

GEORGIA PUBLIC SERVICE COMMISSION

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***PSC Rolls Out Radio
Public Service Announcements***

ATLANTA -- Atlanta Gas Light Company customers are learning that, as of November 1, they now have a choice in their gas supplier. Changing the buying habits of a generation of consumers will be a difficult and confusing task. The Georgia Public Service Commission (PSC) has produced a short series of radio public service announcements (PSA) designed to ease the minds of 1.4 million customers and educate them on how to make an informed decision. The two 30 second PSA's center around a soap opera called "All My Energy." The spots feature a nervous consumer, Joyce, who, surrounded by choice, learns how to make an informed decision from Nat, a natural gas flame.

In cooperation with the PSC, Atlanta Gas Light Company will soon begin a customer education effort complete with television, radio and newspaper advertisements, bill stuffers, etc., to educate consumers about competition and how to choose a marketer.

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Radio News Directors, Note: The public service announcements are available for use by your station through the Digital Generation System (DGS). If you are not part of DGS, the PSA will be sent to the Radio Director via Federal Express. The spots are entitled *The Choice* and *The Test*.