



**Issue 5, 2011**

# CONNECTIONS

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**TLC**  
**T**EACH what you know.  
**L**EARN what you need to.  
**C**CARE enough to share it.

## Dig Safely: A Look at the 2012 “Teach Learn Care TLC” Campaign



**Tom Dickey, professional contractor and electrical accident survivor**

While wrapping up a major project, Tom Dickey’s client asked him to take on a small additional task. His safety gear had already gone back to the shop in another truck. Tom made a decision in favor of time and expediency instead of safety to go ahead and perform the work. This decision almost cost him his life.

Safe Electricity’s 2012 TLC campaign shares Tom’s story and his message of digging safely for both contractors and homeowners.

An experienced directional-boring contractor and devoted family man, he suffered life-changing burns and injuries. While kneeling on the ground as he used a shovel to adjust the conduit’s path, he slipped and came into contact with 7200 volts from the underground power lines.

He survived, but he spent months in the hospital undergoing surgeries—including multiple skin grafts. The damage to his right hand was so deep that doctors sewed it into his abdomen to allow tissue to grow back over his bones. He fought hard over several months to keep his hands and legs.



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## 2012 TLC Campaign

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The long and painful recovery was only part of his ordeal. There was also the pain of “just watching my family and the anguish that I know they were going through,” reflects Tom.

Tom eventually was able to return to the work he loves, but still lives with pain every day. He urges everyone who digs to put safety first, and take all of the proper precautions before digging.

Tom stresses that even a homeowner who puts a shovel in the ground risks his well-being and damage to underground utilities if he has not gotten these lines marked. The first step in safe digging is to call 8-1-1, the national “Call Before You Dig” number, to have underground utility lines marked. The service is free and could prevent a tragedy.



# How You Can Make Use of the 2012 TLC Campaign Materials



Safe Electricity's TLC "Dig Safely" campaign targets two main audiences: consumer "DIYers" and contractors. April is National Dig Safe Month and the TLC national consumer campaign launch will coincide with this awareness effort. Members can certainly use materials as needed before this time and there are significant opportunities for contractor outreach starting at the beginning of the year.

Underground utility locating organizations in many states hold winter workshops and training sessions January through March. The contractor video is ideal for those meetings. We also encourage members to share the print PSA and video with contractor organizations and businesses.

Broadcast quality videos of Tom's story as well as TV PSAs will be shipped out at the beginning of the year. In addition to use on local TV stations, the videos make attention-getting and effective presentations at meetings and educational events. Web-quality video will be embedded on the SafeElectricity.org homepage.

Written pieces include an article, news release, and in-depth feature. The article works well in newsletters, news releases can be used to draw local media attention to this important safety issue, and the full-length feature (with accompanying photos) would work well for two-page spreads in magazines—both contractor and homeowner/consumer-focused.

Print PSAs provide eye-catching designs for use in newsletters and magazines, as handouts, and as posters. Sharing radio PSAs with local radio stations is yet another way to educate others. Repetition—within one distribution method and across distribution methods—is effective in helping your audiences remember the key safety messages.

**TLC** Accidents can happen to anyone.  
TEACH what you know.  
LEARN what you need to.  
CARE enough to share it.

**"Please, safety first."** - Tom Dickey, professional contractor and electrical accident survivor

Tom Dickey has years of digging experience and knows the dangers that can lie underground. He urges everyone to call 8-1-1 before digging to have underground utilities marked and to always make safety a priority when doing the work.

Tom speaks from experience. Late one day, a small addition was made to the day's work. Tom's safety gear was in another truck, already on its way back to the shop. Like many others in this situation, he weighed time and convenience against safety—and this time, safety didn't come first. "For some reason I'd worked with it enough I knew that I could just handle this; and you just never suspect that today's going to be the day," reflects Tom.

It turned out to be the day for Tom. He slipped, and the shovel he was holding came into contact with 7200 volts of electricity from an underground utility line. Tom did survive, but he still lives with pain every day and considers himself lucky to be alive. He is working with Safe Electricity's "Teach Learn Care TLC" campaign to share his story in hopes of preventing others from having accidents with underground utility lines.

Give those you love TLC. Make sure they dig safely. The first step is to call 8-1-1 to get underground utilities marked before digging. It doesn't cost anything, but it could save your life.

Visit [SafeElectricity.org](http://SafeElectricity.org) to see Tom's story.

# Welcome New **EEC** Members!



- ✦ **Moon Lake Electric, based in Roosevelt, Utah**, provides electricity to 17,000 consumers in northeastern Utah and western Colorado.
- ✦ **The City of Grand Haven, Michigan** is home to more than 10,000 residents in western Michigan.
- ✦ **The City of Grand Island, Nebraska** is home to 44,000 residents in central Nebraska.



## **Dale Detmer Joins EEC Board**

Dale Detmer, Utility Plant Operations Manager for the City of Breese, IL, is the newest member of the Energy Education Council (EEC) Board of Directors. Detmer oversees operations of the electric department, water treatment plant, and the wastewater treatment plant.

Detmer has nearly 20 years of experience in electricity delivery,

maintenance, and management. He brings valuable insight to the board from his experiences as a lineman, power plant/water plant operator, and assistant public works manager

He lives on a farm he recently purchased with his wife, Geri, of 28 years. They have three children and three grandchildren.

## **Denise Kistner's Service on the EEC Board & 4-H Committee Recognized**

On November 1, Denise Kistner was recognized by the Energy Education Council (EEC) for her service on the EEC Board and 4-H Committee. While she has retired from University of Illinois Extension, she will continue to volunteer her time and talents to the 4-H Committee to encourage, help, and reward youth for exploring electricity through 4-H project work.

Thank you, Denise, for your dedication to education, public outreach, and electrical safety.



## Exploring Natural Gas Safety Education

The Energy Education Council (EEC) has formed a new task force to explore emerging and unmet educational needs related to natural gas safety. The Gas Safety Task Force consists of professionals representing utilities and pipeline companies. EEC has already incorporated some gas safety information with Safe Electricity program resources. Members have periodically inquired about the possibility of EEC creating natural gas specific safety materials.

This task force comes at an opportune time as EEC will be focusing on safe digging and the importance of having underground utilities marked in the 2012 “Teach, Learn, Care TLC” campaign. In addition, Recommended Practices 1162, which was passed by Congress in 2002, requires operators of gas and hazardous materials pipelines to provide and measure public safety education.

If you are interested in participating in EEC’s newest task force or know of someone else who may be interested, please contact EEC at 217-546-6815.

## New Features for Members Only



**Stay Safe around Power Lines & Electrical Equipment!**  
Never climb a utility pole or tower.

Reason to cross the fence at a substation.  
Always, keep yourself and equipment at least 10 feet away from service connections.  
Before using long tools like pruning poles, ladders or antennas.  
Indoor outlets have ground fault (GFCI) protection; use a GFCI for outdoor outlets that don't have one.  
Remember that any power line is fully charged and stay far away.  
Safe Electricity.org

**Bill Inserts!**

Our mission at the Energy Education Council (EEC) is to assist you in educating and empowering consumers through the promotion of electrical safety and the efficient use of energy. To that end, we have added some new materials to the Safe Electricity Members Only site.

A brand new “Happy Holidays” bill insert design was made available

before the holiday season, and we currently have a “Live!!! 24/7” design that is ready to download in our Print Materials & Designs section.

We have been busy adding numerous high resolution images to our photo library that can be used in a variety of ways to illustrate your safety and efficiency messages to consumers. The 2012 editorial calendar is also available

to assist you in your planning and so that you can see what features we have coming your way in the new year.

Selected materials from our 2012 “Teach, Learn, Care TLC” campaign are now available for you to preview. Log in, and explore the new material exclusively available to you as an EEC member!



## Shawn Miller Shares His Story during the Holiday Season

Shawn Miller is a walking miracle, and his story is familiar to members of the Energy Education Council (EEC). He is the subject of our 2009 “Teach, Learn, Care TLC” campaign in which he tells his story of making contact with a 7200-volt power line.

While decorating his mother’s yard for Christmas, Shawn threw a string of lights into a tree and made the contact. Shawn was badly burned in the accident, had 27 exit wounds, lost his left arm below the elbow, and lost his sternum. This happened at the house where Shawn grew up in, and he had seen those power lines hundreds of times. His story illustrates the importance of making it a habit to



“look up and live”—even when they think they know where all of the electrical hazards are.

EEC highlighted his story again through a satellite feed of a video news release of Shawn’s story. As a service to our members, it was distributed nationally just before Thanksgiving—directly to media outlets—to help educate consumers throughout the U.S. and keep them safe around electricity. His message of safety around overhead power lines during the holiday lighting season was published by hundreds of newspapers, television, radio, and web media—including the largest talk radio station in Indianapolis for which Shawn provided a live interview.

## A Message From Molly & the EEC Team

The weeks before Christmas are the busiest for us, as we finish production of the upcoming national safety campaign and complete other new resources for our members! We got an early start on disseminating winter storm safety information as snow storms were hitting the East Coast and disabling power in October this year. Media can find information on how consumers can stay safe in such emergency situations in Safe Electricity’s Newsroom. It currently features media kits on holiday safety, winter storms, and power outages.

We’re excited to start sharing the new Teach Learn Care TLC “Dig Safely” campaign. And we encourage you to start using the contractor video and related materials right away, as utility locating organizations across the country hold winter workshops January through March in advance of National Dig Safe Month in April (see page 3 for more suggestions).



We’re adding new winter materials daily and before Christmas, you’ll have February and March materials as outlined in the 2012 Editorial Calendar. Your feedback is producing a new Article Library to provide you more short, concise messages to use in multiple ways. Look for it after the first of the year.

We at Energy Ed appreciate your support and our mutual efforts to create more informed consumers that are safer and more efficient. We wish you a very happy holiday season and all of the best in 2012!

*Molly, Erin, Kyla, Cortney,  
Ann, Carley, Fay, and Joey*

## Upcoming Events

EEC Office Closed for Holidays  
**December 24-January 2nd (back on 3rd)**  
Springfield, IL

EEC National Gas Safety Task Force  
**January TBA**  
Springfield, IL

EEC Renewable Energy Task Force Meeting  
**January 25**  
Webinar

EEC Board Meeting  
**March 21**  
TBA

## EEC Wins Awards for Communication Excellence

The Energy Education Council (EEC) has once again been recognized and awarded prestigious, national communication awards. EEC and its Safe Electricity program won three MarCom Creative Awards, including Gold awards for the Flach TLC TV PSA and the EEC Member Booklet. The Flach web video was also recognized. The Flach TLC campaign highlighted the importance of electrical safety for farmers and other large equipment operators. MarCom Creative Awards honor excellence and creativity in marketing and communication.

EEC was also honored with three Bronze Telly Awards for Flach TLC Video PSAs. Telly Awards honor the finest film and video productions.

These awards are a welcome addition to the Clarion Award EEC won earlier this year for the Auto Accidents/Power Lines PSA.

## At Your Service

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