

Velco Public Outreach PAID MEDIA SCHEDULE

Publication	Circulation	C.I. rate	2 C.I. size	Rate@insertion	Comb. Discount*	Total	Dates	Contact
Upper Valley News	16,500	\$13.95	4 1/4	\$139.50	20%	\$251.10	April 18 & 22	603-727-3276
Burlington Free Press	45,000	\$55.00	3.5	\$550.00	50%	\$825.00	April 25 & 28	863-3441 Robert
Caledonian Record	10,200	\$8.25	4 1/4	\$82.50	0%	\$165.00	April 25 & 30	748-8121 Julie
Times-Argus	8,500	\$11.65	3 1/4	\$116.50	20%	\$209.70	May 2 & 4	479-0191 Dawn
Brattleboro Reformer	10,000	\$22.00	3 3/4	\$220.00	25%	\$396.00	May 2 & 6	254-2311 ads@reformer.com
Total						\$1,846.80		
Rutland Herald	17,000	\$27.00	1 13/16	\$270.00				747-6121
Addison Independent	8,000	\$10.50	2 1/16	\$105.00				388-4944

Ads will be 2 c.I. x 5"

*for second identical ad placed within 6 days

(Caledonian Record weekday first only for combo rate)

VELCO Public Outreach Media Plan
Maria Basescu
March 16, 2009

I. Media coverage objectives

- Educate the public about Vermont's new process for electric reliability planning (PSB directive to establish a long-range planning process, formation of VSPC, sequence of planning steps, opportunities for public engagement)
- Maximize attendance at these 6 public engagement forums
- Stimulate public discussion of electric reliability planning issues
- Feature VELCO/Vermont as national leader in its comprehensive planning approach
- Demonstrate VELCO's accessibility and responsiveness

II. Key Messages

- VELCO is implementing changes to Vermont's electric reliability planning process resulting from both in-state changes (Docket 7081) and regional changes (mandatory standards, new regional planning process).
 - Longer term, 20-year, planning horizon (LRTP updated every 3 years)
 - Defined process for consideration of alternatives to transmission solutions
 - Public engaged earlier than ever before, at the first stage
 - Docket 7081 and VSPC
 - Mandatory NERC criteria
 - Regional approach to planning through ISO-NE
- VELCO's role is to address electric transmission, not generation. Regardless of the sources of energy generation (oil, nuclear, wind, solar, in-state, out-of-state), VELCO is responsible to move power, and maintain the integrity of the grid.
- What this stage is: Long-Term Transmission Plan
 - Called a plan, but actually identifies the potential problems and their transmission solutions, and serves as the first step of the larger process to enable "full, fair and timely" consideration of non-transmission alternatives
 - What this stage isn't; how to redirect issues (i.e. smart grid)
- LTRP highlights
 - 20 year horizon
 - 23 potential reliability deficiencies identified
 - 22 potential transmission solutions proposed
 - 6 new lines, about 40 miles
 - substations
 - estimated cost between \$500 million and \$1 billion

- Vermont's planning process is unique in the way it seeks to ensure full, fair and timely consideration of alternatives to building transmission through a structured process and extensive public engagement
- Dates, Times, Locations of Forums

III. Materials

- Newsletter postings
- Press releases
- Public Service Announcements
- Paid notices in print media
- Interviews/Articles (follow up)
- Letters to the Editor
- John Donleavy's letter (from summary report)
- Summary report with link to draft Plan
- Press kits: press release, summary report, background information, FAQ

IV. Timeline

- March: VELCO (KJ) and MB cues up process in preliminary contacts/conversations**
- March 15: announcements begin to electronic networks/ newsletters
- April 10: Press Release including all forum dates sent to master media list
- Press release, PSAs and ads featuring local forum targeted to local media:
 - April 29 WRJ forum; April 15 pr; ads April 18 & 22
 - *April ? Rutland forum;*
 - May 5 Burlington forum; April 21 pr; ads April 25 & 28
 - May 7 St. J forum; April 23 pr; ads April 25 & 30
 - May 11 Montpelier forum; April 27 pr; ads May 2 & 4
 - May 13 Brattleboro forum; April 29 pr; ads May 2 & 6

(Each targeted release will include all other forum locations and dates)
- Ongoing follow up with media contacts

V. Paid Media Schedule

(attached)

**To obtain big picture, context articles, to run ideally on a Sunday two weeks in advance of the regional forums;

Kerrick will contact:

- Louis Porter for Rutland Herald and Times-Argus
- Emerson Lynn for St. Albans Messenger and Vermont Tiger
- ? for Burlington Free Press

Maria will contact:

- Jim Jardine of Caledonian Record
- Bob Audette of Brattleboro Reformer

Media Coverage

3/24/09	I Brattleboro announcement
4/09/09	Vermontbiz.com announcement
4/09/09	Burlington Free Press announcement
4/13/09	Rutland Herald announcement
4/16/09	Burlington Free Press announcement
4/27/09	Rutland Herald article, Gordon Dritschilo
4/27/09	Rutland Herald announcement in Business Connection
4/28/09	Rutland Herald article, Josh O’Gorman
4/29/09	Burlington Free Press announcement
5/01/09	Caledonian Record, James Jardine
5/05/09	WCAX spot, Burlington
5/07/09	News 7, St. Johnsbury
5/11/09	Brattleboro Reformer, Bob Audette
5/14/09	VPR, Susan Keese
5/19/09	Times Argus, Louis Porter
5/19/09	Rutland Herald, Louis Porter

Join the discussion on Vermont's Electric Transmission Future

PUBLIC FORUMS

Convened by the Snelling Center
for Government

You are invited to review and comment on the 2009 Vermont Long-Range Transmission Plan – Public Review Draft, prepared by the Vermont Electric Power Company (VELCO)
www.velco.com/publicoutreach.

This 20-year plan identifies where transmission upgrades to Vermont's electric system may be needed to maintain reliability, and where new generation or increased energy efficiency could potentially address the reliability needs.

Refreshments will be served.

Contact publicoutreach@velco.com at least one week before event to arrange for sign language interpretation.



Join us at one of six sessions:

Monday, April 27 at 5:30 pm
Holiday Inn, Rutland

Wednesday, April 29 at 5:30 pm
Lake Morey Resort, Fairlee

Tuesday, May 5 at 5:30 pm
Sheraton Hotel, Burlington

Thursday, May 7 at 5:30 pm
*Catamount Arts Center,
St. Johnsbury*

Wednesday, May 13 at 5:30 pm
Marlboro Tech Center, Brattleboro

Monday, May 18 at 1:30 pm
VT College of Fine Arts, Montpelier

The sessions will include an overview of the plan, information kiosks on key issues, facilitated discussions, and an opportunity to meet with staff from VELCO and local utilities.

For more information contact publicoutreach@velco.com or call 802-282-2631.