

Westar Announcement

Media & Social Media Report

6/11/2016

Media Summary:

Following the announcement of the Westar acquisition, our media relations team focused on our strategy of communicating this news to customers and employees. To do that we reached out proactively to several local, regional and trade media outlets with our press release. This resulted in a substantial amount of coverage that helped tell our story.

Since the announcement, we've continued to receive calls from media outlets and see the media coverage grow. In addition, Westar also received inquiries from their local TV stations and media outlets. Combined we have completed interview requests with Bloomberg, Wall Street Journal, Kansas City Star, St. Joseph News-Press, KCTV, POWER magazine, Generation Hub, Reuters, among others.

Below and attached is the online media coverage. Our media monitoring service shows over 2,300 stories posted to various media web sites since Tuesday. Many of the broadcast clips (nearly 300) are available in [this report](#). You can click the links to view/listen to the coverage.

Here is the online coverage we've seen to-date:

- Announcement
 - [Wall Street Journal](#)
 - [Reuters](#)
 - [CNBC](#)
 - [Bloomberg](#) (also posted on Kansas City Star's website)
 - [USA Today](#)
 - [Topeka Capital-Journal](#) & [secondary story](#)
 - [New York Times](#)
 - [Lawrence Journal-World](#) – AP article (will probably update with interview)
 - [WIBW](#)
 - [Kansas City Star](#)
 - [Kansas City Business Journal](#)
 - [St. Louis Business Journal](#)
 - [Yahoo News](#)
 - [St. Joseph News Press](#)
 - [KMBZ](#)

- PSC staff claims
 - [Kansas City Star](#)
 - [Topeka Capital-Journal](#)
- Editorials
 - [St. Joseph News-Press](#)
 - [Topeka Capital Journal](#)
 - [Bloomberg](#)

Social Media:

Likewise, we used our social media channels to communicate this news to our customers. The social media conversation has slowed considerably, but the conversation we saw was neutral or positive. Westar also shared our Facebook post and it saw active engagement.

Here are our stats on our post:

- Facebook
 - 154 likes
 - 141 shares
 - 15 Comments
- Twitter
 - 4131 impressions (people who have seen the tweet)
 - 269 engagements (likes, replies, retweets)