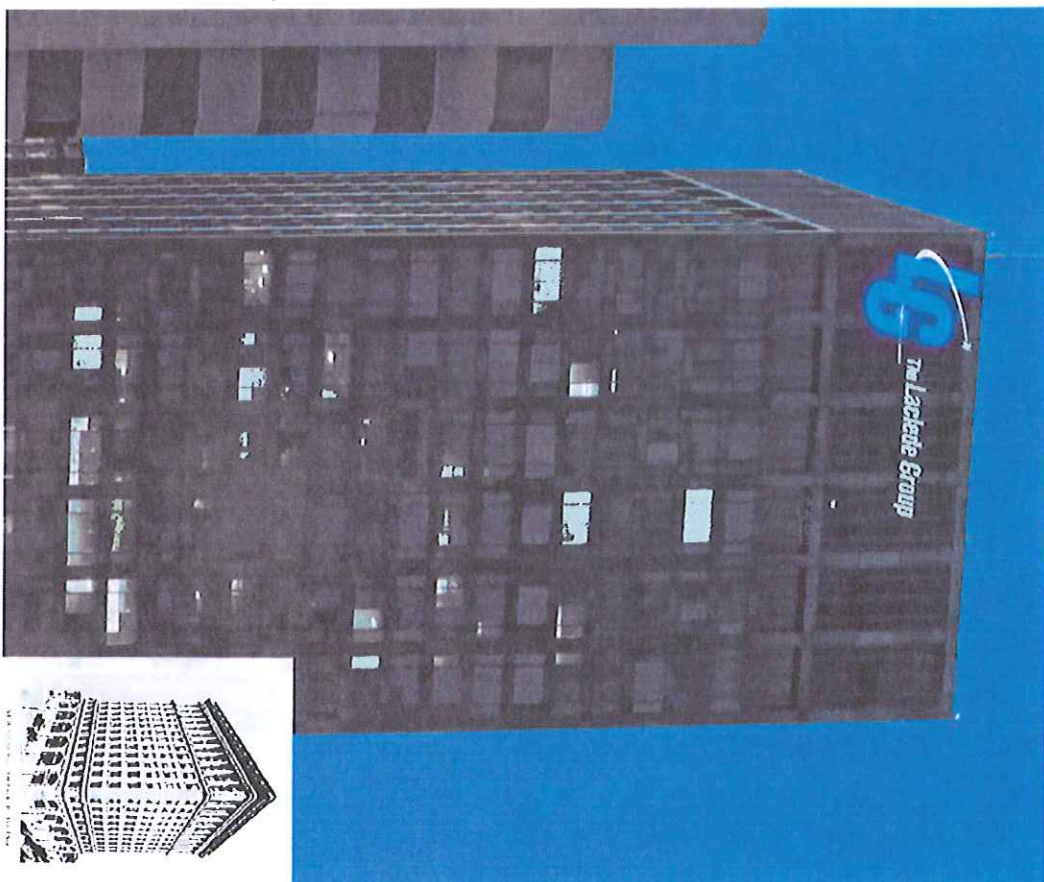
own growth through the years, having expanded to now serve more than 630,000 customers in the city of St. Louis and ten surrounding counties in Eastern Missouri.

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AS SEEN IN MIDWEST CEO



AS SEEN IN MIDWEST CEO

CEO Midwest
February 2009

Today, tomorrow and for generations to come ...



When we think of the ideal "green" environment and the right type of energy to use, natural gas continues to be the logical – and sustainable – choice. Not only is natural gas the cleanest of the fossil fuels, it emits far fewer greenhouse gases than coal or oil, and provides the convenience and reliability that many residents of the St. Louis region desire.

As a subsidiary of The Laclede Group, Inc. (NYSE: LG), Laclede Gas Company is the largest gas distribution company in Missouri, serving approximately 630,000 customers in St. Louis and surrounding counties in Eastern Missouri. Laclede stakes its reputation on providing safe and reliable services with a focus on exceeding customers' expectations and safeguarding the environment.

Major shale gas basins in the United States



Identifying Diverse Sources of Natural Gas

With a growing demand for natural gas as the fuel of choice for generating electricity, and that demand's potential impact on gas supply, deliverability and prices, it is vital to identify new sources of natural gas. During the last several years, a number of companies have started extracting natural gas from alternative sources such as the shale deposits that underlie a substantial portion of the United States. Recognizing the value of acquiring gas supplies from a variety of sources, Laclede has carefully diversified its portfolio by acquiring supplies from several exploration and development companies, thereby giving the company and its customers access to dependable supplies of natural gas.

Creating Best Practices for a 'Green' Home

Laclede also understands and embraces its role as an environmental steward. In addition to its damage prevention program, which the Environmental Protection Agency (EPA) has recognized for reducing greenhouse gas emissions, the company sponsors numerous events each year spotlighting "green" topics and practices, placing high importance on this effort with its customers and the communities it serves.

As a leader in "green" building, Laclede Gas Company helped bring the Green Building Initiative (GBI) to

the region. The GBI encourages builders to construct homes that are environmentally friendly while conserving resources, energy and materials. The rating and certification guidelines developed by Laclede have been adopted by the National Association of Home Builders. The company believes adoption of these environmentally friendly building practices is an important component of our country's future environmental, conservation and energy policies. Laclede is a member of the National U.S. Green Building Council (USGBC) and serves on the board of the St. Louis Regional Chapter of the USGBC, which promotes leadership, energy and green building design for commercial and residential buildings through its Leadership in Energy and Environmental Design (LEED) Program.

Shining the 'Green' Spotlight on St. Louis

Laclede's position as a "green" building leader offered it the unique opportunity to shine a spotlight on environmentally friendly building practices on national television. In September 2008, the company played a prominent role in the production of an episode of ABC's *Extreme Makeover: Home Edition* in which a deserving family within Laclede's service area received a brand new home. Laclede leveraged its expertise in constructing energy-efficient, environmentally friendly homes to help provide that family the "green" home of their dreams. The episode also provided a platform to raise awareness of how natural gas can be utilized as a key component in building a "green" home.

Laclede's participation ensured the newly constructed home would be as energy efficient as it is attractive. The home contains all energy-efficient building components and demonstrates the latest in energy-saving building practices. In addition to donating time and resources

to relocate the natural gas service to the home and to install a gas grill, Laclede worked very closely with the builders to certify the home at the GBI "Silver" level, a first for the TV series.

Earning Top Honors for Our 'Green' Work

The Southern Gas Association (SGA) recently awarded Laclede Gas Company its 2009 Marketing Best Practices Award in the newly created "Green Marketing" category for its work with the *Extreme Makeover: Home Edition* production. The award recognizes a specific customer marketing effort that demonstrates a commitment to a healthier, more energy-conscious environment. This year's recognition marks the third time Laclede has won an SGA "Best Practices" award since the program started in 2001.

Many of Laclede's efforts and practices have also been acknowledged by the EPA. During 2008, the EPA welcomed the company into the Natural Gas STAR partner program. This program encourages companies across the natural gas and oil industries to adopt cost-effective technologies and practices that improve operational efficiencies and reduce methane gas emissions. The EPA also selected Laclede as its Natural Gas STAR Rookie of the Year for 2008. This past summer, the EPA once again spotlighted Laclede's efforts, noting that the company was the "first Natural Gas STAR distribution partner to formally report emission reductions resulting from the implementation of a damage prevention program."

Laclede is committed to ensuring that credible and sustainable practices are used to protect the environment both for ourselves and for generations to come.





We're more than just your natural gas provider...

We're in the community.

Helping to shape the region's growth.

Supporting groups such as the
RCGA, St. Louis Business Diversity Initiative and
the St. Louis Minority Business Council.

We're investing in St. Louis.

www.lacledegas.com



The Original Green Energy

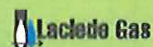


Taking green to a new level

Natural gas is the most eco-friendly energy choice. That's why it has powered the heating and electricity of our headquarters for almost 40 years ... now that's a commitment to a greener St. Louis.

Want to know how you can make St. Louis greener? Get your gas bill electronically through our e-bill service. It's quick. It's easy. And the earth (and your wallet) will thank you.

Learn more at lacledegas.com.



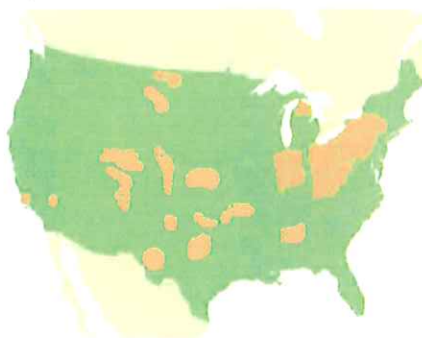
The Original Green Energy

Laclede Gets the Gold for Its Green Efforts

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Major shale gas basins in the United States



Diverse Sources of Natural Gas

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Best Practices for a ‘Green’ Home

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The ‘Green’ Spotlight on STL

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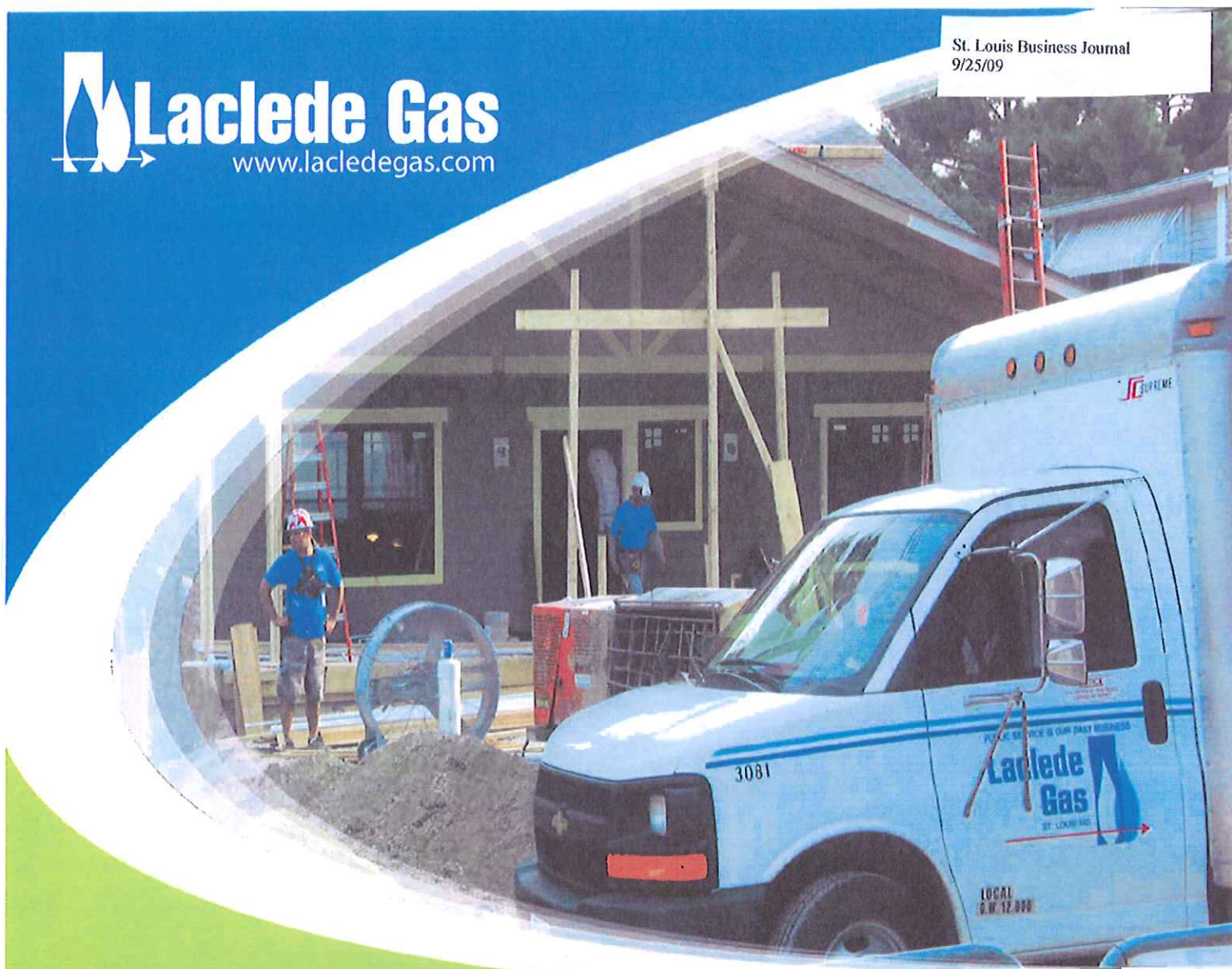
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The original green experts

When we think of the ideal "green" environment, it involves sustainable (or "green") building and the use of the right type of "green" energy. We're proud to play a leadership role in providing both.

Laclede helped the HBA of St. Louis bring the Green Building Initiative (GBI) to the region and assisted in the drafting of the verification protocol adopted by the National Home Builders Association. The GBI encourages builders to construct environmentally friendly homes that conserve resources, energy and materials. We also provide counsel and support to the growing number of local green builders in the St. Louis area.

Natural gas continues to be the logical – and sustainable – energy choice. Not only does natural gas emit far fewer greenhouse gases than coal or oil, it provides the convenience and reliability that many residents of the St. Louis region desire ... no wonder we call it the original green energy.





Go Green, Win Some Green!

Sign up for e-bill by September 30, 2009 and qualify for a \$1,000 cash prize drawing and a "green" charity donation.

Visit lacledegas.com for details and official rules.

Go paperless! The earth will thank you.



The Original Green Energy

GLP09-1124-091-08
Green Living Expo
St. Louis
:30 Promo
11/24/09
Frank Geslani

VO: Mike Kid: Amber VO2: Kyle
--

Laclede = luh-CLEED

VO: History goes green at the Missouri History Museum!

Kid: It's the second annual Green Living Expo.

VO: There's a free exhibit on the history of the Missouri Botanical Gardens.

Kid: Shop eco-friendly, see cool green demos, enjoy live music, and more!

VO: That's Sunday, December 6th from 10 to Four at the Missouri History Museum in Forest Park.

Music change to fun tribal beat.

VO2: Get ready for a wild time with the Road Crew at the History Museum. We're playing the Safety Safari game show, powered by Laclede Gas. Cool prizes are up for grabs from 11 to 12:30 on December 6th. A-M 12-60 Radio Disney!

LGC09-0421-091-2

LACLEDE GAS

SPOT :60

ST. LOUIS

4/21/09

by Bob Evans

UPDATE of LGC09-0130-094-2

Murray: Leon gruff and deep –
like a construction worker
Eco: **Shelby** is a girl frog
VO: Kyle

TALENT NOTE: *Murray must have Deep, Gruff voice – like a construction worker.*

VO Laclede Gas presents the Gas House Gang!

Jack I'm Jack the Dog... rrrrrUFFFF! I sniff out safety and fun!

Daisy I'm Daisy the Dinosaur! (SFX: dino roar) I tell the history of Laclede Gas!

Pierre (French accent) Allo, I'm Pierre the Penguin. I've got cool tips for you!

Eco Take it from me, Eco the Frog, it's easy being green! (re-deep!)

Murray Howdy, I'm Murray the Mole. You'll dig what I have to say! As soon as I see dirt, I can't wait to start DIGGING!! But, I always put safety first because I know there's a lot of stuff buried in the yard, including the pipes that bring natural gas into the house so we have heat in the winter and hot water for our baths. But careless digging can not only damage pipelines but it could be dangerous too. Before you dig—even if it's something as simple as planting a tree—please ask your parents to call 1-800-DIG-R-I-T-E. That's 1-800-DIG-RITE.

VO Natural Gas – an energy source that is comfortable, efficient, and virtually pollution-free! Find out more about the Gas House Gang and the story of Laclede Gas Company online at **Laclede-gas-kids-dot-com**. At Laclede Gas, public service is our daily business.

LGC09-0610-092-2

LACLEDE GAS

SPOT :60

ST. LOUIS

1/30/09

by Bob Evans

UPDATE of LGC09-0130-092-2

Pierre: Jim

VO: Kyle

PRODUCER NOTE: Replace VO, Eco, and Murray parts with the tracks just recorded for LGC09-0610-091-2.

VO Laclede Gas presents the Gas House Gang!

Jack I'm Jack the Dog... rrrrrUFFFF! I sniff out safety and fun!

Eco Take it from me, Eco the Frog, it's easy being green! (re-deep!)

Murray Howdy, I'm Murray the Mole. You'll dig what I have to say!

Daisy I'm Daisy the Dinosaur! (SFX: dino roar) I tell the history of Laclede Gas!

Pierre (French accent) Allo, I'm Pierre the Penguin. I've got cool tips for you! Zere are beaucoups of things you can do to save energy een your home. If you're a leetle cheelly, instead of turning up ze thermostat, put on a sweater. Every extra degree adds about 4 or 5 percent to ze heating beel. On a sunny day, open ze curtains and let ze bright sunshine heat your home for free! The less ze furnace has to work, ze more money your family saves on your natural gas beel. And zat's a nice theeng for everybody!

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Audio rejected by Grable (6/23/2009 12:29:55 PM): Okay...one more time... for a couple of reasons

1. The last VO needs to say LACLEDE GAS KIDS DOT COM.
2. This Pierre is getting close, but he still needs to have a heavier french accent like Lumiere from Beauty and the Beast.

LGC09-0610-093-2

LACLEDE GAS

SPOT :60

ST. LOUIS

6/10/09

by Bob Evans

UPDATE of KCC09-0130-095-2

Eco: N/A
Murray: N/A
VO: N/A

**PRODUCER NOTE: Replace VO, Eco, and Murray parts
with the tracks just recorded for LGC09-0610-091-2.**

VO Laclede Gas presents the Gas House Gang!

Murray Howdy, I'm Murray the Mole. You'll dig what I have to say!

Daisy I'm Daisy the Dinosaur! (SFX: dino roar) I tell the history of Laclede Gas!

Pierre (French accent) Allo, I'm Pierre the Penguin. I've got cool tips for you!

Eco Take it from me, Eco the Frog, it's easy being green! (re-deep!)

Jack I'm Jack the Dog... rrrrrUFFFF! I sniff out safety and fun! My philosophy is – follow your nose to safety! If you smell something yucky – like rotten eggs – it could mean you have a natural gas leak. If that happens, tell an adult immediately. With the adult, leave your house or apartment. You can remind your parents that it's also important what NOT to do when there's a gas leak. Don't turn a light switch on or off. Don't switch anything electrical on or off. Don't use a telephone or a cell phone. Get outside quickly, then, from another location, an adult can call the gas company.

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LGC09-0610-091-2

LACLEDE GAS

SPOT :60

ST. LOUIS

6/10/09

by Bob Evans

UPDATE of LGC09-0130-091-2

VO:

Eco: Kathryn Boswell

Murray: Leon

VO Laclede Gas presents the Gas House Gang!

Pierre (French accent) Allo, I'm Pierre the Penguin. I've got cool tips for you!

Jack I'm Jack the Dog... rrrrrUFFFF! I sniff out safety and fun!

Eco Take it from me, Eco the Frog, it's easy being green! (re-deep!)

Murray Howdy, I'm Murray the Mole. You'll dig what I have to say!

Daisy I'm Daisy the Dinosaur! (SFX: dino roar) And here's the history of Laclede Gas!

Music *Transition to the age of the dinosaurs*

Daisy Millions of years ago, dinosaurs just like me roamed the earth! Natural Gas is known as a fossil fuel because it was created from the remains of the plants and animals that lived long ago! Those remains were trapped deep in the earth and over millions of years transformed in natural gas and petroleum. Nowadays, our friends at Laclede Gas capture natural gas and transport it into your homes where it's used for cooking your meals, warming up your house, and heating up your water. Natural gas from Laclede Gas – it's a –pretty wonderful thing.

VO Natural Gas – an energy source that is comfortable, efficient, and virtually pollution-free! Find out more about the Gas House Gang and the story of Laclede Gas Company online at Laclede-gas-kids-dot-com. At Laclede Gas, public service is our daily business.

LGC09-0421-092-2

LACLEDE GAS

SPOT :60

ST. LOUIS

4/21/09

by Bob Evans

UPDATE of LGC09-0130-093-2

Eco:Cherami
Murray: Leon

VO Laclede Gas presents the Gas House Gang!

Jack I'm Jack the Dog... rrrrUFFFF! I sniff out safety and fun!

Murray Howdy, I'm Murray the Mole. You'll dig what I have to say!

Daisy I'm Daisy the Dinosaur! (SFX: dino roar) I tell the history of Laclede Gas!

Pierre (French accent) Allo, I'm Pierre the Penguin. I've got cool tips for you!

Eco note: Eco needs to sound more animated like a frog...sound more animated like "Kermit the Frog" and more "throaty"

Eco Take it from me, Eco the Frog, it's easy being green! (re-deep!) Natural gas is the cleanest of all the fossil fuels. That makes it great to use in our homes for stoves, clothes dryers, furnaces, and water heaters. These appliances are more efficient than ever – which means they cost less to operate – and that's good news for mom and dad. We can do many things to improve our environment, but we can't renew the resources it took nature millions of years to create. That's why natural gas makes a lot of sense – it's an abundant resource that brings clean energy into our homes.

VO Natural Gas – an energy source that is comfortable, efficient, and virtually pollution-free! Find out more about the Gas House Gang and the story of Laclede Gas Company online at **Laclede-gas-kids-dot-com**. At Laclede Gas, public service is our daily business.

:15 promo for LACLEDE GAS CONSERVATION VIDEO

1 LACLEDE GAS HAS GREAT TIPS TO HELP YOU REDUCE YOUR ENERGY USE
2 AND EXPENSE WHILE HELPING THE ENVIRONMENT. CHECK OUT THEIR
3 NEWEST VIDEO, "TIPS TO SAVE YOU MONEY" AT (KLOU.COM/KMJM.COM) IT
4 TURNS OUT IT'S EASY BEING GREEN! FIND OUT HOW AT KLOU.COM
5 (KMJM.COM)
6
7
8

:10 end of 3

:30 end of 9

:60 end of 19

:15 promo for LACLEDE GAS SAFETY VIDEO

Type must be Arial 11 – caps and bold.

1 TAKE JUST A COUPLE MINIUTES TO HELP KEEP YOUR FAMILY SAFE .
2 GO TO **KLOU.COM** AND ENTER KEYWORD LACLEDE GAS TO SEE AN
3 INFORMATIVE VIDEO PRESENTED BY LACELDE GAS AND MISSOURI
4 NATURAL GAS – THAT'S **KLOU.COM** KEYWORD LACELDE GAS FOR
5 **SAFE SUMMER FUN!**

6 Switch out **KLOU.COM** for THEBULLROCKS.COM on KSD
7
8

9
10
11
12
13
14
15
16
17
18

:60 end of 19

KCC09-0130-091-16R –spot: 60
Kids Can Cook / Laclede Gas
St Louis
01-30-09
David May

Kid1: Josh Kid2: girl 2/13 VO: Bryan
--

Laclede: (luh-KLEED)

Kid1: Hello everybody! Today we're cooking up something great for everybody!

Kid2: Our first ingredient is "entertainment for the whole family"!

Kid1: Then we're adding "A ton of fun"!
SFX: mixer, plop of fun

Kid2: Our next ingredient is "cool information you can use"!
SFX: mixer, plop

Kid1: Then we add some clean green natural gas for cooking!

Kid2: And wah-lah! There we have it!

Kid1: It's the recipe for "Kids Can Cook" ---an "On-Demand" exclusive show for Charter Digital cable subscribers.

Kid2: And the program is presented for free, compliments of Laclede Gas. Follow along with a group of kids as we learn cooking tips, make recipes and have fun!

SFX: dinosaur roar, foot stomps

VO: Natural gas was formed long before the dinosaurs existed, and the theme for our first show is "Prehistoric Cooking". Don't worry, though- we aren't cooking anything gross. Join Ashley, Anna and Johanna and follow along as they make Brontosaurus Burgers and Stegosaurus Chips!

Kid1: Be sure to catch "Kids Can Cook"!

Kid2: It's a totally free and totally fun show for Charter Digital cable subscribers. Not rated.

Kid1: Brought to you by Laclede Gas! The natural gas experts.

VO: Parents, go to CHARTER TV DOT COM and LACLEDE GAS KIDS DOT COM to learn more.

KCC09-0130-092-16R --spot: 60
Kids Can Cook / Laclede Gas
St Louis
01-30-09
David May

VO:

Laclede: (luh-KLEED)

Kid1: Hello everybody! Today we're cooking up something great for everybody!

Kid2: Our first ingredient is "entertainment for the whole family"!

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Kid2: And the program is presented for free, compliments of Laclede Gas. Follow along with a group of kids as we learn cooking tips, make recipes and have fun!

SFX: school bell

VO: School lets out around 3 o'clock. You've been learning hard all day, and dinner is still a couple hours off. What do you do? Follow along with episode two' "Afterschool Snacks". Join Amber, Jackson and Anna on this after-school special adventure! They'll be making Mini Pizza Sandwiches and Blue Flame Butterscotchies.

Kid1: Be sure to catch "Kids Can Cook"!

Kid2: It's a totally free and totally fun show for Charter Digital cable subscribers. Not Rated.

Kid1: Brought to you by Laclede Gas! The natural gas experts.

VO: Parents, go to CHARTER TV DOT COM and LACLEDE GAS KIDS DOT COM to learn more.

KCC09-0130-093-16 R-spot: 60
Kids Can Cook / Laclede Gas
St Louis
01-30-09
David May

VO:

Laclede: (luh-KLEED)

Kid1: Hello everybody! Today we're cooking up something great for everybody!

Kid2: Our first ingredient is "entertainment for the whole family"!

Kid1: Then we're adding "A ton of fun"!

SFX: mixer, plop of fun

Kid2: Our next ingredient is "cool information you can use"!

SFX: mixer, plop

Kid1: Then we add some clean green natural gas for cooking!

Kid2: And wah-lah! There we have it!

Kid1: It's the recipe for "Kids Can Cook" ---an "On-Demand" exclusive show for Charter Digital cable subscribers.

Kid2: And the program is presented for free, compliments of Laclede Gas. Follow along with a group of kids as we learn cooking tips, make recipes and have fun!

SFX: party horns

VO: Who doesn't love a good party? In episode Three: "Party Planning" our kids show some delicious recipes that are easy and fun to make- and perfect for a party. Like "Tortilla Teasers" and Oatmeal Blueberry Surprises! Tune in and enjoy "Party Planning" --episode three.

Kid1: Be sure to catch "Kids Can Cook"!

Kid2: It's a totally free and totally fun show for Charter Digital cable subscribers. Not Rated.

Kid1: Brought to you by Laclede Gas! The natural gas experts.

VO: Parents, go to CHARTER TV DOT COM and LACLEDE GAS KIDS DOT COM to learn more.