

Corporate Communications Award Finalists

This award recognizes companies whose communications programs or initiatives have improved corporate effectiveness.

Judging Criteria	Potential Entries Might Include
<ul style="list-style-type: none"> ● Were the goals and actions of the plan clearly defined? ● Were there measurable results and were they good? ● How was this program original and innovative? ● Will there be a lasting company impact? ● What is the sustainability of this program? ● How did the program engage and involve employees? ● What's the fun factor? (If applicable) 	<ul style="list-style-type: none"> ● Rate Cases ● Environmental Issues ● Crisis or Natural Disasters ● Executive Leadership Changes ● Acquisitions/Divestitures

Submissions Overview

Corporate Communications Award Finalists		
Company Name	Program Name	ID Number
Spire	Sharing the value of natural gas - The ONE Customer Communications Campaign	CC-1
Southern Company Gas	Southern Company Gas and NEI Get Dirty with Mike Rowe Safe Digging Campaign	CC-3
Atmos Energy	Personalized Video Helps Customers Better Understand Bills	CC-5

Nomination CC-1	
SGA Member Company Name	Spire
Program Name	<i>Sharing the value of natural gas - The ONE Customer Communications Campaign</i>
Program Description	<p>Spire’s “ONE” campaign is an integrated marketing communications initiative designed to communicate and link three bold ideas to customers and the communities we serve:</p> <ol style="list-style-type: none"> 1) the value of natural gas and its role in America’s sustainable energy future 2) Spire’s environmental commitment and goal to be carbon neutral by midcentury 3) ways for customers to save energy and money <p>The campaign, which was reimagined to message more on natural gas’s vital role in America’s sustainable energy future, is called “ONE” because of its refrain of “One community. One planet. One Vision.”</p> <p>The campaign creative shares information around the value of natural gas through the eyes and voices of young children, meant to symbolize the future. The assets also depict Spire employees who provide more customer benefits such as pipeline upgrades and rebates.</p> <p>The communications campaign, which ran in Spire’s major Missouri markets of Kansas City and St. Louis, used a multi-channel strategy to reach its target audience. Television and radio spots, billboards, social media, online advertising and environmental communications were all maximized to speak directly to customers, communities and stakeholders about the connection between Spire’s community engagement activities, environmental commitment and the services Spire provides.</p> <p>After sharing information about the campaign with employees on our internal channels (Spire TV and internet/social platform FirstUp), ONE fittingly kicked off during NFC and NFL championship games with a :30 commercial spot.</p> <p>One highly effective channel for messaging on what Spire has been doing in the Kansas City market to help the planet was a dynamic digital video ad which ran on a set of electronic billboards in the high visibility area of KC’s Power & Light District.</p> <p>If you’d like to learn more, head to the campaign landing page at</p>

	<p>SpireEnergy.com/Energy-Future, where you can also view the :30 television spot.</p>
<p>Results of/Response to the Program</p>	<p>Over a six-week period, the ONE campaign earned more than 62-million total impressions across all communication channels in major customer service areas in Missouri -- Kansas City and St. Louis.</p> <p>Of note, campaign timing aligned with the highly-anticipated NFC and NFL championship games featuring the Kansas City Chiefs. In Kansas City, placements in programming before and after the Superbowl game earned nearly 500,000 impressions in one day. And in St. Louis, placements during the NFC Championship game earned over 256,000 impressions.</p> <p>The campaign concept garnered multiple accolades, including a 2022 Telly Silver award for regional television, and being named a finalist for two Mid-American Emmys.</p>
<p>Contribution to “Connecting People, Ideas & Information”</p>	<p>This initiative was designed to communicate a big idea – and help people understand facts – in the midst of loud voices that disregard or downplay the need for America’s energy independence, energy reliability and grid stability. The big idea this campaign was created around is to help people understand that natural gas is vital part of America’s sustainable energy future... and it provides real value for people’s lives.</p> <p>Television and radio spots, billboards, social media, online advertising and environmental communications were all maximized to speak directly to customers, communities and stakeholders about the connection between Spire’s community engagement activities, environmental commitment and the services Spire provides.</p> <p>We used multiple channels to meet people where they are – and message to them. The environmental billboard is a prime example of this philosophy in action. We saw a need to build greater awareness of our environmental activities in the KC community, particularly our past and present work with Forest ReLeaf of Missouri, and the Power & Light environmental communications presented an exceptional opportunity.</p> <p>The messaging from the campaign is also being developed into interactive customer and community engagement initiatives going forward.</p>
<p>Supporting Documents</p>	<p>Click to view.</p>
<p>SGA Membership Category</p>	<p>Associate Member</p>

Nomination CC-3	
SGA Member Company Name	Southern Company Gas
Program Name	<i>Southern Company Gas and NEI Get Dirty with Mike Rowe Safe Digging Campaign</i>
Program Description	<p>Southern Company Gas serves approximately 4.3 million natural gas customers through its regulated distribution companies in four states, along with approximately 600,000 retail customers through its companies that market natural gas. Other businesses include investments in interstate pipelines and ownership and operation of natural gas storage facilities.</p> <p>Gas pipelines share a universe of infrastructure beneath our feet, including: cable; internet and telephone lines; water service; sewer lines; electrical lines; and traffic signal lines. Contacting 811 at least three business days before starting any digging project is free and is required by state law. When homeowners and contractors contact 811, it notifies the appropriate utility companies of the intent to dig. Professional locators are then sent to the requested dig site to mark the approximate locations of underground lines with flags, paint or both.</p> <p>Third-party damages are the single greatest threat to Southern Company Gas' pipeline distribution system, so ensuring our neighbors and businesses understand the importance of safe digging by contacting 811 is a top priority.</p> <p>No-calls result in about 20% of damages. Getting the message out to contact 811 from our service territories, in Georgia, Illinois, Tennessee and Virginia reinforces our mission – to help prevent damage to underground utilities and promote public safety.</p> <p>In 2022, as National 811 (Aug. 11) Day neared, Southern Company Gas and its operating companies got in the trenches alongside the National Excavator Initiative (NEI) and brought along one of America's most trusted personalities, executive producer, Emmy-winning host, bestselling author, podcaster and skilled-trades advocate, Mike Rowe. Mike's animated alter ego, Micro Mike Rowe, joined to spread the word on the importance of contacting 811 before you dig.</p> <p>Known for the hit TV series, "Dirty Jobs," "Somebody's Gotta Do It" and his Facebook show, "Returning the Favor," Mike and his animated sidekick highlight the critical importance of underground utility infrastructure. With some earthy humor, they</p>

	<p>shared what can — and likely will — go wrong if homeowners and contractors don't contact 811 before digging. Partnering with NEI, Mike connects with industry experts who help educate the public and professional excavators about the 811 process. Through a \$75,000 investment with NEI to partner with Mike, the campaign included radio, print, online media and billboards.</p>
<p>Results of/Response to the Program</p>	<p>Southern Company Gas delivered a fully integrated digital and traditional media safe digging campaign that garnered 422+ million impressions with one of America's most trusted personalities and skilled-trades advocates, Mike Rowe, to achieve the company's second best-year for reductions in total pipeline damage ratio. Total damage ratio is the number of damages to the company's pipeline infrastructure per 1,000 locate tickets. The campaign netted an average 10% increase in 811 calls across the company's service territories and a 10% reduction in damages in the first months of the campaign.</p>
<p>Contribution to "Connecting People, Ideas & Information"</p>	<p>Safety First is Southern Company Gas' number-one value. Safety also means conducting around-the-clock monitoring of our pipelines to safeguard our infrastructure. In addition to making consistent upgrades and regular inspections, we use state-of-the-art technology to ensure ongoing system integrity and reliability.</p> <p>Southern Company Gas' Corporate Communications team sought the opportunity to partner with NEI and solicited the opportunity with the company's Asset Protection, Construction and Engineering, and Safety departments as well as executive leadership.</p> <p>The campaign had broad appeal with homeowners and excavators, who are key to our business and safe digging throughout our communities. Mike's influence helped strengthen our relationship and dialogue with excavators about safe digging and pipeline safety. Our partnership with Mike and the NEI positioned us as a thought leader in an evolving industry.</p> <p>Reduction in damage to the company's pipeline infrastructure means our customers, communities and our employees are safer.</p> <p>Thank you for considering Southern Company Gas for this prestigious award!</p>
<p>Supporting Documents</p>	<p>Click to view.</p>

SGA Membership Category	Associate Member
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Nomination CC-5	
SGA Member Company Name	Atmos Energy
Program Name	<i>Personalized Video Helps Customers Better Understand Bills</i>
Program Description	<p>Atmos Energy constantly searches for ways to improve its customer communication efforts, so we now offer a personalized informational video to aid customers in understanding their bills, promote bill transparency, improve customer experience, reduce the need to call contact centers, and include safety messaging and energy savings tips. Video content is customized for each customer and is based on a combination of factors such as billing preferences, average temperatures and gas costs. The video also displays personalized information from bill amount to gas consumption.</p> <p>The two-to-three-minute video directs customers to three different calls-to-action that focus on safety awareness, billing options (financial assistance, auto-pay and budget billing), and educational resources to learn more about natural gas bills.</p> <p>Specifically, the video includes the following content:</p> <ul style="list-style-type: none"> Gas bill factors Previous month's bill and payment amount Current month's bill, due date, and any previous balance Information on natural gas cost for current and previous months Average temperature for current and previous months' billing periods Total consumption for current and previous months Billing cycle duration information for current and previous months Season-specific energy saving tips Safety messaging Calls to action
Results of/Response to the Program	Project execution started with a pilot trial in early February of 2023. Two more pilots quickly followed, reaching additional target customers for subsequent iterations. The project team then analyzed and summarized responses from a summary provided

	<p>to customers at the end of the video with the following objectives and goals:</p> <p>Educate customers on elements that make up their bill. Inform customers on variable components impacting their specific bill. Proactively answer common bill questions as well as anticipated higher bill costs. Reduce number of calls to customer contact center. Modernize communication vehicles for customer experience.</p> <p>Out of the 187,640 customers involved in the three pilot stages, 78 percent of our customers have said this video helped them better understand their natural gas bill.</p>
<p>Contribution to “Connecting People, Ideas & Information”</p>	<p>The Corporate Communications team intentionally produced the video to remind everyone of the importance of safe digging, specifically in residential locations. The visual actions depicted in the video reinforce critical information regarding the 811 process that could ultimately prevent injury, property damage, or loss of natural gas service. Upon watching the video, viewers will understand that a simple phone call can help them dig safely.</p>
<p>Supporting Documents</p>	<p>Click to view.</p>
<p>SGA Membership Category</p>	<p>Distribution</p>