



An **AEP** Company

2020 HEART and THAW Communications Plan Kentucky Power

GOAL: To ensure eligible Kentucky Power customers and community officials are knowledgeable about the HEART and THAW programs being offered through the winter months. The Kentucky Power customer service, external affairs, and corporate communications teams hold primary responsibility for ensuring the plan is executed. Community Action Agencies' (CAA) communication responsibilities are noted where applicable.

September:

External Communications:

- **Date: Late September**
Conduct virtual training for CAAs to review program guidelines, eligibility requirements and communication plan
- **Date: Late September**
Documents discussing optional payment plans such as payment arrangements, Average Monthly Payment (AMP) plan and budget billing are provided to local CAA offices for use while discussing optional programs and as a take away for customers. CAAs are responsible for discussing payment plan options with applicants as an eligibility requirement
- **Date: Mid-September**
Review HEART and THAW program details for any updates to website at:
<https://www.kentuckypower.com/account/bills/assistance/> and
<https://www.kentuckypower.com/winterbills/>; program flyer also linked on website

October:

Internal Communications:

- **Date: First week of October**
Provide call center agents, social media center and all Kentucky Power employees with updated talking points about programs
- **Date: Mid-October**
Bill message for November due to AEP
- **Date: Late October**
Post internal story about HEART and THAW on employee intranet site.
- **Date: Late October**
Bill insert for December due to printing

External Communications:

- **Date: Early October**
Conduct virtual training for CAAs to review program guidelines, eligibility requirements, and communication plan
- **Date: Late October**
News release to news media in territory about HEART program
- **Date: Late October- ongoing**
Social media posts
- **Date: Mid October**
Email to residential customers (that we have email addresses for) providing program information for HEART, including link to website and program flyer
- **Date: Late October**
Outreach (email and/or phone calls) to elected and community officials regarding HEART program
- **Date: runs through October**
Bill insert discussing HEART for all residential customers (Cycle 1 – 9/28/2020 through Cycle 21 – 10/26/2020)
- **Date: Mid-October**
Due to ongoing COVID restrictions and closures, the Company will use a variety of ways to circulate flyers and information at high-traffic locations. Information will either be hand delivered, emailed or mailed. Kentucky Power will ask agency representatives to share information through digital channels and in physical locations if open to public. Targeted agencies could include: county and city buildings, public libraries, Family Resource Centers/ local school districts, and the local Department for Community Based Services.

November:

Internal Communications:

- **Date: Mid-November**
Information card (1/2 page) provided to field employees in the fall/winter and given to customers as needed to provide information about optional programs

External Communications:

- **Date: Ongoing**
Social media posts
- **Date: Early November**
Reminder email to residential customers who have provided the Company with their email address providing program information for HEART including link to website and program flyer
- **Date: November**
Bill message promoting HEART

December:

Internal Communications:

- **Date: mid December**
Bill message for January due to AEP

External Communications:

- **Date: early December**
News release to news media in territory about THAW program
- **Date: ongoing**
Social media posts
- **Date: mid-December**
Email to residential customers who have provided the Company with their email address providing program information for THAW including link to website and program flyer
- **Date: mid-December**
Outreach (email and/or phone calls) to elected and community officials on THAW program
- **Date: runs through December**
Bill insert discussing THAW for all residential customers (Cycle 1 – 11/25/2020 through Cycle 21 – 12/29/2020)

January:

External Communications:

- **Date: Ongoing**
Social media posts
- **Date: Mid January**
Reminder email to all residential customers who have provided the Company with their email address providing program information for THAW including link to website and program flyer
- **Date: January**
Bill message promoting THAW

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