

TEXAS IS HOT ACTIVITIES

Press and Outreach

- Press and community outreach
- Legislator communications and information distribution
- Committee testimony during 2009 session and in interim hearings



TexasIsHot Coalition Testifies During
Senate Business & Commerce Committee Hearing
March 24, 2009



TEXAS IS HOT ACTIVITIES

By the Numbers



- Coalition Partners: 11 (TXU, Oncor, AEECT, Entergy, Luminant, CenterPoint, Pederalnes Electric, Time Warner Cable, Save On Energy, City of Houston, City of Corpus Christi, Pecan Street Project)
- Email Opens: 100,000+
- E-Newsletters: 35
- Twitter Followers: 3,280+
- Facebook Fans: 1,140+

TEXAS IS HOT CAMPAIGN

A LITTLE ENERGY EDUCATION CAN GO A LONG WAY



THANK YOU