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## Georgia Public Service Commission

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**For Immediate release**

**NEWS RELEASE**

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### **Natural Gas Education Plan Kicks off Winter Message Campaign**

ATLANTA, January 30, 2007 – The Atlanta Gas Light Customer Education Strategic Plan (Plan) is kicking off its Winter 2007 Message Campaign this week using a mix of radio, print, outdoor advertising spots and grassroots efforts. The Georgia Public Service Commission (Commission) approved the Plan as part of the Atlanta Gas Light Company (AGLC) 2005 rate case decision.

The winter messages will cover the following topics:

- Avoiding Disconnection/The Disconnection Process
- Payment Arrangements
- Energy Assistance

The winter messages will utilize radio:

- Metro Atlanta Traffic with 22 affiliates with metro concentration
- WSB Radio
- Hispanic Radio in Atlanta/Gainesville, Columbus and Macon

Newspapers:

- Targeting Eighty-six (86) community papers throughout the AGLC service area (approximately 900,000 circulation)
- Senior News to reach mature market in Atlanta, Augusta, and Macon (approximately 54,000 circulation)

Outdoor advertising:

- Focus efforts on Atlanta metro area due to largest concentration of customers
- Hispanic areas in metro Atlanta with MARTA posters and bus shelters

Commission Chairman Robert B. Baker, Jr. said, “The Commission is pleased to be a partner in this statewide effort to educate natural gas customers on their choices and rights in our deregulated natural gas market.”

The innovative plan partners the Commission, AGLC, the Consumers’ Utility Counsel (CUC), the natural gas marketers and the University of Georgia (UGA) Cooperative Extension Service in a collaborative effort to provide a statewide education program for natural gas customers in the AGLC delivery areas. The plan includes: hiring Extension Service personnel to be used exclusively for educating natural gas customers in the AGLC service territory; using existing

County agents to provide face to face customer education; and using traditional media relations and advertising components.

The plan is funded through April 30, 2007 with \$1,192,840.61. The Commission allocated \$1 million annually through April 30, 2010 from the Customer Education component of the Atlanta Gas Light Energy Conservation Program established in the Atlanta Gas Light Company 2005-2010 Earnings Review, Docket Number 18638-U.

You can find more information on this issue on the Commission web site, [www.psc.state.ga.us](http://www.psc.state.ga.us) under Docket Number 18638.

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