

**FY00-XXXIV-98**  
**IMPLEMENTATION OF LIGNITE REGIONAL ENERGY MARKETING PLAN**

**CONTRACTOR:** The Lignite Energy Council

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**PARTICIPANTS**

<u>Sponsor</u>	<u>Cost Share</u>
The Lignite Energy Council	\$ 975,000
ND Industrial Commission	<u>975,000</u>
Total Project Costs	\$1,950,000

**Project Schedule – Three Years**

Contract Date – 11/23/99  
Start Date – 11/23/99  
Completion Date – 10/1/02

**Project Deliverables**

Contract Execution – 11/23/99 ✓✓  
First Annual Report – 10/1/00 ✓✓  
Second Annual Report – 10/1/01 ✓✓  
Final Report – 10/1/02 ✓

**OBJECTIVE / STATEMENT OF WORK**

The primary goals of this project are: to improve the overall public image of coal in the region and to promote the use of coal as a low-cost, efficient and environmentally compatible energy source for the region; to build a support base on behalf of coal-based electrical energy and prevent public policies adverse to the use of coal; to ensure the continued utilization and growth of coal-based electrical energy 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 the citizens of this region, particularly since lower income households pay a higher portion of their total income for energy. Efforts will be focused towards building an effective coalition; developing a stakeholder network and key contacts on behalf of the Partners for Affordable Energy (PAE); informing targeted audiences on PAE issues; improving the image of coal through image advertising, web site promotion and media relations' activities; and building support for policies on behalf of coal-based electricity in order to prevent adverse public policies and to improve the overall public image of coal-based electricity.

## **STATUS**

Marketing plans were formulated, marketing consultants selected, imaging materials prepared and information materials placed in media outlets (radio, television, newspapers and magazines). Imaging materials were placed in media outlets in North Dakota and Minnesota. In addition, PAE maintains a website containing informational materials and sources.