

URBAN RELATIONS

SEATTLE CITY LIGHT



Energy Management Campaign:

Seattle City Light hired Muir for a yearlong public relations and public education campaign surrounding the 25th anniversary of Earth Day. The campaign goal was to showcase Seattle City Light as a national leader in the energy conservation field.

Event Planning:

As part of the campaign, we helped create a series of three industry forums on minimizing CO2 emissions under the Climate Wise program. (The Climate Wise program targets Seattle City Light's highest-level users of electricity and provides technical assistance to boost efficiency while reducing greenhouse gas emissions.) We designed the three forums, managed invitations and RSVPs, secured speakers, provided all on-site technical support and facilitation, created the meeting materials and attendee notebooks, and solicited substantial media coverage of a rather dull, technical issue. Over 75 firms attended each forum, exceeding the client's expectations by 20%.

Public Relations: Great Torchière Turn-In Media Campaign

Muir created a vivid, exciting and successful media campaign to publicize the Seattle City Light Great Torchière Turn-In Program, in which the public was encouraged to replace dangerous, energy-wasting halogen torchière lamps with energy-efficient compact fluorescent lamps.

The goal was to highlight the wastefulness of halogen lamps-which create a whopping 1100 degrees Fahrenheit. In carefully controlled experiments (late one night), we discovered that it took less than 5 seconds for marshmallows to ignite when held over the halogen bulbs, dramatically illustrating the wasted electricity and the danger of the lamps. We then created a campaign that illustrated toasting marshmallows over the lamps. The media kits came with two marshmallows on the front ready for toasting.

The campaign included two events: a media opportunity in which Seattle City Light employees, fire artists and local firefighters toasted marshmallows over halogen torchière lamps and a radio tour where the same lamps were used to fry eggs and toast bread for the radio host. Both events gave Seattle City Light employees great exposure to journalists and television cameras, to educate the public about halogen lamps. The event was broadcast in eight different television news segments.

Muir planned, staffed, publicized and executed both events. As a result of the publicity campaign, turn-ins in year 2000 doubled at both Seattle locations for the Great Torchière Turn-In compared with the prior year's experience. Seattle City Light presented this campaign at a national utilities conference and received a standing ovation for its creativity and effectiveness.