



**Public Service Company
Advertising
2020**

**Public Service Company
Electric**

Name of Campaign: CONSERVATION
Category: PRODUCTION & AGENCY FEES
FERC Account: 909
Cost: \$1,477,910.88

Placement	Timing
Production & fee credits	2020

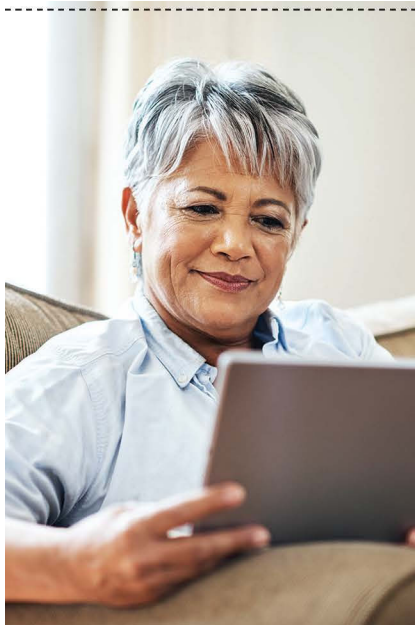
**Public Service Company
Electric**

Name of Campaign: EBILL/MYACCOUNT/NOTIFICATION
Category: ONSERT/INSERT
FERC Account: 909
Cost: \$33,643.25

Placement	Timing
Customers' Bills	2020

Onsert

Document Number: 1019ON07



ENROLL IN AUTO PAY

NO LATE FEES, NO WORRIES.

Enjoy the benefits of automatic payment withdrawal from your checking account. Your payment will automatically post to your Xcel Energy account on your due date.

To enroll, fill out the information below, cut off this form, and include it along with your check and bill stub in the remittance envelope. Money orders do not qualify. Watch for **Automated Bank Payment** to appear on your billing statement to ensure your enrollment is in effect.

To enroll in Auto Pay online, visit xcelenergy.com/PayBill.
For more information call **800.895.4999**.

Authorized signature

Signature above must match name on the bank account

Xcel Energy account number

See page 1 of bill statement

Date

I authorize Xcel Energy to initiate transfers from the bank account indicated on the enclosed check to make monthly payments on my Xcel Energy account on my due date. This authority will remain in effect until I notify Xcel Energy, or Xcel Energy notifies me, of the need to cancel the enrollment. I understand that a new authorization is required if I change my bank account. I have kept a record of this authorization.

Onsert

Document Number: 1019ON09

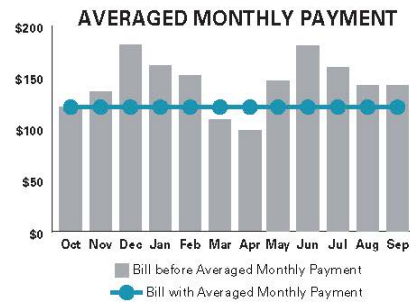
BUDGET YOUR BILL.

If you're on a budget, our Averaged Monthly Payment program is a great choice for you. This payment option allows you to avoid seasonal bill changes that can occur during those really warm or cold months.

Program benefits include:

- A better budgeting option
- Consistent bill each month
- Program cancellation at anytime

To start budgeting your bill visit xcelenergy.com/AveragedMonthlyPayment.



Onsert

Document Number: 1219ON07



AVOID THE CLUTTER OF YOUR PAPER BILL.

Paperless billing can be conveniently accessed online at any time and is an environmentally-friendly way to manage and pay your bill.

To enroll or find more billing and payment options, visit [xcelenergy.com/PayBill](https://www.xcelenergy.com/PayBill).

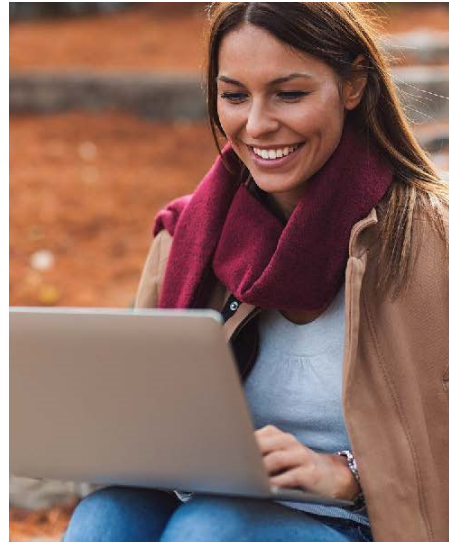
**Public Service Company
Electric**

Name of Campaign: MANDATED INSERT COMMUNICATIONS
Category: ONSERT/INSERT
FERC Account: 909
Cost: \$15,620.05

Placement	Timing
Customers' Bills	2020

Onsert

Document Number: 1019ON08



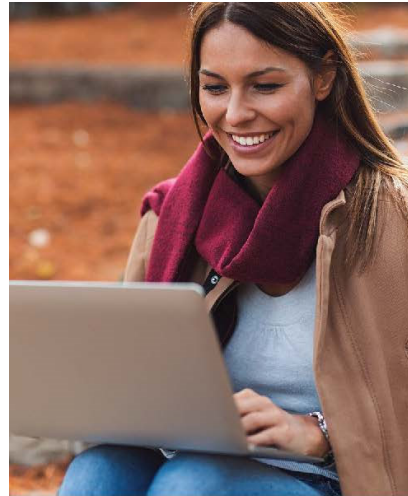
AVOID THE CLUTTER OF YOUR PAPER BILL.

Paperless billing can be conveniently accessed online at any time and is an environmentally-friendly way to manage and pay your bill.

To enroll or find more billing and payment options, visit [xcelenergy.com/PayBill](https://www.xcelenergy.com/PayBill).

Onsert

Document Number: 1119ON10



AVOID THE CLUTTER OF YOUR PAPER BILL.

Paperless billing can be conveniently accessed online at any time and is an environmentally-friendly way to manage and pay your bill.

To enroll or find more billing and payment options, visit xcelenergy.com/PayBill.

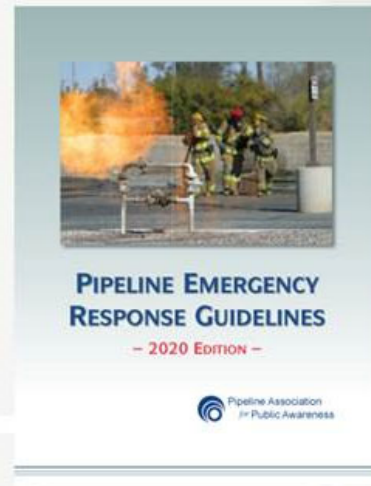
**Public Service Company
Electric**

Name of Campaign: SAFETY INFORMATION
Category: PRINT
FERC Account: 909
Cost: \$24,170.60

Placement	Timing
Pipeline Association for Public Awareness (PAPA) Membership	2020

PAPA (Pipeline Association for Public Awareness)

Mailings



**Public Service Company
Electric**

Name of Campaign: SAFETY INFORMATION
Category: DIRECT MAIL AND PUBLIC SAFETY
FERC Account: 909
Cost: \$181,428.40

Placement	Timing
School Mailer	2020
At Risk Work Mailer	2020

Culver Company

2020 School Mailer – Page 1 of 2



Available in Spanish!

FREE standards-based energy education resources

#12250

FLEXIBLE SOLUTIONS FOR THE NEW SCHOOL YEAR



Free energy education resources for classroom or home

Brought to you by:



Salisbury, MA 01952
 104 Bridge Road
 Educational Materials Distribution



Know what's below. Call 811 before you dig.

CALL BEFORE YOU DIG

The single greatest cause of damage to underground utilities—such as gas pipelines and electric lines—is from excavation and outside forces. If you, your school, your students or their family members plan to dig or move earth in any way—from planting a tree or shrub to repairing or installing irrigation lines or a fence—state law requires you to contact 811 first. This free service will arrange to have buried utility lines located and marked so you can dig a safe distance away from them. After you contact 811, wait your state's required time for lines to be marked before you dig: at least two to three full business days.

Warning signs of a natural gas leak

The warning signs of a natural gas leak could be a distinctive sulfur or rotten egg-like odor, dirt spraying or blowing in the air, a hissing or roaring sound, continuous bubbling in water, or plants or grass dead or dying for no apparent reason. If you suspect a natural gas leak:

- Leave the area immediately and move to a safe location.
- Call 911. Xcel Energy customers should also call 800.895.2999.
- Warn others to stay away.
- Even a tiny spark could ignite leaking natural gas, so take the following precautions until you are a safe distance away.
 - Do NOT use a telephone or cell phone.
 - Do NOT operate electric appliances or switches, such as lights, doorbells, radios, television controllers or garage door openers.
 - Do NOT strike a match or blow out any candles.
- **NEVER** try to extinguish a gas fire, stop the flow of gas or close a valve on an underground gas pipeline.



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BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 62 NEWBURYPORT, MA
 POSTAGE WILL BE PAID BY ADDRESSEE

Xcel Energy
 Educational Materials Distribution
 104 Bridge Road
 Salisbury, MA 01952-9912



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2020 School Mailer – Page 2 of 2



RESOURCES FOR A BRIGHT TOMORROW

Whether your students are in the classroom or at home this fall, our energy education resources can help them catch up on any 2020 learning losses they may have experienced, and reach grade-level standards in Language Arts/ Reading and Science.



Student booklets

Convenient for classroom use

Our FREE booklets include teacher's guides and pre/post tests to help you assess learning. Our guides make it easy to implement the lessons, with detailed background information, discussion points, follow-up activities and answer keys.

Ideal for home-based learning, too!

Our booklets give students a break from screen time and feature home energy activities, such as safety inspections and experiments, to engage the whole household. When students share safety resources with their families, everyone benefits.



e-SMARTkids website

Your hub for energy education

Our e-SMARTkids website, xcelenergy.e-smartkids.com, contains comprehensive learning modules on electrical and natural gas safety, renewable energy and solar power safety. Educational games, videos, experiments and activity sheets address core educational subject matter and support academic standards. Use our website in the classroom or for remote learning assignments to be completed at home.



Classroom activity cards

Visit the Teachers page on our e-SMARTkids website, for FREE downloadable natural gas and electrical classroom activity cards. Each card is a condensed classroom lesson that can be conducted on its own, or used to augment the lessons within student booklets, teacher guides and website modules. They include vocabulary words, an experiment, fun facts, a joke or brain teaser, and links to other resources. There are four cards, K-3 and 4-6 versions of both electrical and natural gas safety activities.

Order these resources and access a variety of educational materials online at xcelenergy.e-smartkids.com.

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ORDER FREE TEACHING MATERIALS



Electrical and natural gas materials

Our educational safety materials are developed by educators and industry specialists so you can be confident that they address educational standards and critical subject matter, while also meeting your teaching objectives.



Aunt Sarah and the Amazing Power. An Energy Safety Tale
 Grades K-2 #57415 (English) & #41075 (Spanish)

A beautifully illustrated storybook about three kittens and their aunt who realize both the benefits and hazards of electricity and natural gas. Also available in Spanish.



Electrical & Natural Gas Safety World
 Grades 3-6 #57400 (English) & #57405 (Spanish)

Addresses the subject areas of energy and earth science, principles like the states of matter, and processes like scientific investigation, making models and analyzing data. Also available in Spanish.



The Shocking Truth About Electrical & Natural Gas Safety
 Grades 4-6 #57410

Uses stories, experiments and activities to educate students about the science and safety of electricity and natural gas.



DOWNLOAD FREE TESTS TO MEASURE YOUR STUDENTS' SUCCESS.

xcelenergy.e-smartkids.com

e-SMARTkids WEBSITE



Engage students and families

Our e-SMARTkids website provides safety guidance on electrical, natural gas, renewable and solar energy. Use it to cover core subject matter and support critical Language Arts/Reading and Science standards.

FREE resources include

- Educational games, videos, experiments and worksheets for all ages
- Downloadable teacher's guides and pre/post tests
- Fascinating stories, fun facts and family-friendly activities



xcelenergy.e-smartkids.com

THREE EASY WAYS TO ORDER

- 1) **Online**—Visit xcelenergy.e-smartkids.com.
- 2) **Mail**—Complete the attached self-addressed, postage-paid order card and mail it.
- 3) **Fax**—Complete the attached order card and fax it to 978.483.1715.

Limit one book title per educator. Write the number of students in your class next to your title of choice. Orders for more than one book title will be adjusted. Books are limited to schools in Xcel Energy service areas. Thank you for your order. Materials will arrive in two to four weeks.

Order your FREE classroom materials from Xcel Energy

Name: _____	Title: _____	# of books: _____
Role (e.g., teacher, principal, librarian): _____	Aunt Sarah and the Amazing Power, Or: K-2, #57415	
School name: _____	Aunt Sarah and the Amazing Power-Spanish, Or: K-2, #41075	
Is this a homeschool? <input type="checkbox"/> Yes <input type="checkbox"/> No	Electrical & Natural Gas Safety World, Or: 3-6, #57400	
Address: _____	Electrical & Natural Gas Safety World-Spanish, Or: 3-6, #57405	
City: _____ State: _____ Zip: _____	The Shocking Truth About Electrical & Natural Gas Safety, Or: 4-6, #57410	
Phone: _____ Email: _____		
What subject(s) do you teach? _____		
For which grade(s) are you ordering? _____		
How many teachers will be using these materials? _____		
Comments: _____		

Please visit xcelenergy.e-smartkids.com to provide your valuable feedback on these materials. #17280

Culver Company

2020 At Risk Worker Mailer- Page 1 of 2

WorkerSafety
 Electric and natural gas safety practices for you and your employees

Brought to you by:

STAY AWARE OF POWER LINES

- Survey your job site every day to locate all electric utility equipment, and point it out to your crew.
- Review your emergency plan for responding to power line contacts.
- Assume all overhead lines are energized and potentially dangerous, including the service drops that run from utility poles to buildings. Keep people, tools and equipment at least 10 feet away.
- Crews and derrick may require clearance greater than 10 feet and should adhere to equipment manufacturer's instructions. For specific requirements, consult www.xcel.com.
- If your equipment contacts a power line, call 911 and Xcel Energy immediately at 800.895.1999. For power line assistance or questions, contact Xcel Energy.



DON'T RISK IT... USE A SPOTTER

- An equipment operator cannot safely judge the distance from the equipment to overhead power lines on their own.
- Work with a spotter whose only responsibility is to keep you and your equipment a safe distance from overhead lines and other hazards.
- Workers getting a load from the ground are in the most danger when equipment hits an overhead power line, as electricity can travel through the log line and through them.
- Don't risk injury or death by trying to guide a load and spot at the same time.



DAMAGE PREVENTION ONLY BEGINS WITH 911

- It's the law to contact 911 before you dig. It's the only way to dig safely.
- Wait your state's required time before digging: CO, ND, MI and WI—three business days; RI, IL, SD and TX—two business days. Your call arranges for utilities to mark their underground lines, including electric cables and natural gas pipelines.
- If you don't call 911, you risk hitting an underground natural gas or other electric line. This could lead to injuries, gas leaks, explosions, loss of service to customers and possible fines. You or your contractors could be hurt or killed, and you may be held liable for damages and repair costs.
- Before you notify 911, outline in white a "tolerance zone" or "caution zone," a safety area that spans the width of a marked utility plus a state-mandated distance from each indicated outside edge. Utilities to hand dig within the tolerance zone is the leading cause of underground Xcel Energy damages.
- Respect the marks, and dig with care. Call 911 with any concerns. For more information, visit xcelenergy.com/community/public_safety call 911 before you dig.
- Be prepared. Develop a written damage prevention plan with annual training.




IF A NATURAL GAS LINE IS CONTACTED

- Warn others and leave the area quickly.
- Do not re-ignite or clamp off the line.
- Do not bury the line.
- Do not operate any gas pipeline valves.
- When you have reached a safe distance away, call 911, then call Xcel Energy, or your local natural gas provider, to report the gas emergency. Locations are required by law to call 911 in the event of escaping gas.
- For natural gas line assistance or questions, contact Xcel Energy at 800.895.1999.
- Review your emergency plan for natural gas pipeline contact.



Warning Grounding electricity to a gas meter or gas pipes creates a shock hazard and increases the risk that a gas leak will ignite or explode.

Warning Grounding electricity to a gas meter or gas pipes creates a shock hazard and increases the risk that a gas leak will ignite or explode.

Más información sobre seguridad: xcelenergy.com/community/public_safety_spanish
 To learn more about worker safety and order training materials, visit xcelenergy.com/Safety.

Order your FREE electric and natural gas safety training materials

Materials* are available in English and Spanish and include:

- Five Worker Beware® Visor Cards**
This laminated visor card can be kept in vehicles as a quick reference for preventing accidents around power lines on the job site. It covers how to work safely around overhead and underground lines, and what to do in the event of a power line contact.
- One Worker Beware DVD that contains:**
 - Worker Beware video:** This video training tool contains the latest utility-related safety information and enhances our other program materials. The video uses realistic, scenario-specific modules for effective training.
 - Slide presentation:** Designed to introduce basic safety concepts, this presentation and talking points can be used to introduce the video program.
 - Trainer's guide:** This comprehensive guide addresses everything you need to run an effective safety training session.

* If your company trims, removes or plants trees, you will also receive tree-trimming safety Visor Cards.

e-smartonline.net/xcelworkers

FREE Safety Training Materials

- Please check materials language you would prefer: English Spanish Bilingual
- How many additional visor cards? _____
- Where should we mail your FREE safety materials?
 Name: _____ Title: _____
 Company: _____
 Address: _____ Is this a home address?
 City: _____ State: _____ Zip: _____
 Phone: _____ Email: _____
- Number of employees (including owner):
 a. 0-5 b. 6-10 c. 11-20 d. 21-50 e. 51+
- Primary business activity: Tree Sliding/Gutter/Roofing Excavator Public Works Other: _____
- How well do you know these safety materials? (Circle all that apply.)
 a. Safety meeting/pressing c. New employee orientation/training
 b. Tagline/job site meeting
- What do you think are the most important safety topics that need to be covered in training material?

- On a scale of 1-5 (1 = strongly disagree and 5 = strongly agree), how much do you agree with each of the following statements?
 _____ Xcel Energy is committed to the safety of workers.
 _____ The information Xcel Energy provides is valuable for keeping workers safe around electric and natural gas lines.
 _____ I want Xcel Energy to provide workers the information necessary to get their jobs done safely around Xcel Energy's electric and natural gas infrastructure.
 _____ The workers at my company use the Xcel Energy Safety Information to work more safely around electricity and natural gas.
 _____ The worker materials provided by Xcel Energy help me and my coworkers perform their jobs more safely.

English (in Spanish) Spanish (in English) #1200

WorkerSafety | Work safely around electric and natural gas lines
Keep this card in your vehicle visor as a quick reference guide.

Seven steps for safe excavation

- Plan your job and pre-mark your dig area with white paint, flags and/or stakes.
- Call 911 several working days before you dig. For more information, visit xcelenergy.com/community/public_safety call 911 before you dig.
- Wait the required time for utilities to locate and mark their lines.
- Perform a pre-excavation site survey to ensure all utilities have been located.*
- Respect the marks when digging.
- Dig with care and follow hand excavating rules.
- Communicate with utility owners through the one call center.

* Your Energy can't mark underground lines owned or installed by our customers (e.g. for a pit, garage or pool). Customers must arrange for a third-party contractor to locate and mark these lines.

Stay safe near overhead lines

- Be aware of power lines and equipment** on your job site.
- Assume ALL lines are energized and potentially dangerous, even downed power lines.**
- Mark a safety boundary** to keep workers and equipment at least 10 feet away from overhead power lines.*
- Use a dedicated spotter** when operating heavy equipment.
- Do not try to guide a load and be a spotter** at the same time.
- Know what to do** if your equipment contacts a power line.

* Lines carrying more than 50 kV require clearance greater than 10 feet. Curves and desirable wind conditions may require clearance greater than 10 feet and encroachment precautions. Call your local utility for specific clearance requirements.

American PublicWorks Association color code for locator marks

■ Electric Power Lines	■ Gas, Oil or Steam	■ Communications Lines, Cables or Conduit
 Temporary Survey Markings	■ Potable Water	■ Reclaimed Water, Irrigation and Slurry Lines
 Proposed Excavation	■ Sewers and Drain Lines	

Culver Company

2020 At Risk Worker Mailer- Page 2 of 2



0624

Gas Leak Signs

A gas detector may have a red or orange sparkles color that will always, other signs may include a hissing or roaring sound, dirt spraying or blowing into the air, continuous bubbling in water, and grass or plants dead or dying for no apparent reason.

If you contact a natural gas pipeline

1. Warn others and leave the area quickly.
2. Do not use matches, cell phones, radios or lighters, as even a tiny spark could ignite the gas.
3. Do not operate any gas pipeline valves or stop the flow of gas.
4. Leave the excavation open.
5. When you have reached a safe distance away, call 911 and the local natural gas utility, or the emergency number posted on pipeline markers. Always call, even if damage is a minor risk or scrape.
6. Stay away from the area until safety officials say it's safe to return.
7. Report the incident to your supervisor.

Xcel Energy Electric Emergencies: 800.895.1999
 Xcel Energy Gas Emergencies: 800.895.2999
 Colorado and Texas only:
 Gas Transmission Pipeline Emergencies: 800.688.7811

10/2019 0328764-046-1/2

If your equipment contacts a power line

1. Move equipment away from the line if you can do so safely.
2. Stay on equipment until utility workers tell you it is safe to leave.
3. Keep others away from the line and anything it is touching.
4. Call 911 and the local electric utility immediately.
5. If fire forces you to leave your equipment, jump clear without touching equipment and the ground at the same time. Land with your feet together and shuffle away with small steps.

To report emergencies, call 911 first and then the local electric or gas utility.

Brought to you by: Xcel Energy®
xcelenergy.com/Safety

FREE, effective way to reduce risk

At Xcel Energy, we'd like to help contribute to your employees' safety, especially when it comes to working around overhead and underground utilities. That's why we offer you our worker safety training materials for FREE, to better help protect you, your workers and the public.

Your risks can be costly

Contacting an electric line or natural gas pipeline can have severe consequences:

- Injury or death
- Higher insurance premiums
- Lawsuits and property damage
- Increased workers' compensation costs
- OSHA fines
- Worker days lost
- Clean-up costs
- Worker replacement costs

Save lives, time and money

- **Avoid OSHA fines.** Our materials contain key elements that can help satisfy OSHA training regulations. Get help with your business' health and safety program by joining OSHA's Safe + Sound campaign and/or participating in Safe + Sound week. To learn more, visit osha.gov/safesounds.
- **Control injury-related costs.** Research indicates that safety training programs help reduce injuries and fatalities. They help you reduce fines, workers' compensation costs, lost productivity, and time for paperwork or investigations.
- **Potential reduction in insurance premiums.** Studies show that safety materials can help lower insurance premiums.
- **Learn more by using our online safety resources.** Sign up for our quarterly safety bulletin, *Tips of the Trade*. To get this free email, visit e-smartonline.net/xcelworkers/email/signup.html.

Would you like to know more?

Free additional electric and natural gas safety tips, case studies, instructional videos and training tools can all be found on our e-SMARTworkers website at e-smartonline.net/xcelworkers.

ENGLISH & SPANISH MATERIALS AVAILABLE!

Order these FREE electric and natural gas safety training materials



Three easy ways to order

1. Online:
 Visit e-smartonline.net/xcelworkers.

2. Mail:
 Complete the attached self-addressed, postage-paid order card and mail it.

3. Fax:
 Complete the attached order card and fax it to 978.463.1715.

Orders are filled on a first-come, first-served basis and supplies are limited, so order today. Materials will arrive in two to four weeks.



NO POSTAGE
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BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 60 NEWBURYPORF MA
 POSTAGE WILL BE PAID BY ADDRESSEE

Xcel Energy
 Safety Materials Distribution
 104 Bridge Road
 Salisbury, MA 01952-9912



**Public Service Company
Electric**

Name of Campaign: SAFETY
Category: Radio/TV/Digital/Social
FERC Account: 909
Cost: \$232,015.35

Placement	Timing
Broadcast TV/Digital and Social Across CO	Varies

Radio

“Overhead Lines” – :30s

VO: XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

Music: Under throughout.

VO: LOOK AROUND. ARE YOU FIVE FEET AWAY FROM A POWER LINE? THAT’S NOT ENOUGH FEET!

WHEN YOU SEE AN OVERHEAD POWER LINE, STAY AT LEAST TEN FEET AWAY. THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

BRIEF PAUSE

XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE. IF YOU WERE TO LOOK UP HOW TO LOOK UP FOR OVERHEAD LINES, IT WOULD SAY: “LOOK UP. OVER YOUR HEAD. FOR THE OVERHEAD LINES.” THEN STAY AT LEAST TEN FEET AWAY. THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY. VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

STAY SAFE OUT THERE.

RADIO

“CBYD (3-Day): Safety Tips” – :30s

VO: XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

Audio: Music, SFX, etc., throughout.

VO: WANNA DIG? NOT A DOG? CALL EIGHT ONE ONE FIRST.

VO: THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

BRIEF PAUSE

VO: XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE.

VO: BEFORE YOU TURN YOUR YARD-SHAPED YARD INTO A POOL-SHAPED HOLE, CALL EIGHT ONE ONE AT LEAST THREE BUSINESS DAYS BEFORE YOU DIG.

VO: THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY.

VO: VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

VO: STAY SAFE OUT THERE.

RADIO

“Storm” – :30s (All States)

SFX: Poignant, inspirational, hopeful music up and under. (Alee)

SFX: Thunder.

VO: IF THERE'S A STORM, WE'RE IN IT. AND NO MATTER HOW STRONG, WE'RE UP TO THE CHALLENGE.

THIS TIME, THE STORM'S A LITTLE DIFFERENT, BUT AT XCEL ENERGY, OUR COMMITMENT HOLDS STEADY.

THANK YOU TO OUR EMPLOYEES WHO ARE WORKING SAFELY TO ENSURE STRONG, RELIABLE,
UNINTERRUPTED SERVICE. NO MATTER WHAT.

YOU. US. TOGETHER. XCEL ENERGY.

RADIO

“Super Safe” – :30s

MUSIC: Up and under throughout.

AVO: YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

CLEAN ENERGY, SMART ENERGY, NEW ENERGY.

ALL KINDS OF ENERGY.

BUT, YOU KNOW, THE SAFE KIND.

THAT'S WHY AT XCEL ENERGY, WE'RE USING FUTURE STUFF LIKE DRONES, A.I. AND VIRTUAL REALITY TO HELP MAKE THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.

LIKE, WAY SAFER.

IF YOU'RE INTO SAFE ENERGY AS MUCH AS WE ARE, VISIT XCEL-ENERGY-DOT-COM-SLASH-SAFETY FOR TIPS ON HOW YOU CAN LOWER YOUR ENERGY BILL AND STAY SUPER SAFE WHILE YOU DO IT.

XCEL ENERGY.

TV / Digital Video

“Sure Things” – :30s



Video: Open on a series of heroic Xcel moments in times of adversity – fixing downed power lines after a tornado, a lineman in a cherry picker restoring power in a blizzard.



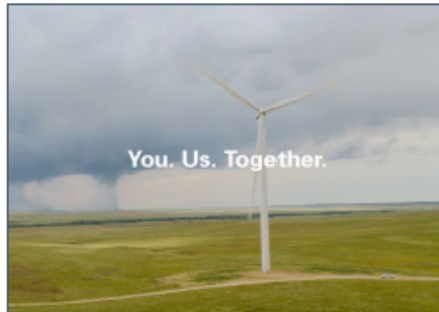
VO: IF THERE'S A STORM, WE'RE IN IT. AND NO MATTER HOW STRONG, WE'RE UP TO THE CHALLENGE.



VO: THIS TIME, THE STORM'S A LITTLE DIFFERENT, BUT OUR COMMITMENT HOLDS STEADY.



VO: THANK YOU TO OUR EMPLOYEES WORKING SAFELY TO ENSURE STRONG, RELIABLE, UNINTERRUPTED SERVICE. NO MATTER WHAT. YOU. US. TOGETHER.



SUPER: You. Us. Together.



Logo: Xcel Energy

TV / DIGITAL VIDEO

“CBYD - Reasons to Dig (3 day)” – :15s



Video: Open on a person endlessly digging a hole

SUPER: XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE



VO: If you're planting a garden, burying a time capsule, or hosting a traditional Hawaiian luau where you cook a pig in a hole in the ground, call 811 before you dig.



CTA SUPER: Call 811 three business days before you dig.

VO: Stay safe out there.



Logo: Xcel Energy

TV / DIGITAL VIDEO

“CBYD - Shrubs (3 day)



Video: We open on a shrub in a black plastic bucket.

SUPER: XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE



VO: These are a shrubs. And to plant it, you need to get it into the ground. And before you do that, you need to call 811. Or you can stick with the whole shrub-in-a-bucket thing.



CTA SUPER: Call 811 three business days before you dig.

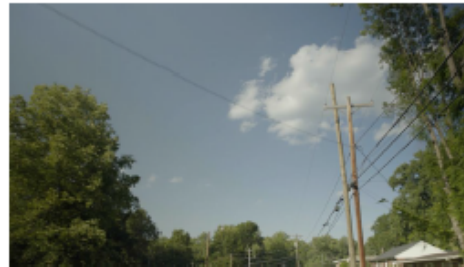
VO: Stay safe out there.



Logo: Xcel Energy

TV / DIGITAL VIDEO

Overhead Lines –15s



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We open on overhead lines, barely moving. We cut between near-still images of other overhead lines and a downed power line as the voiceover goes on.

VO: THIS IS AN OVERHEAD LINE. HERE'S A DROOPY ONE. HERE'S ONE ON THE GROUND. HERE'S ONE WITH A BIRD ON IT. NOW THAT YOU KNOW WHAT TO LOOK FOR STAY AT LEAST TEN FEET AWAY.

CTA SUPER: Stay at least 10 feet away from all power lines.

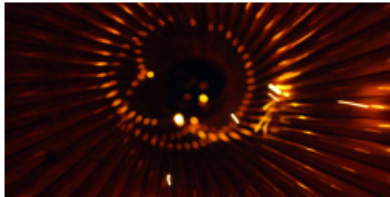
VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: XcelEnergy.com/safety

TV/DIGITAL VIDEO

“Super Safe” – :30s



Video: Various shots of energy in use: Lights being turned on, POV shot suggesting electricity traveling through power lines, etc.

SFX: Sounds and appropriate ambient noises accompany each shot.



VO: YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

Video: A hand flicks a switch on a wall.

VO: CLEAN ENERGY. SMART ENERGY. NEW ENERGY. ALL KINDS OF ENERGY.



Video: A bolt of lightning etches across a night sky. The camera pulls back to reveal it's actually a contained electrical current jumping from one wire to another—> cut to: drone footage following a power line —> cut to: POV inside a power line wire chasing vibrant flutters of electric light —> as the camera reaches the end of the wire, it pulls out a tiny little hole —> camera continues pulling back to reveal the tiny hole was a power outlet mounted on a wall inside a garage.



VO: BUT YOU KNOW, THE SAFE KIND.

Video: Still looking at the same power outlet mounted on the wall, a hand reaches in and plugs in his amp —> cut wide: to see college kids rocking out in the garage. Cut to: A nurse ending her night shift unplugs her EV vehicle in the hospital parking garage and blasts off home. A new father turns up his smart thermostat, making sure the temperature is just right for his swaddled child. A mother in a bathrobe fires up the stove burner beneath a tea kettle in the blue light of dawn.



VO: THAT'S WHY AT XCEL ENERGY, WE'RE USING FUTURE STUFF LIKE DRONES, AI AND VIRTUAL REALITY TO MAKE THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE, AND — YOU GUESSED IT — SAFER.

Video: Two Xcel Employees watch pilots launch a drone in the middle of an open field —> cut to: POV of drone looking down at the employees as they get smaller and smaller, like two little dots on the Great Plains. Cut to the top of a turbine as a head pops out the top of the giant structure. Cut to a different technician high above the ground fixing power lines before a city scape.



VO: FOR YOU, FOR US, FOR EVERYONE.

Video: We climax with a crisp emotional resolution as we intercut with emotional expressions from Xcel employees and our real people using power in their everyday lives. The burst of cinematic energy will erase the line between employee and customer, creating a sense unity; just people working together to make the world a better place.

Logo: Xcel Energy
Super: Visit xcelenergy.com/Safety for safety tips.

TV / DIGITAL VIDEO

“Super Safe” – :15s



Video: Open on the hand turning the light switch. Cut to our energy shot. Cut to the camera coming out of the outlet.



VO: AT XCEL ENERGY, WE'RE MAKING THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.



Video: Cut to the band playing. End on the shadow of the wind turbine in the field.



VO: FOR YOU. FOR US. FOR EVERYONE.



Super: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

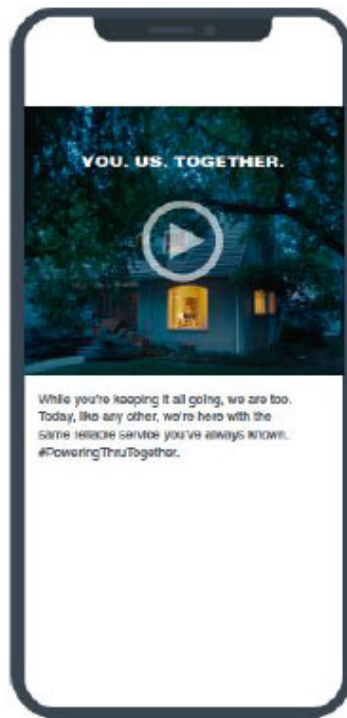


Logo: Xcel Energy

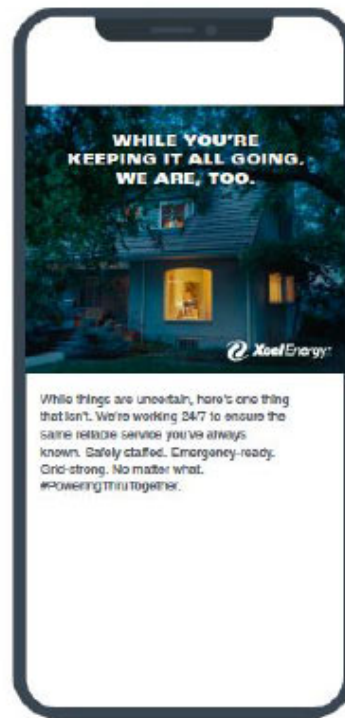
SOCIAL

Sure Things

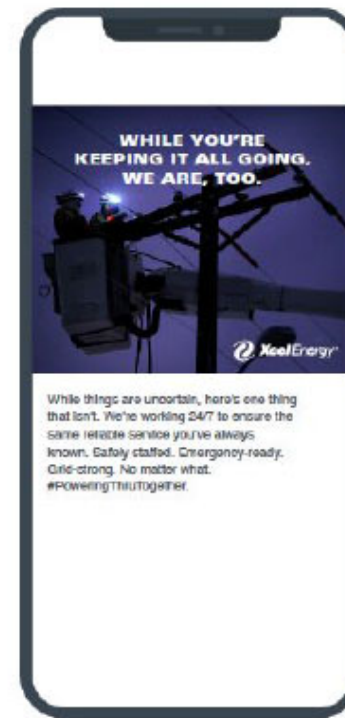
Video Post



Static Post



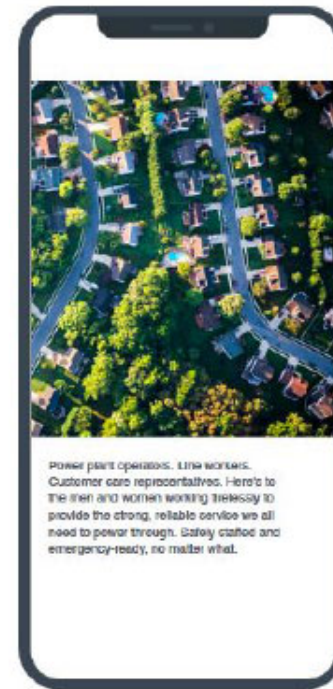
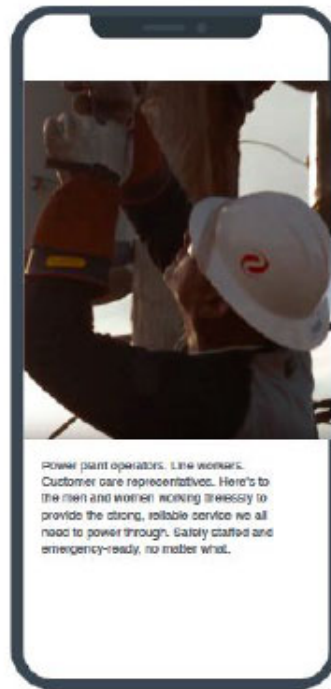
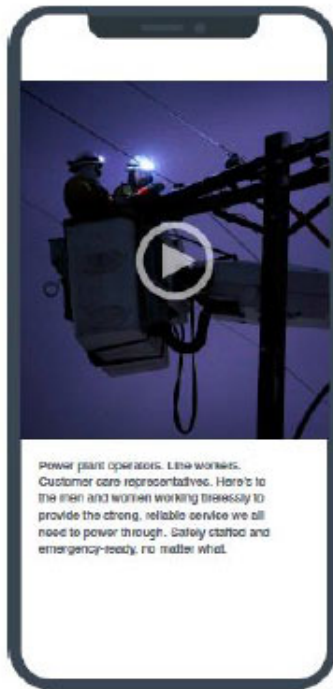
Static Post



SOCIAL

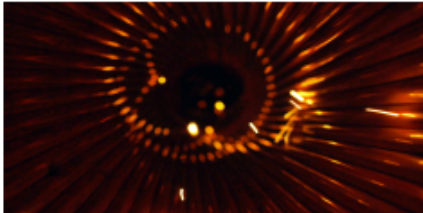
Strength in a Storm

Video Post



Digital Pre-Roll

“Super Safe” – :30



Video: Various shots of energy in use: Lights being turned on, POV shot suggesting electricity traveling through power lines, etc.

SFX: Sounds and appropriate ambient noises accompany each shot.



VO: YOU KNOW WHAT WE THINK A LOT ABOUT? ENERGY.

Video: A hand flicks a switch on a wall.

VO: CLEAN ENERGY. SMART ENERGY. NEW ENERGY. ALL KINDS OF ENERGY.



Video: A bolt of lightning etches across a night sky. The camera pulls back to reveal it's actually a contained electrical current jumping from one wire to another—> cut to: drone footage following a power line —> cut to: POV inside a power line wire chasing vibrant flutters of electric light —> as the camera reaches the end of the wire, it pulls out a tiny little hole —> camera continues pulling back to reveal the tiny hole was a power outlet mounted on a wall inside a garage.



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Logo: Xcel Energy
Super: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

Digital Videos

“Super Safe”- 15s Video



Video: Open on the hand turning the light switch. Cut to our energy shot. Cut to the camera coming out of the outlet.



VO: AT XCEL ENERGY, WE'RE MAKING THE FUTURE OF ENERGY CLEANER, LESS EXPENSIVE AND SAFER.



Video: Cut to the band playing. End on the shadow of the wind turbine in the field.



VO: FOR YOU. FOR US. FOR EVERYONE.



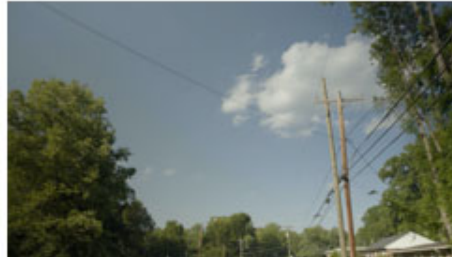
Super: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.



Logo: Xcel Energy

DIGITAL VIDEO

Overhead Lines –15s



Audio: [Description of music and/or track title/composer/artist goes here.]

SUPER: XCEL ENERGY PRESENTS: Safety tips to keep you safe

Video: We open on overhead lines, barely moving. We cut between near-still images of other overhead lines and a downed power line as the voiceover goes on.

VO: THIS IS AN OVERHEAD LINE. HERE'S A DROOPY ONE. HERE'S ONE ON THE GROUND. HERE'S ONE WITH A BIRD ON IT. NOW THAT YOU KNOW WHAT TO LOOK FOR STAY AT LEAST TEN FEET AWAY.

CTA SUPER: Stay at least 10 feet away from all power lines.

VO: Stay safe out there.

LOGO: XCEL ENERGY

SUPER: XcelEnergy.com/safety

Digital Video Transcripts

“Overhead Lines”- 15s Video

“Call Before You Dig – 15s Video

“Overhead Lines”– 15s

Video: Open on a city street lined with power lines.

Text on screen: Xcel Energy presents ‘Safety Tips to Keep you Safe’

VO: THIS IS AN OVERHEAD POWER LINE.

VO: HERE’S A DROOPY ONE.

VO: HERE’S ONE ON THE GROUND.

VO: HERE’S ONE WITH A BIRD ON IT.

VO: NOW THAT YOU KNOW WHAT TO LOOKS FOR, STAY AT LEAST 10 FEET AWAY.

Text on screen: Stay at least 10 feet away from all power lines.

VO: Stay safe out there.

Logo: Xcel Energy

Text on screen: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

“CBYD”– 15s

Video: Open on community garden.

Text on screen: Xcel Energy presents ‘Safety Tips to Keep you Safe’

VO: THESE ARE SHRUBS.

VO: AND TO PLANT THEM, YOU NEED TO GET THEM INTO THE GROUND.

VO: BUT BEFORE YOU DO THAT, YOU NEED TO CALL 811.

VO: OR, YOU CAN STICK WITH THE WHOLE SHRUBS IN A BUCKET THING.

Text on screen: Call 811 at least two business days before you dig.

VO: Stay safe out there.

Logo: Xcel Energy

Text on screen: Visit [xcelenergy.com/Safety](https://www.xcelenergy.com/Safety) for safety tips.

Safety BANNERS

CBYD 2 DAY (A)

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02



END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

Safety BANNERS

CBYD 2 DAY (B)

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02



END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

Safety BANNERS

OVERHEAD LINES (A)

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

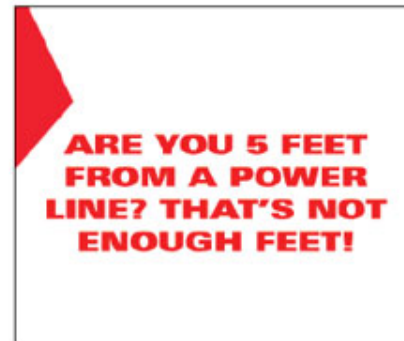
Safety BANNERS

OVERHEAD LINES (B)

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02

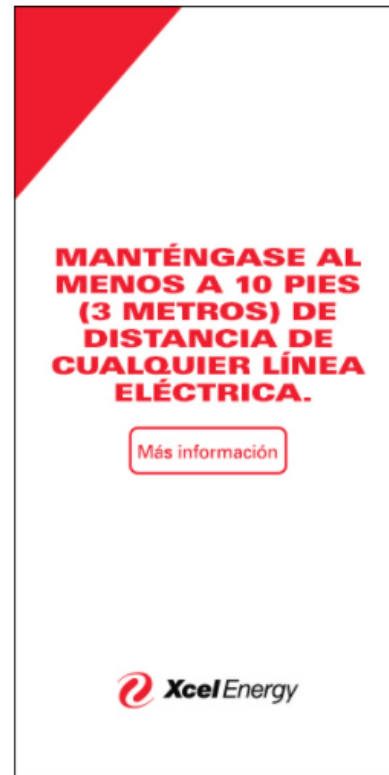


END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

Digital (Display) - Spanish / Español

Overhead Lines -10s



No Audio

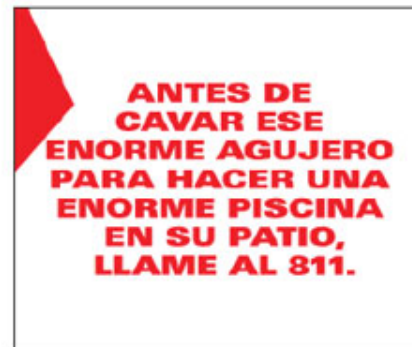
Safety BANNERS

CBYD 2 DAY (A) ESP

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



FRAME 01



FRAME 02



END FRAME

ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

Safety BANNERS

OVERHEAD LINES (A) ESP

- Animated
 - 300x250
 - 160x600
 - 300x600
 - 728x90
- Static
 - 320x50
 - 300x50



ANIMATION NOTE: X ARTWORK SLIDES FROM RIGHT TO LEFT IN EACH FRAME.

Digital Audio

“CBYD (2-Day): Safety Tips” – :30s

VO: XCEL ENERGY PRESENTS: SAFETY TIPS TO KEEP YOU SAFE.

Audio: Music, SFX, etc., throughout.

VO: WANNA DIG? NOT A DOG? CALL EIGHT ONE ONE FIRST.

VO: THIS HAS BEEN A SAFETY TIP TO KEEP YOU SAFE FROM XCEL ENERGY.

BRIEF PAUSE

VO: XCEL ENERGY PRESENTS: ANOTHER SAFETY TIPS TO KEEP YOU SAFE.

VO: BEFORE YOU TURN YOUR YARD-SHAPED YARD INTO A POOL-SHAPED HOLE, CALL EIGHT ONE ONE AT LEAST TWO BUSINESS DAYS BEFORE YOU DIG.

VO: THESE HAVE BEEN SAFETY TIPS TO KEEP YOU SAFE FROM XCEL ENERGY.

VO: VISIT XCELENERGY-DOT-COM-SLASH-SAFETY TO LEARN MORE.

VO: STAY SAFE OUT THERE.

Digital Audio– Spanish / Español

“CBYD (2-Day): Safety Tips” – :30s

VO #1: Xcel Energy presenta: tips de seguridad para tu bienestar. ¿quieres excavar? ¿no eres un perro? Llama al ocho once primero. Este es un tip de seguridad de Xcel Energy. (pausa) Xcel Energy te presenta: otro tip de seguridad para tu bienestar.

VO #2: antes de convertir tu patio en un hoyo, llama al ocho once al menos dos días hábiles antes de excavar.

VO #1: estos son tips de seguridad para tu bienestar de Xcel Energy. Visita [xcelenergy.com barra safety](http://xcelenergy.com/barra/safety) para aprender más.

VO: ¡Con Cuidado!

Digital Audio– Spanish / Español

Overhead Lines: Safety Tips” – :30s

Xcel Energy presenta: tips de seguridad para tu bienestar. Mira a tu alrededor. ¿estás a cinco pies de un cable eléctrico? Eso no es suficiente. Cuando veas un cable de alta tensión colgante, mantente a al menos diez pies de distancia. Este es un tip de seguridad de Xcel Energy. Pausa

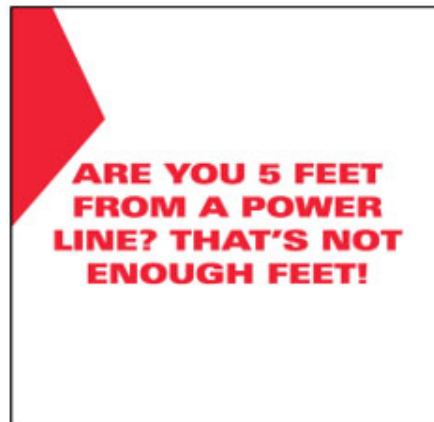
Xcel Energy te presenta: otro tip de seguridad para tu bienestar, si buscaras “cómo buscar cables de alta tensión colgantes”, diría: “busca cables eléctricos sobre tu cabeza”. Entonces, mantente a al menos diez pies de distancia. Estos son tips de seguridad para tu bienestar de Xcel Energy. Visita Xcel Energy punto com barra safety para aprender más. ¡Con Cuidado!

SOCIAL VIDEO

OHL "Feet" -10s



No Audio



SOCIAL VIDEO

OHL "Lookout" -10s



No Audio

**Public Service Company
Electric**

Name of Campaign: OTHER
Category: IN ACCURATE ACCOUNTING STRINGS
FERC Account: 909
Cost: \$19,068.72

Placement	Timing
-	2020