

November 19, 2008

Public Information Officer Report

Media

*Press release—October 24-- “Water Utility Rate Case Public Hearing Will Be November 11”

*Two water main breaks necessitated Urgent Notices being placed on the City of Madison and the Water Utility websites to communicate to customers and the media about the situations: the November 5 break at the Well 29 construction site and the November 12 break in the Arbor Hills neighborhood. Both of these events precipitated media contact and news stories. Several of us staffers worked in the evening on November 12 to handle media and customer notifications.

*General Manager Tom Heikkinen, Ken Key, Robin Piper, and I met with *Wisconsin State Journal* reporter Ron Seely on November 3. Seely subsequently wrote an article based on that meeting as well as on our rate case hearing at the PSC, “City's water utility entering era of change.”

*General Manager Tom Heikkinen and I met with the *Capital Times* editorial board on November 6. Reporter Anita Weier has since then written articles about the utility's rate case and the Femrite well project.

Conservation

*We sent letters to our list of local plumbers and plumbing supply companies alerting them to the impending HET rebate program, assuming its funding is approved by the PSC.

*We hosted a presentation for employees on Monday, November 24, on “Being Green,” with representatives from the Madison Environmental Group, EnAct, and MG&E to discuss City environmental programs and saving energy in our homes.

Drinking Water Week

*We held our first planning meeting for this May 3-9 event.

Respectfully submitted,



Gail Gawenda
Public Information Officer