

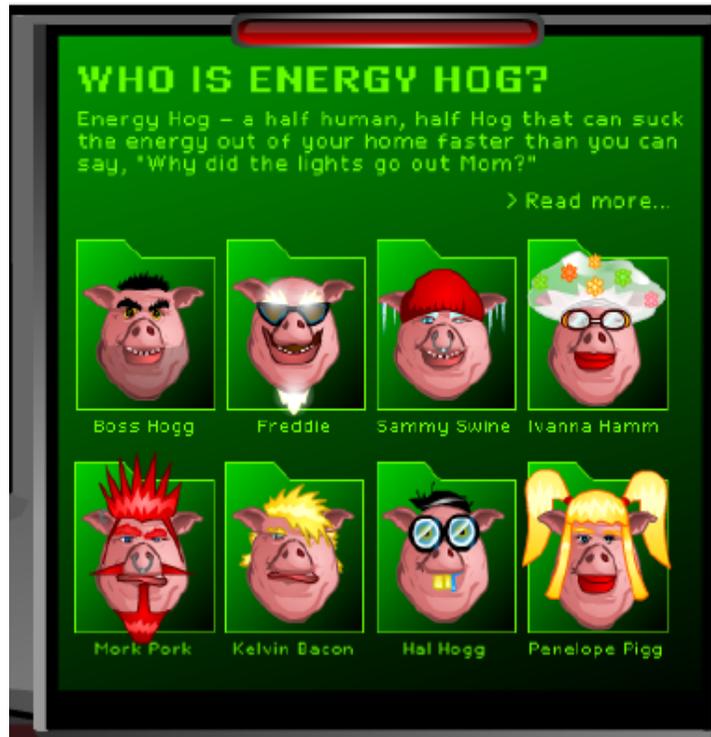
# Department of Energy spends at least \$325,000 for “Energy Hog” Webgame for Kids

[www.energyhog.org](http://www.energyhog.org)



“The Energy Hog is the ‘spokes-villain’ for the campaign, and a character kids can love to hate. ... Children ages 8 to 13 will be targeted during the first and third years, and parents during the second year.”

Source:[http://www.eere.energy.gov/state\\_energy\\_program/update/printer\\_friendly.cfm?feature=yes](http://www.eere.energy.gov/state_energy_program/update/printer_friendly.cfm?feature=yes)



## Who Is Paying for [www.energyhog.org](http://www.energyhog.org):



- **The U.S. Department of Energy: \$325,000 for the first year**
- The Home Depot: \$300,000 per year
- North American Insulation Manufacturers Association (NAIMA): \$100,000 per year
- 20 state energy offices: Alabama, Alaska, Arkansas, Colorado, Georgia, Kansas, Kentucky, Louisiana, Maryland, Minnesota, Missouri, Nevada, New Mexico, North Dakota, Ohio, Oklahoma, Texas, Utah, Virginia, and Wyoming: collectively approximately \$200,000 per year.

*(Source: DOE talking points dated April 30, 2004, in response to congressional inquiry; [http://www.eere.energy.gov/state\\_energy\\_program/update/printer\\_friendly.cfm?feature=yes](http://www.eere.energy.gov/state_energy_program/update/printer_friendly.cfm?feature=yes))*

**Note:** According to news reports, the Kansas contribution of \$20,000 is “from Federal energy dollars the state can use to help promote alternative energy sources and conservation efforts.” Thus, it is likely that some of the funds listed as state contributions are actually federal funds.

*(Source: <http://wichita.bizjournals.com/wichita/stories/2004/03/15/daily16.html>)*

## Energy efficiency PSA campaign targets youth

On March 9, Secretary of Energy Spencer Abraham launched a national public service advertisement (PSA) campaign designed to make children and their parents aware of energy efficiency and smart energy choices. Fifth graders from Amidon Elementary School in Washington, D.C., helped Secretary Abraham kick off the campaign at the Department of Energy's (DOE) Headquarters Forrestal Building.

"The Energy Efficiency Campaign will raise public awareness of the benefits of making smart energy choices at home," Secretary Abraham said. "By developing an appreciation for energy efficiency at an early age, children are able to make smart energy choices and encourage their parents to do the same."

The campaign includes television, radio, and Internet PSAs primarily

targeted at children between the ages of eight and 13. Headlining the campaign is a new spokes-villain—the Energy Hog, an energy waster. The computer-generated creature appears in the homes of families not using energy efficiently. In all of the PSAs, children are the first to identify the Energy Hog as the source of the problems. The spots direct audiences to <http://www.energyhog.org> where they can train to become Energy Hog Busters and learn fun and simple ways to use energy more efficiently.

The Advertising Council and Energy Outreach Colorado developed the Energy Hog and the PSAs. Campaign sponsors DOE, The Home Depot, the North American Insulation Manufacturers Association, the National Fuel Funds Network, and the Colorado Governor's Office of

Energy Management and Conservation were present at the kick-off event. In addition to Colorado, 19 state energy offices also are campaign sponsors.

"The new PSAs empower kids to practice good energy-saving activities with their parents," Peggy Conlon, President and CEO of The Advertising Council said. "We hope children and their families will be inspired by the advertisements and learn about smart energy usage through the fun and informative website," added Skip Arnold, Executive Director, Energy Outreach Colorado.

The PSAs will be distributed to media outlets nationwide and will run and air in advertising time and space donated by the media. The Energy Efficiency Campaign will span several years and target parents and teachers in future phases. ♦

Source: [http://www.energy.gov/engine/doe/files/dynamic/252200416822\\_DOETM\\_MAR04.pdf](http://www.energy.gov/engine/doe/files/dynamic/252200416822_DOETM_MAR04.pdf)