December 2022

LG&E and KU's Media Intelligence Report

Delivered by LexisNexis

Methodology

This study examines traditional media attention discussing LG&E and KU during December 2022. LexisNexis manually examined and assessed all reporting available in Newsdesk mentioning either company and related entities, such as the LG&E and KU Foundation. As part of this analysis, LexisNexis analyzed the content and sentiment of coverage from LG&E and KU's point of view according to a list of article features, topics, messages, and sentiment scores that were co-developed by LexisNexis and LG&E and KU. This list is known as a coding grid, and this project's coding grid may be seen on slides 20-22.

For the sentiment assessment of LG&E and KU coverage, LexisNexis used a seven-point sentiment scale:

1. **Highly Positive (100 Points)**
2. **Solidly Positive (83 Points)**
3. **Mildly Positive (67 Points)**
4. **Neutral / Mixed (50 Points)**
5. **Mildly Negative (33 Points)**
6. **Solidly Negative (17 Points)**
7. **Highly Negative (0 Points)**

To determine each article's sentiment score, LexisNexis examined the headline, any relevant images/graphics, any positive or negative messages, any relevant source commentary, and the general tone of the article from the perspective of LG&E and KU. The sentiment scores discussed throughout the report are the average scores for the group of articles discussed in the section in question.

Key Findings

- **December's media coverage of 441 stories was the third highest volume for LG&E and KU since the tracking began in 2018.** Coverage was driven by reporting on severe weather / power outages / rolling blackouts / energy conservation tips to keep the lights on, accounting for over a half of the month's coverage. The majority of the severe weather coverage was generated in the week of 18-24 December.
- **The weekly tone of LG&E and KU's media coverage remained positive / neutral throughout December, with a mildly positive sentiment score of 56 on average:**
  - Positive coverage accounted for 30 percent of all LG&E and KU coverage. Coverage was led by:
    - Severe weather, leading to reporting on power outages / rolling blackouts / power restoration updates / energy saving tips
    - LG&E and KU's plan to build two new natural gas plants and a solar energy and storage
    - LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time
    - KU being ranked No.1 by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction Study
  - Neutral / balanced coverage accounted for 64 percent of all LG&E and KU coverage, driven by:
    - Severe weather coverage in the week of December 18-24, especially reporting on power outages / rolling blackouts / power restoration updates / energy saving tips
  - Negative coverage accounted for six percent of all LG&E and KU coverage. Among the stories were:
    - Environmentalists protesting outside LG&E headquarters to halt the Bullitt County pipeline
    - Alleged groundwater contamination by coal ash in Kentucky
    - A local eatery falling behind with LG&E and KU bill payments in the face of soaring energy prices and being given an ultimatum
    - LG&E and KU's plans to build two new natural gas plants and a solar energy and storage, which attracted criticism from claims both that the move threatens the stability of power supplies and that it shows a lack of commitment to environmental protection
- **The Service message LG&E and KU 'educates customers on saving energy ' was the most reported message in December by volume – with 105 stories and a mildly positive score of 57 on average.** This message uptake was dominated by:
  - Reporting on severe weather in the run up to Christmas, which led to LG&E and KU implementing some rolling blackouts, accompanied by explanations of why such measures were needed, and supported with advice on ways customers can reduce energy consumption to avoid any outages (a mildly positive tone of 57 on average)
  - Lower volume coverage of LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time, (a solidly positive 83 on average) lifted overall average tone for this message uptake

Key Findings: Standout Results

PPL companies

Standout Results	
Number of Stories	**441**
Sentiment Score	**56 (Mildly Positive)**
Audience Reach	**133 million**
Sentiment Breakout	**30% Positive; 64% Neutral / Mixed; 6% Negative**
Leading Category*	**Service Topics** 417 Stories; 131m Reach; 55 Sentiment Score (Mildly Positive)
Leading Topic*	**Power Outage** 249 Stories; 109m Reach; 53 Sentiment Score (Mildly Positive)
Leading Messages*	**Educates customers on saving energy** 105 Stories; 4m Reach; 57 Sentiment Score (Mildly Positive)
Top Media Outlet*	***WDRB-TV*** 49 Stories; 1.2m Reach; 52 Sentiment Score (Mildly Positive)
Top Bylines*	**Jonathon Gregg – *Spectrum News et al*** 10 Stories; 543k Reach; 50 Sentiment Score (Neutral . Balanced)

"Crews have restored many outages in Woodford County as of Friday afternoon […] In Woodford County, Lowry said high wind gusts were slowing efforts to restore power and tossing tree limbs on lines, but KU crews were mobilizing to respond. Some workers volunteered to come in from their time off for the holidays to help get the lights back on, Lowry said."

***Yahoo! News*, December. 23**

Monthly Volume & Sentiment Trend

* By volume

LG&E and KU Volume, Audience Reach, and Sentiment Trends

Volume & Sentiment Trend

Audience Reach Trend

LG&E and KU's highest weekly volume was in the week of December 18-24 – with 247 stories and a mildly positive score of 55. Coverage was driven by reporting on severe weather / power outage / rolling blackouts / energy conservation tips to help keep the lights on, accounting for 85 percent of this week's coverage.

LG&E and KU's highest weekly audience reach also came from the week of December 18-24, at 96m. This was again driven by severe weather coverage, with *Yahoo! News* republishing local news reports on rolling blackouts / power outages / restoration efforts, including *Lexington Herald Leader*'s reporting on power restoration progress in Woodford County, where Kentucky Utility's crews were mobilizing to respond.

The weekly tone of LG&E and KU's media coverage remained positive / neutral throughout December, with the week of December 11-17 being the most positive at a mildly positive 65. The sentiment score this week was boosted by reporting on LG&E and KU's filing to the Kentucky Public Service Commission for approval to build two new natural gas plants, and a smaller amount of solar energy and storage. Some of the reports focused on quotes from LG&E and KU, including President John Crocket, which highlighted the utility's commitment to provide cost-effective and reliable power generation while also emphasizing its environmental commitments. These scored highly / solidly positive and lifted the overall tone for stories about the new plants, as well as for the week. Another sentiment leader was reporting on LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time, which also scored solidly positive. The sentiment for the week, as well as for the month, was also boosted by coverage on Kentucky Utilities being ranked number one by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction Study.

LG&E and KU Sentiment Breakout

Sentiment Breakout

- **Positive coverage accounted for 30 percent of all LG&E and KU coverage for December**, down from November's 76 percent – but continued to score a solidly positive score of 73 on average. Coverage was led by severe weather, leading to reporting on power outages / rolling blackouts / power restoration updates / energy saving tips, which on average scored a mildly positive 67. Other coverage drivers, though smaller in volume compared to the weather coverage but scoring hire on average, included reporting on LG&E and KU's plans to build two new natural gas plants and a solar energy and storage facility, as well as reporting on LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time. Reports about KU being ranked No.1 by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction Study also boosted the tone.
- **Neutral / balanced coverage accounted for 64 percent of all LG&E and KU coverage**, up month on month from 14 percent in November. The volume of neutral / balanced coverage shot up this month due to the severe weather coverage in the week of December 18-24 and high volume of reports on power outages / rolling blackouts / power restoration updates / energy saving tips.
- **Negative coverage accounted for six percent of all LG&E and KU coverage in December** – down from 10 percent last month. Among the stories were environmentalists protesting outside LG&E headquarters to halt the Bullitt County pipeline, alleged groundwater contamination by coal ash in Kentucky, and a local eatery falling behind with LG&E and KU bill payments in the face of soaring energy prices and being given an ultimatum. Some coverage on LG&E and KU's plans to build two new natural gas plants and a solar energy and storage leant towards negative with criticism from both the Kentucky Coal Association and the Kentucky Solar Energy Society, the former criticizing the move as threatening stability of power supply and the latter questioning the utility's commitment to the environment.

LG&E and KU Prominence of Mention and Focus of Attention

Prominence of Mention Breakout

Article Focus Breakout

- **Headline mentions of LG&E and KU accounted for 29 percent of December's total coverage**, with 130 items and a mildly positive sentiment score of 59 on average – up from four percent in November. Coverage was led by severe weather, leading to reporting on power outages / rolling blackouts / power restoration updates / energy saving tips. Other stories included: reporting on LG&E and KU's plan to build two new natural gas plants and a solar energy and storage facility, and reporting on LG&E and KU"s meter upgrade project, which will enable customers to see their energy usage rates in real-time, as well as coverage on Kentucky Utilities being ranked number one by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction Study.
- **Prominent mentions also accounted for 46 percent of the total monthly volume**, with 203 items and a mildly positive sentiment score of 55 on average – up from November's 29 percent. Coverage was led by severe weather, leading to reporting on power outages / rolling blackouts / power restoration updates / energy saving tips. Another notable coverage driver for this mention type was reports about Kentucky's utility tax changes, which impacted some homeowners, leading to LG&E informing their customers who are potentially affected; this scored a balanced tone of 50 on average. Other stories included: reporting on LG&E and KU's two new natural gas plants and a solar energy and storage construction plan, and reporting on LG&E and KU"s meter upgrade project.
- **Passing mentions accounted for 24 percent of coverage in December**, with 108 items and a mildly positive sentiment score of 52 on average – down from last month's 66 percent.

Leading Corporate Topics

State / Federal Regulation / Legislation continued to top the corporate topics leaderboard in December, with 87 stories and a mildly positive sentiment score of 57. Coverage was led by reporting on Kentucky's utility tax changes, which impacted some homeowners leading to LG&E informing their customers who are potentially affected, generating 52 percent of all State / Federal Regulation / Legislation coverage in December, in a balanced sentiment score of 50. Another coverage driver for this topic was reporting on LG&E and KU's filing to the Kentucky Public Service Commission for approval to build two new natural gas plants, and a smaller amount of solar energy and storage, which generated over a quarter of State / Federal Regulation / Legislation topic coverage, with an average score of a mildly positive 67. Most coverage balanced the pros and cons of the move, while some leant towards negative with criticism from bodies from seemingly the opposite ends of the spectrum: the Kentucky Coal Association and the advocacy group Kentucky Solar Energy Society; the former criticized the move as threatening the stability of power supplies, while the latter criticised the utility's environmental commitment. However, other coverage focused on quotes from LG&E and KU, including President John Crocket at length highlighting the utility's commitment to provide cost-effective and reliable power generation while also emphasizing its environmental commitment, which scored highly/solidly positively and lifted the overall tone for this gas plants construction stories.

Industry Leadership / Awards / Recognition came second by volume and score, with 13 stories and a solidly positive score of 79. Stories were led by coverage on Kentucky Utilities being ranked number one by J.D. Power in its 2022 Electric Utility Residential Customer Satisfaction Study, which was reported across various *Spectrum News* websites.

Leading Community Topics

Budget Payment – Low Income Program was the most reported Community topic in December, with 14 stories and a solidly positive score of 74. Coverage was led by reporting on LG&E and KU's proposed energy efficiency programs, which includes expanded programs and benefits for low-income customers. This was featured in reporting on LG&E and KU building two natural gas plants, as well as adding solar generation and a battery storage facility. Coverage focused on quotes from LG&E and KU, including President John Crocket at length highlighting the utility's commitment to provide cost-effective and reliable power generation while also emphasizing its environmental commitments, and scored highly/solidly positively, lifting the overall tonality score for this topic.

Philanthropic Endeavors and Sponsorships tied for second, with two stories and a mildly positive score of 67. Stories included KU's joint sponsorship of the Millstone Festival, and news of Queer Kentucky (a Louisville-based non-profit working to boost Queer culture across the commonwealth through storytelling, education and action) landing funding for its first print publication via the Fund for the Arts through its Arts Match program done in partnership with LG&E and KU Foundation.

Leading Service Topics

Power Outages was the most reported Service topic in December, with 249 stories and a mildly positive score of 53. With the country affected by severe winter weather in the run up to Christmas, outage / rolling blackouts related coverage generated over a half of the month's coverage for LG&E and KU. However, the tone of Power Outages coverage was mildly positive on average, with LG&E and KU quoted in over half the outage-related reporting, explaining why such preventative measures as rolling blackouts are needed, giving out energy conservation tips to help keep the lights on, as well as highlighting the utilities' crews were working out in the adverse weather conditions to keep the lights on / to restore lights for their customers. Negative coverage on this topic was extremely limited, but in the aftermath of the event, some state legislators criticized the blackouts and questioned the reliability of renewable energy, which was reported by *Madisonville Messenger* and the *Dawson Springs Progress*, scoring a solidly negative 17.

Customer Service was the second most reported Service topic this month, with 211 stories and a mildly positive score of 55. Of this, 57 percent came from power outage stories, with a mildly positive score of 53 on average, with LG&E and KU explaining why rolling blackouts were needed, how customers help keep the lights on by conserving energy, and informing customers how the utility crews were out there, either ready on standby or restoring power. Another coverage driver for Customer Service topic this month was reporting on Kentucky's utility tax changes impacting some homeowners, with LG&E informing their customers who are potentially impacted by the tax changes. This generated just over a fifth of all Customer Service coverage this month, in a neutral / balanced score of 50.

Audience Reach by Topic Category

Audience reach for Service topics was boosted by *Yahoo! News* republishing local news reports on severe weather and rolling blackouts / power outages / restoration efforts, including *Lexington Herald Leader*'s reporting on power restoration progress in Woodford County, where Kentucky Utility's crews were mobilizing to respond.

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Leading Topics by Audience Reach across All Categories

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Energy Education Coverage

Energy Education Volume & Sentiment Trend

Energy Education Sentiment Breakout

- **Energy Education coverage generated 322 stories in December, with a mildly positive average score of 56.** The volume saw a month-on-month increase of 380 percent in December led by reporting of severe weather in the run up to Christmas, which accounted for over a half of Energy Education coverage for the month.
- **Positive Energy Education coverage accounted for 33 percent of reporting on the topic**, down from 76 percent last month – but continued to score a solidly positive score of 73 on average. Coverage was led by severe weather, leading to reporting on power outages / rolling blackouts / power restoration updates / energy saving tips to keep the lights on. Other coverage drivers included reporting on LG&E and KU's plan to build two new natural gas plants and a solar energy and storage, as well as reporting on LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time.
- **Neutral / balanced stories accounted for 61 percent of all Energy Education coverage**, up from six percent last month. The volume of neutral / balanced coverage shot up this month due to severe weather coverage reporting on power outages / rolling blackouts / power restoration updates / energy saving tips.
- **Negative Energy Education coverage accounted for six percent of all Energy Education coverage**, down from 18 percent last month – with a solidly negative score of 29 on average. Among the stories were alleged groundwater contamination by coal ash in Kentucky, and a local eatery falling behind LG&E and KU bill payments in the face of soaring energy prices and being given an ultimatum. Some coverage on LG&E and KU's plans to build two new natural gas plants and a solar energy and storage leant towards negative with criticism from both the Kentucky Coal Association and the Kentucky Solar Energy Society, the former criticizing the move as threatening stability of power supply and the latter questioning the utility's commitment to the environment.

Leading Messages by Story Volume

LG&E and KU 'educates customers on saving energy' was the most reported message this month by volume, with 105 stories and a mildly positive score of 57. This message uptake was dominated by reporting on severe weather in the run up to the Christmas, which led to LG&E and KU implementing some rolling blackouts, but accompanied by explanations of why such measures were needed, and supported with advice on ways customers can reduce energy consumption to avoid any outages, resulting in a mildly positive tone of 52 on average. Also among the coverage with this message uptake was reporting on LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time. The meter upgrade story accounted for 14 percent of this message uptake, with a solidly positive sentiment score of 83 on average, which lifted overall average tone for this message uptake.

LG&E and KU 'responds to power outages quickly / repairs outages quickly' was the second most reported message, with 31 stories and a mildly positive score of 62. This uptake of this message was entirely driven by reporting on severe weather in the run up to Christmas, which led to power outages / rolling blackouts. Many of these stories were accompanied by LG&E and KU highlighting how the utilities' crews were working out in the adverse weather conditions to keep the lights on / to restore lights for their customers.

Leading Messages by Audience Reach

Media Type Performance

Volume & Sentiment by Media Type

Media Type SOV by Volume

Local Broadcast was the top media type by volume this month, with 176 stories and a mildly positive score of 56. Coverage was led by reporting of the severe weather / power outages / rolling blackouts / energy conservation tips, scoring on average a mildly positive 54 and generating 60 percent of all local broadcast coverage for LG&E and KU in December. Another coverage driver was reporting on Kentucky's utility tax changes impacting some homeowners, which accounted for 16 percent of the local broadcast coverage for LG&E and KU in a balanced tone.

Local Broadcast Online followed, with 141 stories and a mildly positive score of 53. Coverage was again led by reporting of severe weather / power outages / rolling blackouts / energy conservation tips, scoring on average a mildly positive 51 and generating 63 percent of all local broadcast online coverage for LG&E and KU in December. Other coverage drivers included reporting on Kentucky's utility tax changes impacting homeowners, which accounted for nine percent of the local broadcast online coverage for LG&E and KU in a balanced tone, and coverage of LG&E and KU"s meter upgrade project, which will allow customers to see their energy usage rates in real-time. The meter upgrade stories accounted for five percent of local broadcast online coverage for LG&E and KU in December, with a solidly positive sentiment score of 83 on average.

Leading Media

***WDRB-TV* topped the media leaderboard by volume in December, airing 49 stories with a mildly positive average score of 52.** The local broadcast station's coverage in December was dominated by reporting on severe winter weather later in the month. Power outage concerns, and LG&E and KU's efforts to prevent outages, along with actual outage reporting, accounted for 69 percent of all coverage by the station this month. The tone of the power outage / rolling blackouts related coverage was a mildly positive 53 on average, with LG&E and KU's spokespeople quoted in a half of such coverage, explaining why such preventative measures are needed as well as giving energy conservation tips. Another coverage driver was reporting on Kentucky's utility tax changes impacting some homeowners, which accounted for 20 percent of the station's coverage, in a balanced tone. Reporting on LG&E's planned closure of walk-in sites in 2023 was also among the coverage in a balanced tone.

***WAVE-TV* was the second most prominent media outlet by volume in December, publishing 26 stories with a mildly positive average score of 57.** *WAVE-TV* coverage was also focused on reporting on severe winter weather and power outage concerns, accounting for 58 percent of the station's coverage this month. The tone of this coverage was mildly positive with a score of 58 on average, helped by LG&E and KU spokespeople going on air and explaining as to why rolling blackouts were needed as well as highlighting the utilities' crews were working to keep the lights on, which scored on average 67. *WAVE-TV*'s reporting also included coverage on Kentucky's utility tax changes impacting some homeowners, generating 15 percent of the station's coverage on LG&E and KU this month, in a balanced tone.

Leading Bylines

Jonathon Gregg was December's most prominent byline by volume, publishing 10 stories, with a balanced sentiment score of 50. His stories were published across various *Spectrum News* sites. Half of his stories were reporting on the severe winter weather and power outage, but quoting a resident who praised LG&E and KU's crew working to restore power in the bitterly cold weather, scoring a positive sentiment of 67. The other half of his stories focused on a local eatery falling behind with its bills in the face of soaring energy prices and being given an ultimatum by LG&E and KU. The eatery's customers rallied round to help its owner pay the bills, but with her highlighting her plight, the reporting scored a mildly negative 33.

Lucas Aulbach and Ryan Van Velzer were joint second by volume this month, publishing eight stories each, though with the former scoring a balanced sentiment of 50 and the latter scoring a mildly negative 36 on average. All of Aulbach's stories were about power outages as a result of the severe weather around Christmas, and balanced in tone. All of Van Velzer's stories focused on environmental issues, ranging from reporting on environmentalists protesting outside LG&E headquarters against the construction of the Bullitt County pipeline, and alleged groundwater contamination by coal ash in Kentucky, to LG&E and KU's plan to build two new natural gas plants and a smaller amount of solar energy and storage. The first two stories scored a solidly negative 17 on average, while the new gas plants construction news scored a mildly positive 67, with the reports quoting LG&E and KU, including President John Crocket highlighting at length the utility's commitment to provide cost-effective and reliable power generation while also emphasizing its commitment to the environment.

LG&E and KU Coding Grid

Sentiment
Highly Positive (100 Points)
Solidly Positive (83 Points)
Mildly Positive (67 Points)
Neutral / Mixed (50 Points)
Mildly Negative (33 Points)
Solidly Negative (17 Points)
Highly Negative (0 Points)

Article Placement
LG&E/KU/Subsidiary in headline
Prominent mention of LG&E/KU/subsidiary
Passing mention of LG&E/KU/subsidiary

Article Dominance
Primarily about LG&E, KU or LG&E and KU Energy LLC or a subsidiary
Not Focused on LG&E, KU or LG&E and KU Energy LLC or a subsidiary

Graphic Inclusions
Photo/Graphic/Logo/Video Relating to LG&E/KU

Spokesperson Commentary
LG&E executive as industry expert/LG&E executive commentary

Company Spokesperson Quoted/Paraphrased
Chris Whelan
Natasha Collins
Liz Pratt
Daniel Lowry
Unnamed Company Spokesperson
Other Spokesperson

Statements from the Company
Direct quotes
Paraphrased information
Could not be reached for comment
"No Comment"

Media Type
Local Television/Radio
  Broadcast Story
  Online Story
National Television / Radio
  Broadcast Story
  Online Story
Top 25 Market Newspaper
  Print Story
  Online Story
Medium Market Newspaper (Greater than 10k audience & not a top 25 newspaper)
  Print Story
  Online Story
Small Market/Weekly Newspapers (Less than 10k audience)
  Print Story
  Online Story
International Media
  Print Story
  Online Story
Major News/Business Magazine
  Print Story
  Online Story
Energy/Utility Trade
  Print Story
  Online Story
Wire Service
Internet Site
Other Media
  Online Story
  Print Story

LG&E and KU Coding Grid

LG&E Energy Corporation & Subsidiaries
LG&E/Louisville Gas & Electric Company
KU/Kentucky Utilities Company
LG&E and KU Foundation
ODP/Old Dominion Power Company
LG&E Power Plants
  Mill Creek
  Cane Run
  Trimble County
  Ohio Falls
LG&E Natural Gas
  Muldraugh Natural Gas Compressor Station
  Magnolia Natural Gas Compressor Station
KU Power Plants
  Ghent
  E.W. Brown
    E.W. Brown Solar Facility
    Dix Dam

Corporate Issues
Advertising / Marketing
Economic Development
Employer/employee/union issues
Financial status
Industry leadership/awards/recognition
Legal Matters
Local government issues
Management
Mergers/acquisitions
New business ventures
Security and threat management
State/Federal Regulation/legislation
Transactions with residential, commercial or industrial customers, other utilities, etc.

Service Issues
Customer programs
Customer savings
Customer service
Electric and natural gas meters
Energy Education
Energy efficiency
Energy usage
Environmental issues
EV infrastructure
Gas leaks
Municipals
New power line installations / infrastructure installations
Other service issues
Rates
Power outages
Renewable Power
Solar
Safety emphasis
Service partnership

Community Issues
Budget payment/low income program
Employee involvement in community
Philanthropic endeavors
Sponsorships

Coronavirus / COVID-19

LG&E and KU Coding Grid

LG&E and KU Messages

Corporate
LG&E/KU is financially sound.
LG&E/KU is recognized as an industry leader.
LG&E/KU is recognized as a global company.
LG&E/KU is not financially sound.
LG&E/KU is not recognized as an industry leader.
LG&E/KU is not a global leader.

Service
LG&E/KU's rates are among the nation's lowest.
LG&E/KU educates customers on saving energy.
LG&E/KU provides innovative products and services.
LG&E/KU spokespeople are responsive, knowledgeable, and courteous.
LG&E/KU customer service is responsive, knowledgeable, and courteous.
LG&E/KU responds to power outages quickly/repairs outages quickly.
LG&E/KU is environmentally conscious.
LG&E/KU is investing in renewable power.
LG&E/KU is safety conscious.
LG&E/KU offers bill assistance programs.
LG&E/KU is expanding / supporting EV infrastructure.
LG&E/KU's rates are high.
LG&E/KU does not provide innovative products and services.
LG&E/KU spokespeople are not responsive, knowledgeable, and courteous.
LG&E/KU customer service is not responsive, knowledgeable, and courteous.
LG&E/KU does not respond to power outages quickly/does not repair outages quickly.
LG&E/KU is not environmentally sound.
LG&E/KU is not investing in renewable power / is not making enough of an investment in renewable power.
LG&E/KU is not safety conscious.
LG&E/KU has a tree cutting policy that is too aggressive.

Community
LG&E/KU is involved in the community.
LG&E/KU cares about local citizens.
LG&E/KU contributes financially to the community.
LG&E/KU is not involved in the community.
LG&E/KU does not care about the local citizens.
LG&E/KU does not contribute financially to the community.