

FY06-LVI - 147
IMPLEMENTATION OF LIGNITE REGIONAL ENERGY MARKETING PLAN

CONTRACTOR: The Lignite Energy Council

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PARTICIPANTS

<u>Sponsor</u>	<u>Cost Share</u>
North Dakota Industrial Commission	\$ 2,400,000
Lignite Energy Council	<u>\$ 2,400,000</u>
Total Project Costs	\$4,800,000

Project Schedule – Three Years

Contract Date – 6/14/07
Start Date – 1/1/07
Completion Date 1/31/10

Project Deliverables

Contract Execution – 6/14/07 (✓)
Semi-annual Financial Report – 7/31/07 (✓)
First Annual Report – 12/31/07 (✓)
Semi-annual Financial Report – 7/31/08 (✓)
Second Annual Report – 12/31/08 (✓)
Semi-annual Financial Report – 7/31/09 ()
Third Annual & Final Report – 1/31/10 ()

OBJECTIVE / STATEMENT OF WORK

The primary goals of this project are to further improve and maintain the overall public regional image of coal through the use of image advertising on broadcast television stations; ensure the continued utilization and growth of coal-based electricity in this region; and to assist in the development of energy and environmental policies in the region that do not preclude the lowest cost energy options for citizens of this region, particularly since lower income households pay a higher portion of their total income for energy.

STATUS

January 1 – December 31, 2007.

Image advertising was conducted in North Dakota and Minnesota emphasizing the importance of the abundant, increasingly clean, affordable energy derived from coal. Success stories were documented. Briefings were provided to newspapers, radio and TV reporters and editorial boards about issues affecting affordable energy. Research was conducted to quantify advertising impacts.

January 1 – December 31, 2008.

Image advertising was conducted in North Dakota and Minnesota emphasizing the importance of the abundant, increasingly clean, affordable energy derived from coal. Advertising was

accomplished via cable TV, broadcast TV, and print advertising. Success stories were documented. Briefings were provided to newspapers, radio and TV reporters and editorial boards about issues affecting affordable energy. Research was conducted and documented to quantify advertising impacts.