



139 E. Fourth Street  
Cincinnati, Ohio 45202

November 9, 2021

Ms. Tanowa M. Troupe  
PUCO Docketing Division  
180 East Broad Street, 11<sup>th</sup> Floor  
Columbus, OH 43215-3716

Re: *In the Matter of the Application of Duke Energy Ohio, Inc. for an Increase in Electric Distribution Rates / PUCO Case Nos. 21-887-EL-AIR, et al.*

Dear Ms. Troupe:

Duke Energy Ohio, Inc. inadvertently included two irrelevant pages of information in an attachment to testimony filed on October 15, 2021, in these proceedings. A corrected copy of Attachment ABS-3 is attached and should be substituted in its entirety for the version originally filed. We apologize for any confusion.

Please feel free to contact me if you have any questions.

Sincerely,

/s/ Jeanne W. Kingery

Jeanne W. Kingery  
Associate General Counsel

**PUBLIC EDUCATION & INFORMATION CAMPAIGN**  
Duke Energy Ohio | 2021 Electric Distribution Rate Case |

**GOAL**

The goal of Duke Energy Ohio's proposed public education and information campaign is to raise customer awareness on various topics and options related to their electric service.

**OBJECTIVES**

Pending additional research into customers' existing perceptions on a variety of topics related to their electric service, objectives of the public education and information campaign could be to:

- Improve our customers' understanding of safety issues related to storms and general electric utility operations.
- Enhance customers' knowledge of Ohio Electric Customer Choice and the makeup of their monthly electric bills.
- Inform customers about the growing number of illegal utility scams and the actions they should take if they suspect they're being targeted.
- Increase customers' awareness of free tools that can help them better manage their monthly electric bills and payments.

**AUDIENCE**

The target audience of Duke Energy Ohio's public education and information campaign are all Duke Energy Ohio residential, commercial and industrial electric customers in southwest Ohio.

**POTENTIAL TOPICS**

Each year, Duke Energy Ohio will select different topics to emphasize as part of the public education and information campaign. To determine which topics to focus on and when to run each communications campaign, Duke Energy Ohio may assess customer research, surveys and focus groups; community and stakeholder feedback; input from PUCO staff; and other formal feedback. Below are potential categories and topics that could serve as foundations for strategic communications programs.

- **Safety and well-being**
  - Stay safe before, during, and after a storm
  - Safety around power lines
  - Work zone safety
  - Call before you dig (8-1-1)
- **Rates, billing and customer conveniences**
  - Understanding Ohio Electric Customer Choice
  - How to choose a Competitive Retail Electric Service (CRES) provider
  - Understanding government aggregation and changes in supply contracts

- Understanding your electric bill
- High bill alerts
- Budget billing
- Paperless billing
- **Energy conservation**
  - Benefits of conserving electricity
- **Utility scams**
  - Ways to identify utility scams
  - What to do when you think you're the target of a utility scam
- **Power outages**
  - Proactive outage notifications
  - How utilities restore electric service after a storm
  - Report a streetlight outage
  - What to do if you lose electric service

### **POTENTIAL CHANNELS**

Each strategic communications program Duke Energy Ohio pursues as part of its public education and information campaign will undergo a formal development process by the company's Creative Communications team. The team members and an external advertising placement agency (when necessary) will identify the appropriate messages and communications mediums for each topic.

Below are communications channels that could be used as part of the public education and information campaign. Please note: Emerging and yet-to-exist mediums will be considered in addition to the ones listed below.

- Television advertising
- Radio advertising
- Display advertising (online banners/video)
- Search engine marketing (paid search)
- Print advertising
- Out-of-home (billboards, busses, theaters)
- Social media organic and promoted posts
- Direct mail
- Email marketing
- Media relations

**ILLUSTRATIVE ANNUAL BUDGET**

The following illustrative budget demonstrates how Duke Energy Ohio would, in theory, allocate campaign dollars each year. Depending on the topics chosen and length of each strategic communications program, the Creative Communications team may choose to emphasize certain communications tactics more than others from year to year.

<b>Television</b>	
Media Buys	\$ 192,000
Production & Talent	\$ 90,000
<b>Radio</b>	
Media Buys	\$ 74,705
Production & Talent	\$ 9,000
<b>Online Video</b>	
Production	\$ 20,000
<b>Online Display Advertising</b>	
Media Buys	\$ 45,000
Search Engine Marketing	\$ 18,000
Social Media Marketing	\$ 37,500
<b>Print Advertising</b>	
Media Buys	\$ 37,500
<b>Out-of-Home Advertising</b>	
Media Buys	\$ 62,500
Focus Groups	\$ 6,000
Bill Inserts	\$ 2,100
<b>Direct Mail</b>	
Postage	\$ 325,500
Printing	\$ 70,000
Photography	\$ 10,000
<b>TOTAL</b>	<b>\$ 999,805</b>