

**MISSOURI PUBLIC SERVICE COMMISSION**

**STAFF REPORT  
COST OF SERVICE**

**APPENDIX 4**

**Advertising**

**UNION ELECTRIC COMPANY  
d/b/a Ameren Missouri**

**CASE NO. ER-2021-0240**

*Jefferson City, Missouri  
September 2021*

2020 WINNER



POWER PLAY  
GOALS FOR KIDS



PAY TO THE ORDER OF

MIDWEST CHILDREN'S  
BURN CAMP

\$24,500.00

DOLLARS

MEMO



POWER PLAY  
GOALS FOR KIDS



**:30 COMMERCIAL**

SEASONS GREETINGS! I'M RUSS BURGER FROM AMEREN MISSOURI AND WE ARE PROUD TO SPONSOR 12 NIGHTS OF LIGHTS. AT AMEREN MISSOURI, WE ARE FOCUSED ON THE SAFETY OF OUR CO-WORKERS AND THE COMMUNITIES WE SERVE. THIS HOLIDAY SEASON, REMEMBER TO PLUG EXTERIOR LIGHTS INTO GFCI OUTLETS AND KEEP ELECTRICAL CONNECTIONS OFF THE GROUND AND AWAY FROM WATER. TO LEARN MORE ABOUT OUR COMMITMENT TO SAFETY, VISIT AMEREN MISSOURI DOT COM SLASH SAFETY.

WARM WISHES FROM ALL OF US AT AMEREN MISSOURI.

**:15 WEB COMMERCIAL**

HAPPY HOLIDAYS. I'M RUSS BURGER FROM AMEREN MISSOURI AND WE ARE PROUD TO SPONSOR 12 NIGHTS OF LIGHTS. AT AMEREN MISSOURI, WE ARE COMMITTED TO HELPING THOSE IMPACTED BY THE UNPRECEDENTED EVENTS OF 2020. THROUGH OUR PARTNERSHIPS WITH LOCAL CHARITIES, WE ARE LIVING OUR MISSION TO POWER THE QUALITY OF LIFE.



DATE Summer 2020

PAY TO THE  
ORDER OF

**Clean Slate Program**

\$ **3,000,000**

*Three Million*

DOLLARS

MEMO Missouri Agency Partners

**Ameren Missouri**



DATE Summer 2020

PAY TO THE  
ORDER OF

**Cooldownstlouis.org**

\$

**500,000**

*Five Hundred Thousand*

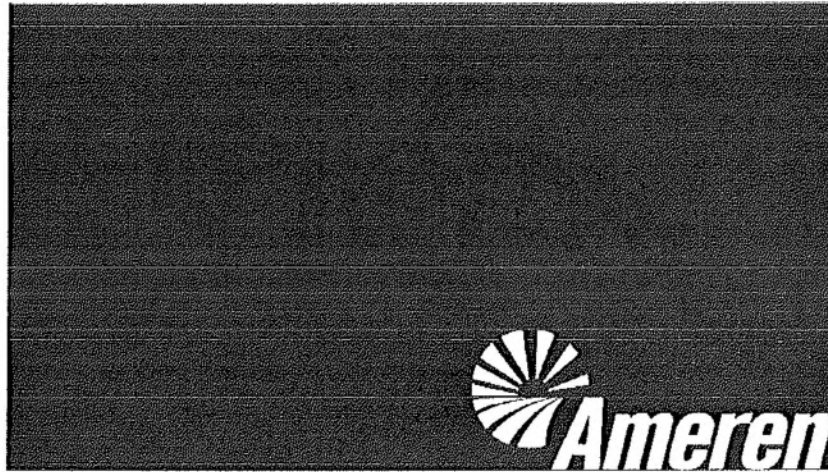
DOLLARS

MEMO

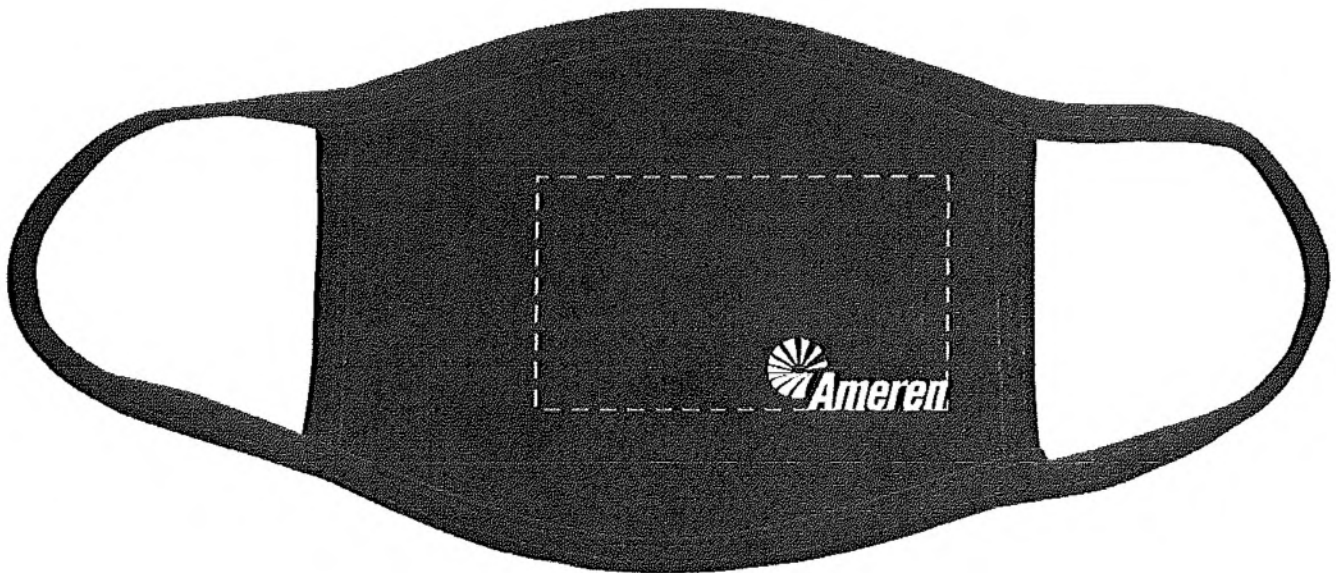
*Clean Slate Program*

***Ameren Missouri***

**BA-MASK, USA 100% Cotton Protective Face Mask- Black**  
*Imprint on Left Side at 0.75" Tall in White*



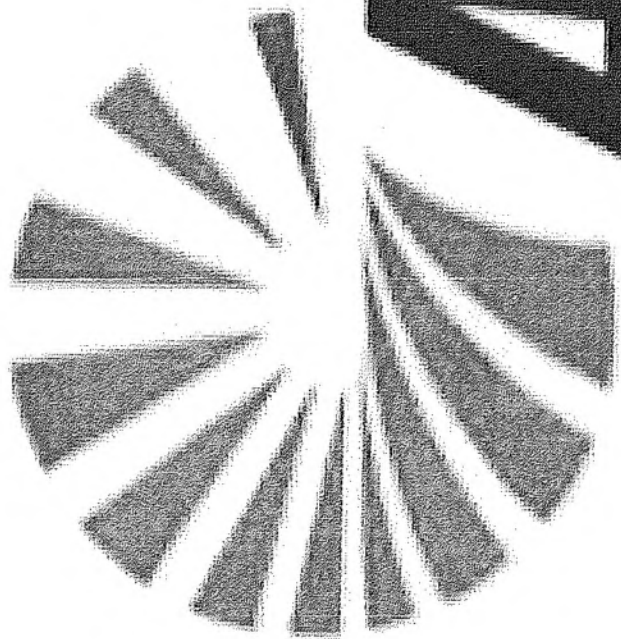
*Shown at Actual Size*



*Shown at 50% of Actual Size*



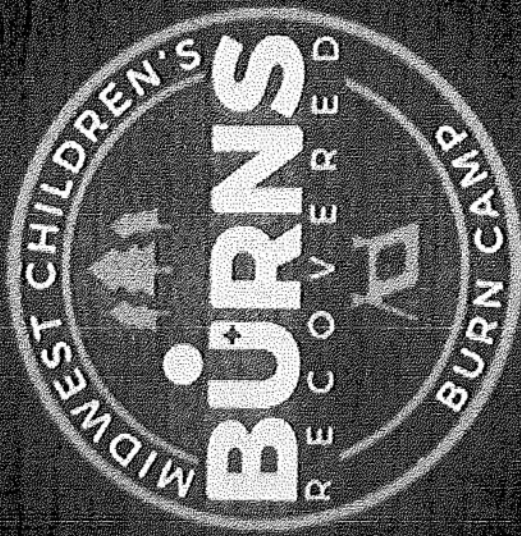




**AMERICAN**

**MISSOURI**

CONGRATULATIONS!



POWER PLAY  
GOALS FOR KIDS

## A SAFER FUTURE FOR FEATHERED FRIENDS



Ameren Missouri has long been active in avian protection. Along with the protective measures included in our Avian Protection Program, we protect birds and raptors through our:

### **Peregrine Falcon Nesting Boxes.**

In cooperation with the Missouri Department of Conservation (MDC) and the World Bird Sanctuary (WBS), we have built nesting boxes at our Sioux, Labadie and Rush Island energy center cooling towers to house peregrine falcons. Our initiative supports the recovery of a species that not too long ago was endangered.

**FalconCam.** Since 2012, website visitors have watched peregrine falcons raising their chicks in a Sioux Energy Center nesting box through a live camera stream we have provided in collaboration with the MDC and the WBS. Bird enthusiasts can enjoy a close-up view of the falcons at [AmerenMissouri.com](http://AmerenMissouri.com) as well as at the MDC and WBS websites.

**Peregrine Falcon Banding Efforts.** We finance the banding of falcon chicks hatched in our nesting boxes. Harmless to the falcons, the procedure helps researchers understand the lives of these highly migratory birds.

**Heron Rookery.** One of the largest heron rookeries in Missouri exists about 10 miles downstream from the Osage Energy Center, and the lake area is important for migrating ducks and wintering bald eagles.

**Membership in the Edison Electric Institute Avian Power Line Interaction Committee (APLIC).** Our APLIC fees help finance support for research on avian-electric industry interaction while allowing us to share expertise in the field.

**Volunteer Nesting Box Construction and Customer Consultations.** We use the knowledge we've gained building nesting boxes at Ameren Missouri energy centers to help nonprofit community groups build their own avian nests. And we tap into our experience to provide answers to customers with inquiries about avian fatalities.



Ameren Missouri volunteers periodically join forces with the WBS to repair eagle cages and work on other projects supporting the group's avian conservation efforts.

We collaborate in a number of ways with the World Bird Sanctuary (WBS), a Valley Park, Mo.-based nonprofit organization dedicated to the preservation of birds. Ameren Missouri is proud to sponsor the following annual WBS conservation and education efforts.

**World Eagle Day.** Held in March, this event offers WBS visitors an opportunity each year to learn about eagles through live eagle programs and displays.

**Birds in Concert.** Birds of all sorts perform with the Raptor Project Band in a unique concert held every Thursday in August in the WBS outdoor amphitheater.

**Annual Open House.** Each October, we help offer the public a close-up view of the sanctuary's work to save threatened birds as well as an opportunity for behind-the-scenes tours of the WBS breeding barn, animal and behavioral training center and wildlife hospital. The open house also features a host of children's activities and education programs.

**International Vulture Awareness Day.** The vulture takes center stage at WBS the first Saturday in September in a day that includes children's activities and educational programs featuring live, trained vultures.

**Amazing Animal Encounters.** Birds as well as mammals and snakes are featured in educational animal programs we sponsor every Saturday and Sunday from Memorial Day through Labor Day in the WBS amphitheater.



AMO\_2900537

## FOR THE BIRDS

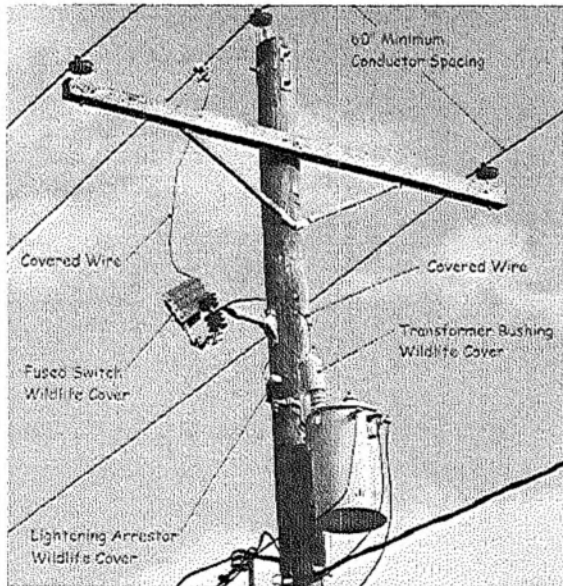
### Avian Protection Program



## AMEREN MISSOURI SHARES ITS VAST TERRITORY WITH A VARIETY OF WILDLIFE, INCLUDING BALD EAGLES, HAWKS, FALCONS, OWLS AND OTHER BIRDS OF PREY.

We are committed to complying with federal laws that protect eagles and migratory birds, including the Migratory Bird Treaty Act, the Bald and Golden Eagle Protection Act and the Endangered Species Act. That commitment is reflected in the high quality of our Avian Protection Program.

At Ameren Missouri, we consider ourselves stewards of the world we live in. Our Avian Protection Program is one way we are building a legacy of environmental stewardship as we balance the needs of our environment, customers and economy. Every year, this program saves birds of prey – and other wildlife – from potentially deadly encounters with power lines while increasing our service reliability.



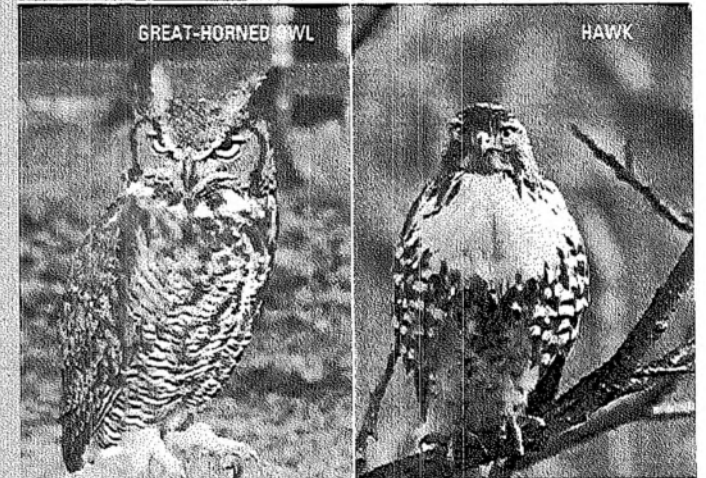
**Eagle Safe Areas:** To make our structures safer for eagles and other birds of prey, new construction standards for designated high-risk areas require protective covers and line spacing wide enough to accommodate the five-foot wingspan of a bald eagle.

## AVIAN PROTECTION PROGRAM

The Ameren Missouri Avian Protection Program includes these proactive measures to protect raptors from dangerous encounters with power lines:

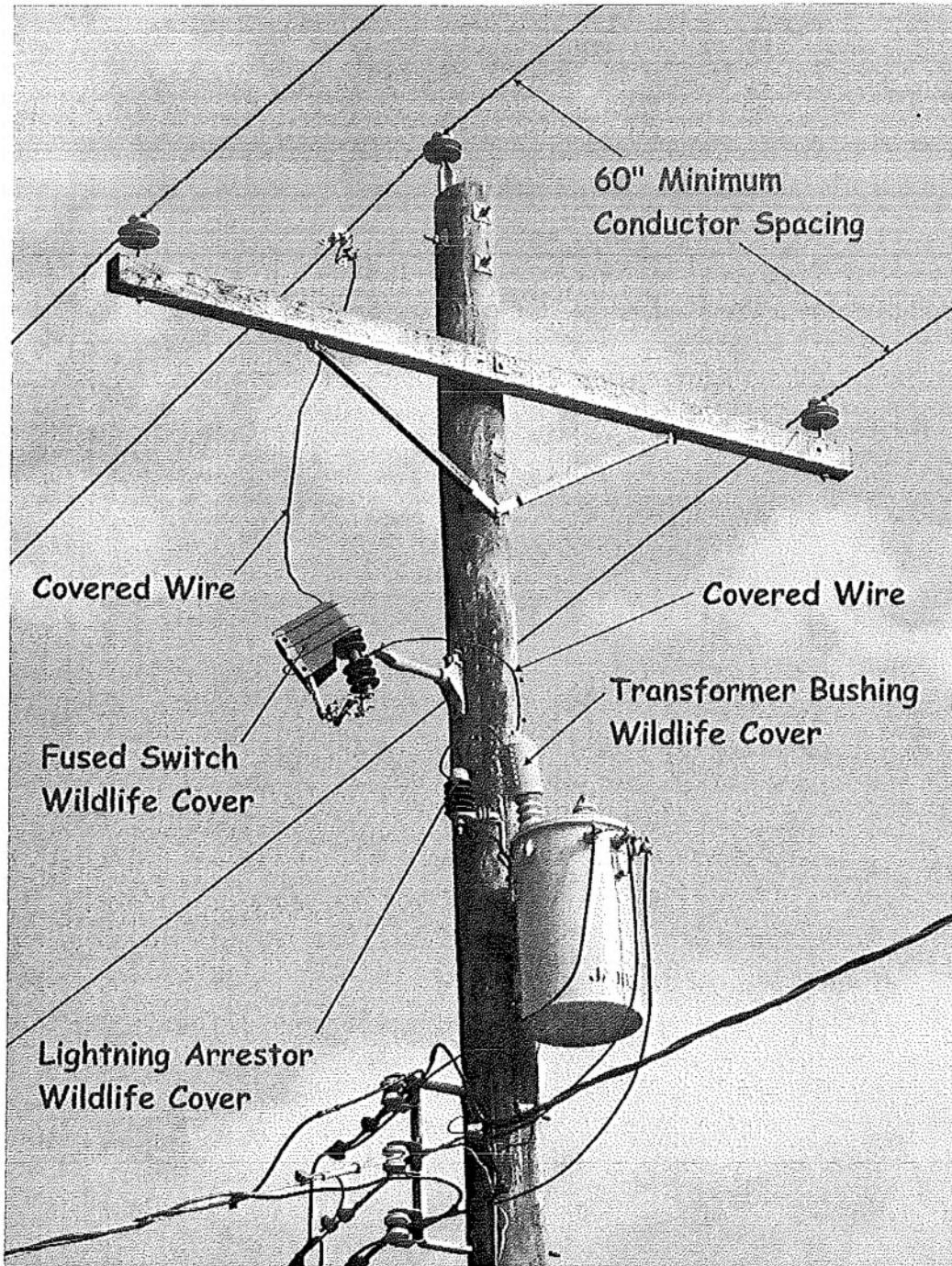
- **Protective Covers in High-Risk Areas.** After inspecting every distribution circuit throughout our service area, we installed insulating products on approximately 800 structures that posed the greatest risk to large birds of prey. For example, we added protective covering to high-voltage wiring at pole tops in high-risk locations throughout Missouri to allow large birds to perch anywhere on the pole without being electrocuted.
- **Flight Diverters.** Reflective devices have been installed on power lines crossing lakes and wetlands to help large birds, such as eagles, blue herons or pelicans, avoid collisions with power lines. The diverters can be seen from a greater distance than the power line, allowing birds more time to correct their flight paths and avoid injury.
- **New Avian-Safe Construction Standards.** We revised our construction standards to ensure that new distribution lines include insulated components or increased spacing between wires so eagles, hawks, owls and other large birds of prey can land on a line and spread their wings – safely.
- **Responsible Nest Management.** We work with the proper government agencies when nests must be removed from utility poles or transmission towers for safety or service reliability reasons. Only inactive nests of non-endangered species are removed.
- **Workforce Training.** Ameren Missouri has trained thousands of employees and contractors on the installation and use of avian products, new construction standards and proper handling and reporting related to protected species and their nests.

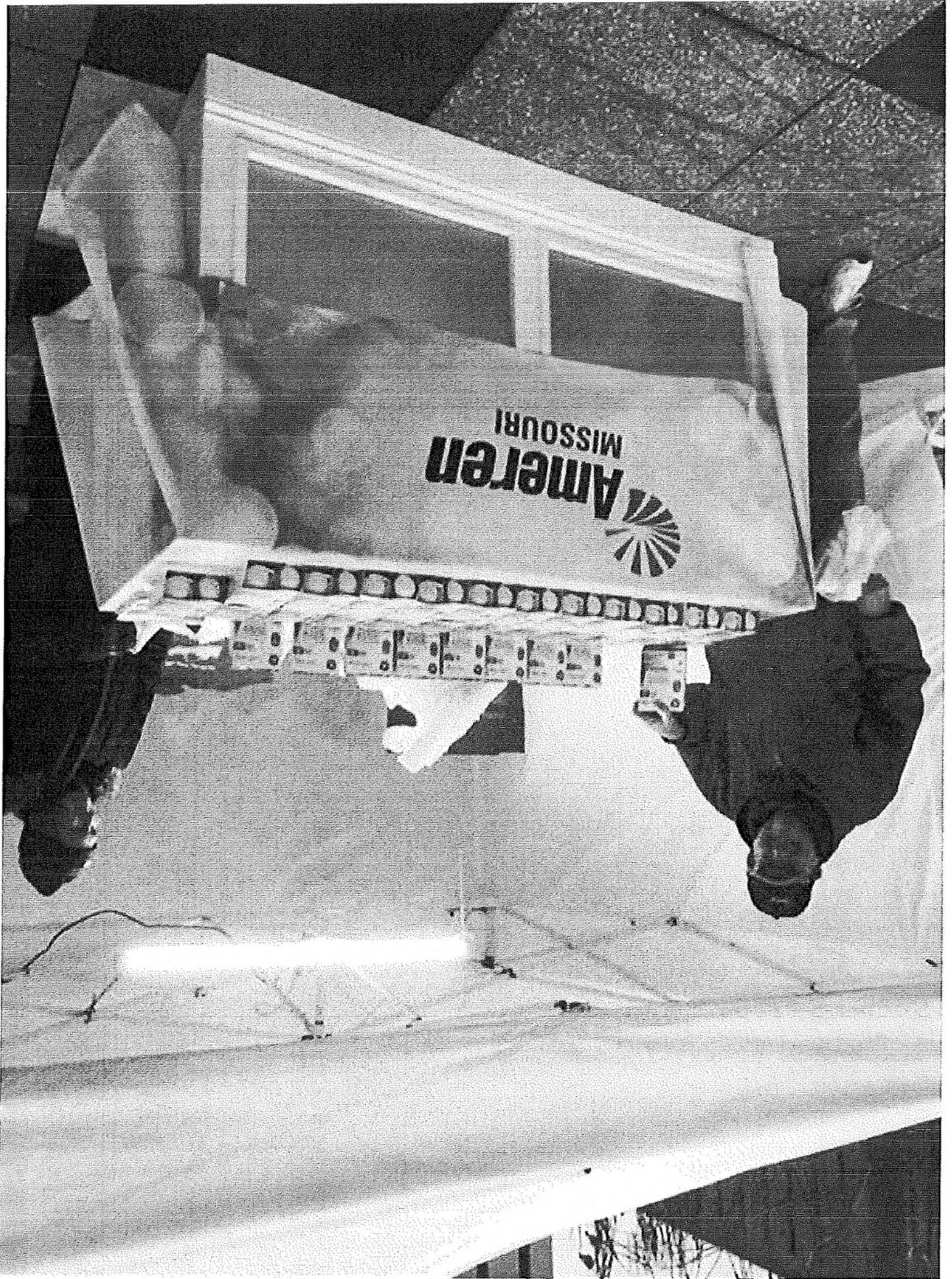
Ameren Missouri is an active member of the Avian Power Line Interaction Committee, sponsored by the Edison Electric Institute.

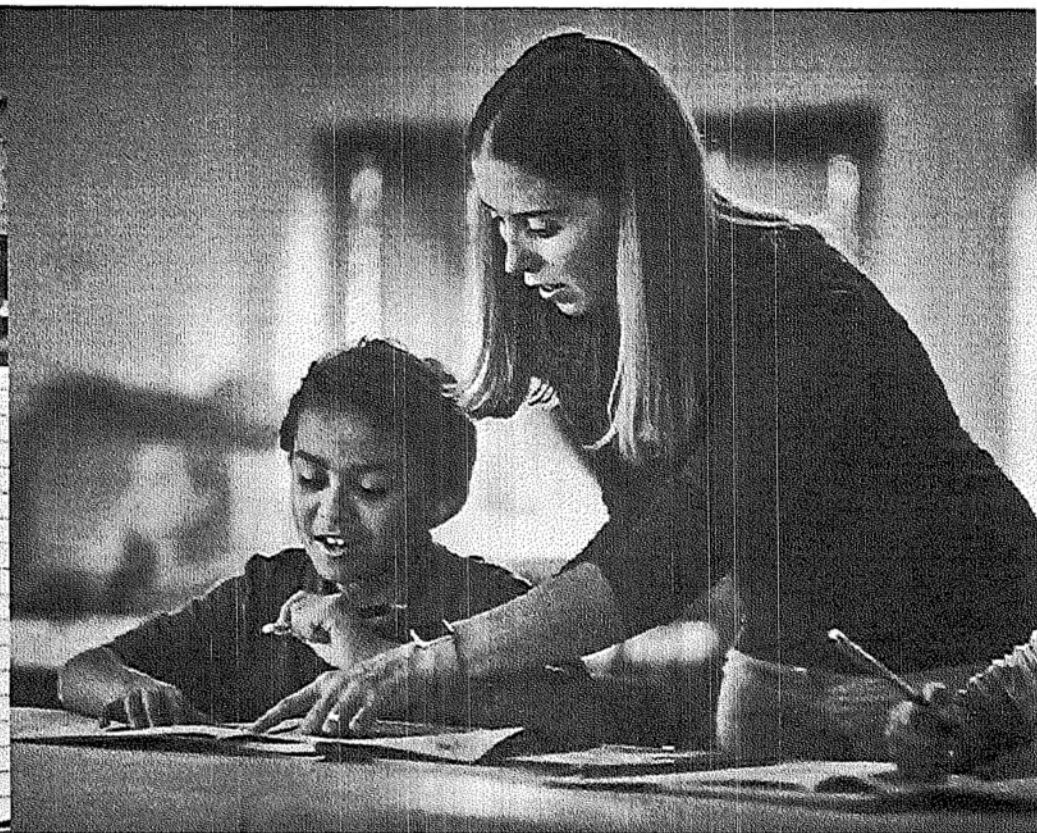
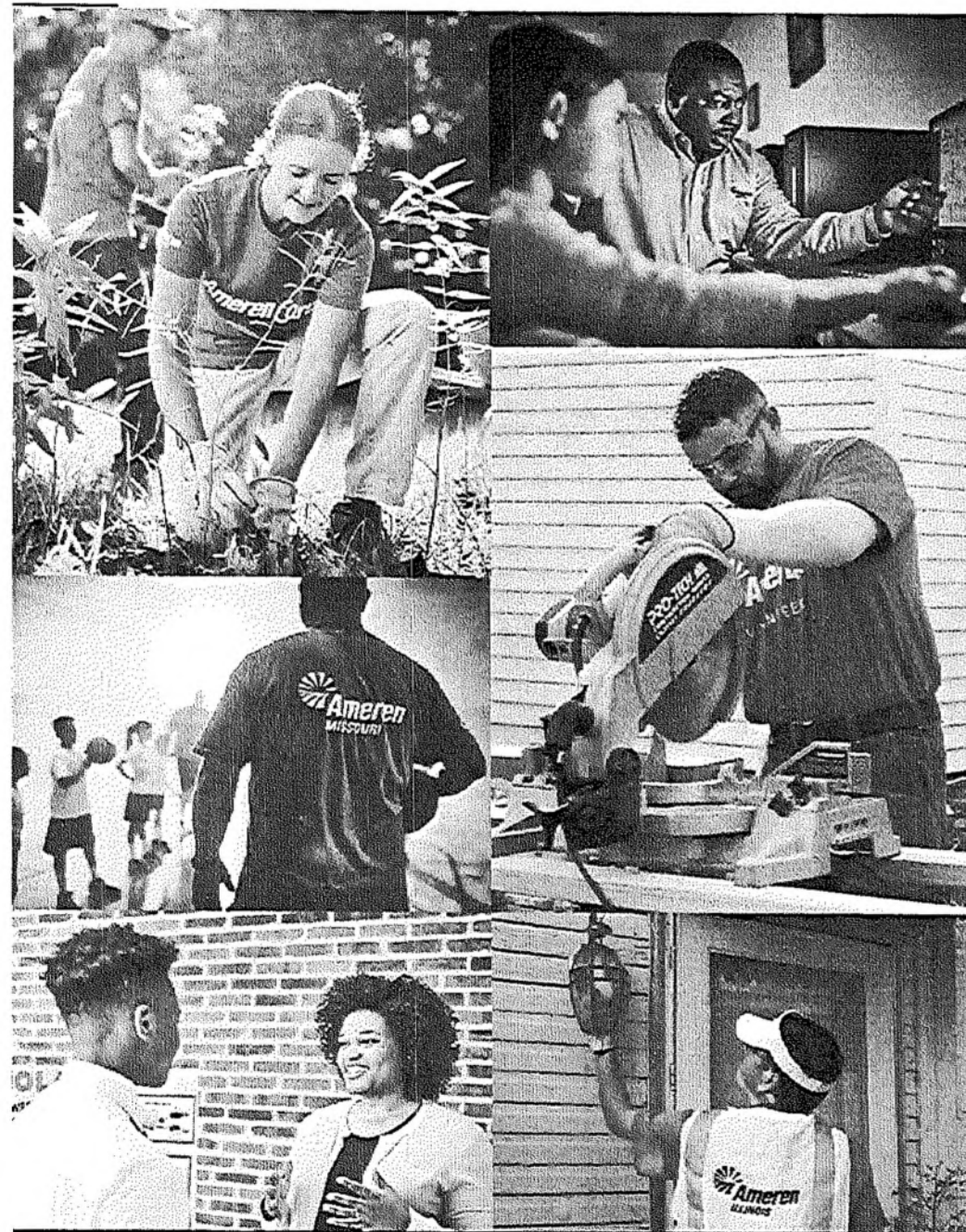


# AVIAN | PROTECTION EQUIPMENT

PROTECTING BIRDS AROUND POWER LINES







**NO SOURCE OF ENERGY IS MORE POWERFUL  
THAN PEOPLE WORKING TOGETHER.**

At Ameren, we take great pride in giving back to the communities we serve every day. That's why we partner with local charities, and our employees donate their time, talents and energy to help make our communities stronger. Because after all, we're in this together.

See more of our efforts at [Ameren.com/Community](http://Ameren.com/Community)



**ENERGY AT WORK**

1600x1600



1600x1600 copy



1600x900



1600x900 copy



1600x1600 copy 2



1600x1600 copy 3



1600x900 copy 3



1600x900 copy 2

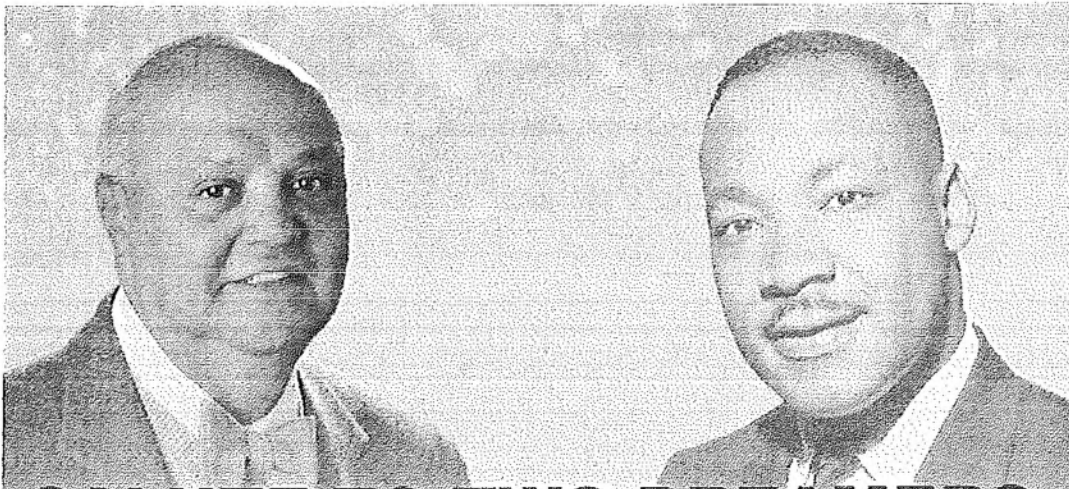






Аллегея  
МИКСОЛ

Аллегея  
МИКСОЛ



## SALUTE TO TWO DREAMERS

### James H. Buford, Sr.

The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

-- Dr. Martin Luther King, Jr.

We proudly salute a national civil rights leader from Missouri, who used his education and charm to connect people to much-needed services and programs and lift them upward toward economic stability. It wasn't easy for James H. Buford, Sr. After all, during his era of leadership, there were so many roadblocks by the Establishment.

Mr. Buford became President/CEO of the Urban League of Metropolitan St. Louis in 1985, when it had a modest operating budget. When he retired, its budget exceeded \$23 million annually and it became a five-star affiliate. He spent 28 years building bridges, connecting to big business, government, education, and civic communities to help empower hundreds of minorities seeking advancement. Mr. Buford became a strong advocacy voice -- speaking softly but effectively against socio-economic injustices and significantly strengthening the social service safety net.

Mr. Buford was born in St. Louis, Missouri in 1944. His father, James Buford, was a ranked officer in the St. Louis Police Department. His mother, Myrtle Mary (Brown) Buford, was a homemaker. They raised their son with a strong work ethic and a charitable heart which should always be open to help others achieve.

His parents taught him that one didn't have to be the loudest voice to be noticed, so as a young adult and company executive, Mr. Buford entered the civil rights advocacy and social service areas as "soft-spoken" and very effective. His Grandfather Brown, who owned a local dry-cleaning business, taught young Jim that some do judge you by your appearance. So Mr. Buford's trademark over the years became those snappy bowties -- about 300 during his lifetime.

Because of his insights and ability to connect to others, Mr. Buford served on about 40 boards and commissions, locally and nationally. He became a Trustee for the National Urban League, Inc. His leadership skills kept the public focused on injustices in healthcare, government, law enforcement and business.

The measure of this man is through the respect others gave him. In 2012, the St. Louis establishment provided Mr. Buford with the coveted "Citizen of the Year" award for his outstanding and unique leadership. He also received about 50 honors and awards, including five doctorate degrees from Fontbonne University, Eden Technological Seminary, Webster University, University of Missouri and Harris-Stowe State University.

Mr. Buford was a tireless advocate for quality education, which included higher education for area minority youth. The Ameren family continues to share the Urban League's vision of equality. So in memory of James H. Buford, Sr., we are contributing to the existing Henry Givens Jr. Scholarship at Harris-Stowe State University. The scholarship covers full-time, in-state tuition up to 16 credit hours and will include room and board costs.

Mr. James H. Buford, Sr. passed in 2019 at age 75. He left us all a lasting legacy that benefited thousands of our neighbors with hope and opportunity. Like Dr. Martin Luther King, Jr., this gentle giant dreamer was a champion of the underserved, and in the St. Louis community.





**GOOD NEIGHBOR PROMISE #23**

LAWNMOWERS, LEAF BLOWERS  
AND POWER TOOLS CAN WAIT UNTIL  
AFTER THE CRACK OF DAWN.





AMEREN MISSOURI  
PO BOX 790098  
ST. LOUIS, MO 63179

PRESORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
AMEREN

**KEEPING EARLY MORNING NOISE TO  
A MINIMUM IS A PROMISE ALL GOOD  
NEIGHBORS SHOULD MAKE.**

Or, in Ameren Missouri's case, promising to keep your energy usage  
and costs to a minimum with tempting incentives.



Rebates for upgrading to  
energy-efficient heating  
and cooling systems



Instant savings  
on ENERGY STAR®  
certified LED bulbs



Cash back for investing  
in energy efficiency  
products for your home

Start saving today at:

[AmerenMissouri.com/Welcome](http://AmerenMissouri.com/Welcome)

Some restrictions may apply.

WP2-51373

**GOOD NEIGHBOR PROMISE #59**

IT'S CALLED A "PRIVACY FENCE"  
FOR A REASON.





AMEREN MISSOURI

PO BOX 790098

ST. LOUIS, MO 63179

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AMEREN

**A GOOD NEIGHBOR KNOWS THE  
DIFFERENCE BETWEEN BEING  
FRIENDLY AND BEING OVERBEARING.**

That's why Ameren Missouri promises to let you choose how and when you hear from us through email or text notifications. Some of the notifications you can choose to receive include:



Bill reminders



Payment confirmation



Outage notifications



Weekly cost summary

Get started at:

[AmerenMissouri.com/Welcome](http://AmerenMissouri.com/Welcome)

WP3-51374

# PROOF

## INFORMATION BAR:

Quantity: 40 TOTAL

Size: 30" X 84"

Double-Sided

Hardware: NONE

Material: 18 OZ BLOCKOUT

Finishing: SEW | WEBBING TABS | 4 CORNER GROMMETS | 3" POCKET | 3 WINDSLITS | CLEAN CUT EDGES

Live/Visual Area: ——— Trim/Cut Line: ——— Pole Pocket: ——— Grommets: ● Pole: ——— Wind Slits: ———

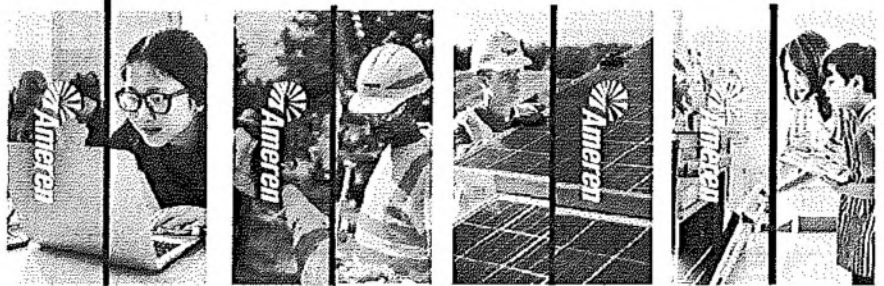
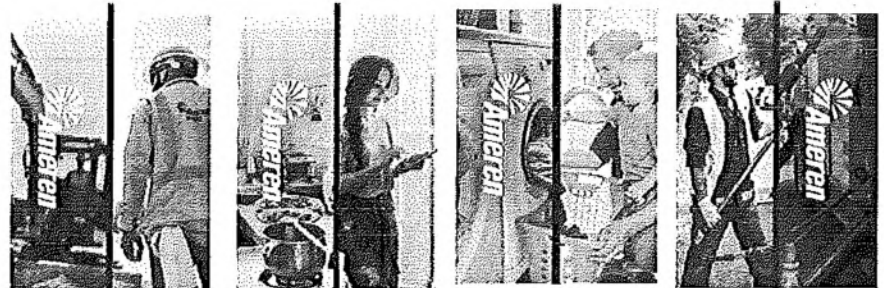
PO #: 5995

PMS Color: NOT SPECIFIED

Notes: **LEFT AND RIGHT ARE IN 1 SET**

2 SETS

Pole Pocket Seam Placement: ———

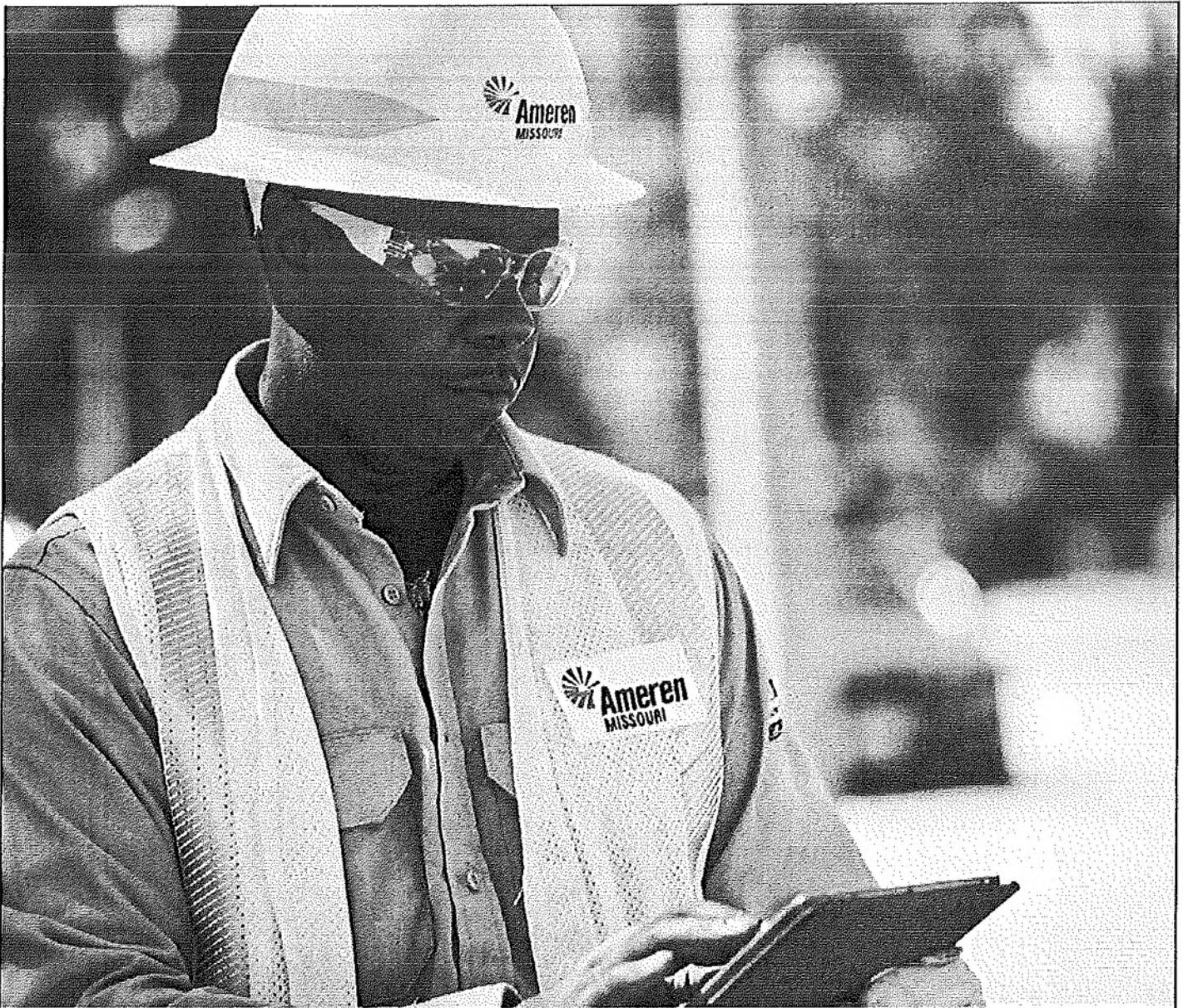


Pole Pocket Seam Placement: ———

1 SET OF EACH



2 SETS OF EACH THEY ARE BEING PLACED IN 2 LOCATIONS



## POWERING THE QUALITY OF LIFE

Every day, we are focused on building a brighter energy future for our customers and the communities we serve. This mindset is consistent with our mission. We are committed to building a brighter energy future with smart energy infrastructure investments in Missouri because our customers depend on us – and will for years to come.

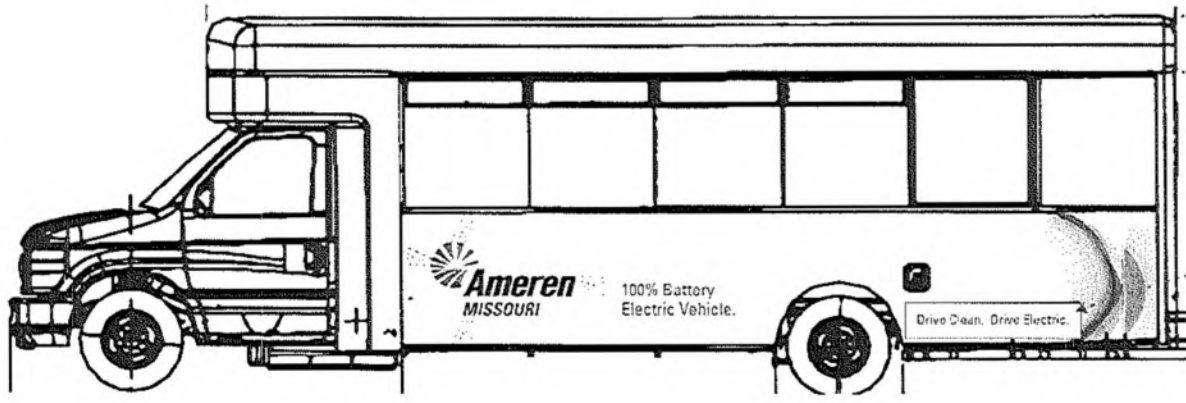
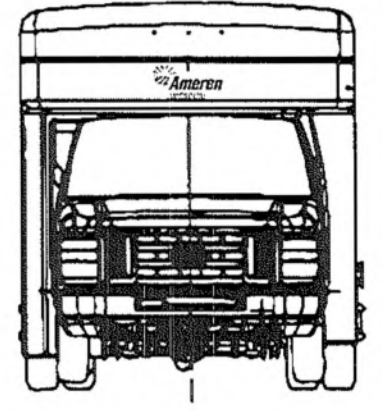
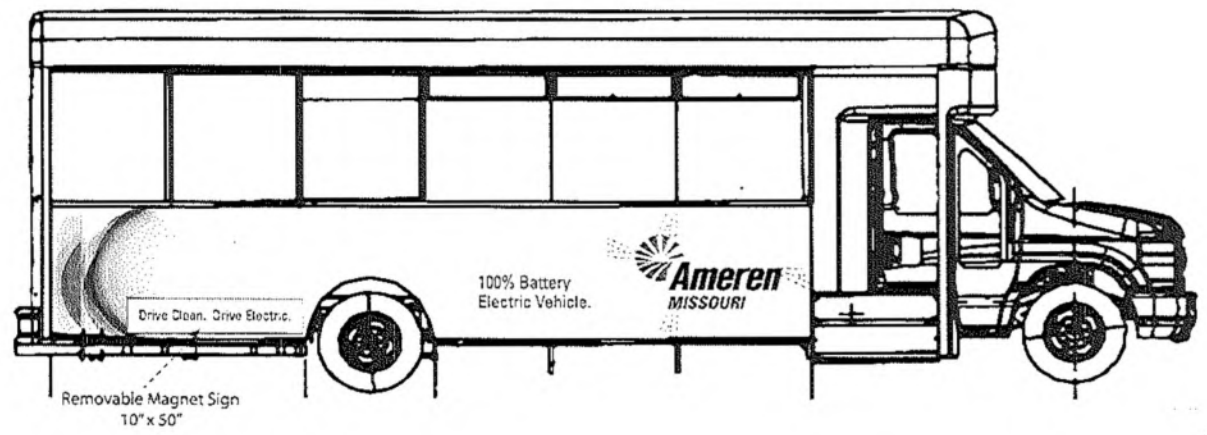
[AmerenMissouri.com](http://AmerenMissouri.com)





Project: AMEREN SHUTTLE  
 SPORD: \_\_\_\_\_ SO#: 137946 MO#: 310502 DESIGN MO#: 310502  
 Sales: JEN REMAKLUS GPC: JEN REMAKLUS  
 Revision: DESIGN B Date: 7/13/2020 Artist: B PRICE/SL

**CRAFTSMEN**  
 INDUSTRIES, INC.  
 3101 ELM POINT INDUSTRIAL DR.  
 SAINT CHARLES, MO 63301  
 636.940.8400  
 WWW.CRAFTSMENIND.COM



Removable Magnets  
10" x 50"

