

APRIL 2016

MPUA PUBLIC OUTREACH RESOURCES

2016 MISSOURI LINEWORKER APPRECIATION DAY (APRIL 11, 2016)

MATERIALS AND IDEAS

April 11 is 2016's "Missouri Lineworker Appreciation Day". Last year the Missouri legislature set the second Monday in April for an annual observance of this appreciation date. MPUA's cities with electric utilities are encouraged to consider local ways to use the date to highlight the role and accomplishments of lineworkers, using public outreach strategies such as proclamations, media interviews, speaking opportunities, public announcements, or local events.

SAMPLE MUNICIPAL RESOLUTION

- *Localizes similar wording in past Missouri legislation*
- *After a proclamation is passed, you may distribute it to the news media, post it on your website and Intranet, email it to employees, use it as a newspaper ad, write about it in your customer newsletter and make copies or a poster for customer service centers.*

Resolution [###]

A RESOLUTION DESIGNATING APRIL 11, 2016 AS "[CITY] LINEWORKER APPRECIATION DAY"

WHEREAS, [CITY UTILITY NAME] is a valuable community asset that contributes to the well-being of local citizens through customer service, environmental protection, economic development, safety awareness; and energy efficiency,

WHEREAS, the profession of lineworker is steeped in personal, family, and professional tradition and dedication; and

WHEREAS, the lineworkers of [CITY UTILITY NAME] are often first responders during storms and other catastrophic events, working to make the scene safe for other public safety heroes; and

WHEREAS, [CITY'S] lineworkers work with thousands of volts of electricity high atop power lines twenty-four hours a day, 365 days a year, to keep our lights on or return electric power to our homes and businesses; and

WHEREAS, the lineworkers of [CITY UTILITY NAME] often work under dangerous conditions to construct and maintain the energy infrastructure of [CITY]; and

WHEREAS, [CITY'S] lineworkers put their lives on the line every day with little recognition from the community regarding the danger of their work; and

WHEREAS, the second Monday of April has been designated an annual observance of “Missouri Lineworker Appreciation Day” by the Missouri legislature; and

WHEREAS, April 11, 2016, is an appropriate date to designate as “[CITY] Lineworker Appreciation Day”:

NOW THEREFORE BE IT RESOLVED by the Mayor and City Council for the [City of _____], that they express their heartfelt appreciation to all the men (and women) who so diligently serve to insure that electrical power continues to flow to the homes and businesses of this city despite severe weather, accidents and system malfunctions; and

BE IT FURTHER RESOLVED that the Mayor and the City Council hereby declare April 11, 2016, as “[CITY] Lineworker Appreciation Day” in support of the contributions of the brave men and women who keep the power on and protect public safety; and

BE IT FURTHER RESOLVED that all citizens take time to reflect on the benefits they receive from the dedicated service of the City’s lineworkers and that they take all opportunities to express appropriate appreciation to these public servants as circumstances may permit; and

BE IT FINALLY RESOLVED, that the City Clerk is hereby instructed to prepare suitably inscribed copies of this resolution and provide them to those so employed by the city.

Passed and approved this [##] day of [Month], 2016

TEXT to adapt for SHORT EDITORIAL or PRESS RELEASE

This April 11 is Missouri Lineworker Appreciation Day in Missouri, to honor the critical work performed by our electrical crews.

Our [CITY NAME] lineworkers do a difficult, dangerous job that really matters. Lineworkers’ everyday work of handling thousands of volts of electricity high atop power lines requires special training and skill. It’s also a job they have to perform safely in all kinds of weather conditions, at any hour of the day or night.

In addition to their regular daily work of installing and repairing our power connections, lineworkers are crucial members of the community of first responders. When trouble strikes, the job of a lineworker is often to head toward a scene of danger, to keep the electricity flowing and to make conditions safe for other first responders like police, firefighters and emergency medical staff. *[ADD-IN (if your community participates in Mutual Aid Program)]: When called upon, many of these Missouri lineworker hometown heroes also sometimes travel to assist neighboring communities or even neighboring states with their storm recovery needs, at no cost to their home cities.* Our recovery from weather-related emergencies and larger disasters would be difficult and much longer without their commitment.

[CITY NAME] has [NUMBER] lineworkers on our electric crews, responsible for maintaining [CITY's] [## MILES] of power lines. Their skill and dedication is a huge part of how [CITY] is able to able to serve the community with reliable, safe, affordable electricity to homes and businesses. These hometown heroes put their lives on the line every day, and they deserve our recognition and thanks.

NOTES and LINKS TO RELATED RESOURCES:

Missouri statute uses the word “*lineworker*” to call the day “Missouri **Lineworker** Appreciation Day”. Some designations by NRECA or other states may still refer to “National **Lineman** Appreciation Day”. We recommend that municipalities use the Missouri legislation’s inclusive “**lineworker**” wording.

- In connection with the observation, the hashtag **#ThankALineman** is commonly used on social media (Facebook, Twitter, etc.).
- Many Public Power utilities use APPA’s “**Captain Public Power**” mascot artwork for related observations. Artwork is available on APPA’s website. You’ll need your APPA member login to access these – <http://www.publicpower.org/Programs/Landing.cfm?ItemNumber=38713>
- Public Power Magazine article, March 10 2015: **We Want You to Be a Lineworker** – <http://www.publicpower.org/Media/magazine/ArticleDetail.cfm?ItemNumber=43342>
- **FACEBOOK** page– Public Power Lineworkers: <https://www.facebook.com/PublicPowerLineworkers>
- **FACEBOOK page** – Thank You Linemen : <https://www.facebook.com/ThankYouLinemen>