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October 5, 2001

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RECEIVED-FPSC

Ms. Blanca S. Bayo, Director
Division of Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0850

Re: Conservation Cost Recovery Clause
FPSC Docket No. 010002-EG

Dear Ms. Bayo:

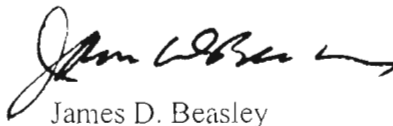
Enclosed for filing in the above docket are the original and ten (10) copies of each of the following:

1. Petition of Tampa Electric Company. **12713-01**
2. Prepared Direct Testimony and Exhibit (HTB-2) of Howard T. Bryant. **12714-01**
3. Prepared Direct Testimony and Exhibit (WM-1) of Michael Winner. **12715-01**

Please acknowledge receipt and filing of the above by stamping the duplicate copy of this letter and returning same to this writer.

Thank you for your assistance in connection with this matter.

Sincerely,


James D. Beasley

APP
CAF
CMP
COM
CTR
ECR
LEG
OPC
PAI
RGO
SEC
STR

IDB/pp
Enclosures

cc: All Parties of Record (w/encls.)

RECEIVED & FILED
Man
FPSC-BUREAU OF RECORDS

1 Hallmark Tassone, the precursor to HMS Hallmark. Today,
2 HMS Hallmark is nationally ranked in the top 60 of
3 agencies in the United States and is one of the largest
4 independently owned agencies in the country.

5
6 I have been active in the industry. I currently serve on
7 the Florida Council of the American Association of
8 Advertising Agencies. I am a member of both the
9 Leadership Tampa Alumni and The University of Tampa Board
10 of Fellows, and have served on the Board of Directors of
11 both.

12
13 Q. What is the purpose of your testimony?

14
15 A. The purpose of my testimony is to present to you the
16 conservation advertising campaign HMS Hallmark prepared
17 for Tampa Electric. I will describe both the message
18 development (creative) and message delivery (media).

19
20 Specifically, I will address 1) the creative development
21 of the conservation messages; 2) the media selected to
22 communicate the conservation campaign; 3) why billboards
23 were utilized; and, 4) how the billboard message was used
24 to tie the overall conservation campaign together.

25

1 Q. Have you prepared an exhibit that depicts the overall
2 advertising campaign and demonstrates the consistency of
3 the campaign elements and are you prepared to address the
4 specific role of billboards and their effectiveness
5 within the content of that campaign?
6

7 A. Yes. Exhibit No. _____ (MW-1) contains copies of the
8 print ads, bill stuffers, billboards, television
9 commercial, and radio scripts used during the campaign.
10 All elements work together to create the desired effect.
11 The exhibit clearly demonstrates how the billboard
12 messages, copy and visuals, provide a vital link in the
13 overall conservation campaign.
14

15 Q. Please describe the advertising campaign developed for
16 Tampa Electric and utilized during the 1999 to 2000
17 period?
18

19 A. The advertising campaign developed for use in 1999 and
20 2000 was designed to make Tampa Electric customers aware
21 of conservation programs offered by Tampa Electric. The
22 primary audiences were defined as residential customers
23 aged 25 or older and commercial customers. Although
24 Tampa Electric offers conservation programs year around,
25 customers are most interested in these programs during

1 the winter and summer months when their electric bills
2 are the highest.

3
4
5
6

Q. Please describe the objectives of the 1999 to 2000
advertising campaign?

7 **A.** The objectives of the campaign were to 1) encourage
8 participation in energy conservation programs that help
9 customers reduce energy consumption, thereby deferring
10 the need for the development of costly new power plants;
11 2) present the idea that saving energy is simple,
12 affordable and that saving energy means saving money; 3)
13 inform commercial and residential customers of the
14 immediacy of Tampa Electric's energy solutions. These
15 include duct repair, free home/business energy audits,
16 heat pump rebates, ceiling insulation incentives, load
17 management, commercial lighting rebates, and custom
18 incentives; 4) develop a compelling and unique approach
19 for conservation advertising that cuts through the
20 clutter of messages customers are exposed to; and, 5)
21 adhere to Rule 25-17.015(5), Florida Administrative Code,
22 that requires utility conservation advertising or the
23 utility's advertising campaign to identify a specific
24 problem, state how to correct the problem and provide
25 direction concerning how to obtain help to alleviate the

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problem.

Q. What was the advertising strategy employed for this campaign?

A. The strategy for this campaign was to create awareness and stimulate customers to contact Tampa Electric to find out more about available conservation products and services. To accomplish this strategy, the Agency's objective was to create a consistent conservation message that would address Tampa Electric's multiple product offerings. This conservation message would then be conveyed through a unified communications campaign that uses a variety of media working together to state the problem, recommend solutions and show customers where to go for energy conservation solutions that work.

Q. How was the conservation message developed?

A. The recurring visual image of a light bulb, appearing in print, billboards and television, became a unifying graphic element for the campaign. Light bulbs are easily recognizable, everyday items that are representative of electric energy. Using a single visual device such as the light bulb strengthens message recognition and enables

1 each part of the campaign to clearly support the other.
2 Light bulbs are common, typical items, in and of
3 themselves, not very unusual or interesting. By
4 modifying the visual context, as we did, showing bulbs
5 floating as balloons, wand-blown bulbs and as
6 paratroopers, light bulbs were used as arresting visual
7 devices that have stopping power and garner attention.
8 This was done with consistency and continuity in three
9 different billboards and throughout the campaign.

10
11 The conservation campaign was tied together and
12 memorability was enhanced with the use of broadcast
13 media. Television and radio commercials were created.
14 Backed by a complimentary music theme, the commercials
15 utilize a strong audio announcer who clearly states the
16 problem (energy waste and expense), specific solutions
17 (i.e., indoor lighting rebates, free energy audits, etc.)
18 and where to go for help (Tampa Electric). This is in
19 compliance with Rule 25-17.015(5), F.A.C., that
20 establishes requirements for conservation advertising
21 campaigns.

22
23 In print, all headlines focus on energy-saving messages,
24 with the copy outlining specific programs and a list of
25 telephone numbers to call for help.

1 In billboards, copy must be kept to a minimum in order to
2 be absorbed by the reader. The problem and solution are
3 simply communicated. The specific billboards and their
4 respective messages are listed below.

5
6 • Billboard No. 1 - Boy with Balloon Bulb

7 "Energy is escaping" (the problem); "Do something" (the
8 promise of a solution and call to action); and finally
9 "Tampa Electric" (where to get the solution).

10
11 • Billboard No. 2 - Woman with Bulb Bubbles

12 "Energy saving ideas" (the problem: a need to identify
13 ways to save energy/save money); "are all around you"
14 (the promise of a solution); and "Tampa Electric"
15 (where to get the solution).

16
17 • Billboard No. 3 - Parachute Bulbs

18 "We'll help you" (the promise of a solution); "bring
19 down energy costs" (the problem: high energy costs);
20 "Tampa Electric" (where to get the solution).

21
22 The impact of this billboard campaign is further
23 strengthened through the close association between the
24 boards and the other materials in the campaign, including
25 print and television. Using the same visuals, the same

1 type style and basic layout design, we create a synergy
2 between campaign elements that makes each element work
3 harder and more effectively to communicate the overall
4 conservation message.

5
6 Q. Have studies been done to establish advertising industry
7 criteria for creating billboards that successfully
8 augment an advertising campaign, and if so, what are the
9 results?

10
11 A. Yes. Qualitative research on the effectiveness of
12 outdoor advertising was conducted by Sensory Logic, Inc.
13 on behalf of the Outdoor Advertising Association of
14 America. The association wanted to learn how consumers
15 respond to various cues in outdoor advertising for the
16 purpose of developing criteria that would achieve
17 successful outdoor campaigns. Stopping power,
18 readability, message clarity and memorability were deemed
19 to be the key attributes of successful outdoor
20 advertising. Sensory Logic used a unique method of
21 qualitative research called Body Talk™ which includes
22 biofeedback, verbal responses and facial coding to gauge
23 reaction. Within the context of impact and appeal,
24 criteria for success included: 1) imagery that is more
25 powerful than words; 2) inclusion of an anchoring visual

1 element; 3) use of large simple pictures; 4) use of
2 strong contrasting colors; 5) a story line to engage the
3 viewers; 6) a message that relates to familiar
4 experiences and situations; and 7) including playful,
5 lively elements that generate excitement. From the
6 repetitive but playful use of a familiar light bulb to
7 the use of strong contrasting colors, the Tampa Electric
8 conservation billboard campaign clearly meets all of
9 these criteria.

10
11 **Q.** Generally, how do you decide which media you will use for
12 campaigns?

13
14 **A.** We develop a blueprint of the media strategy appropriate
15 to accomplish the goals of the campaign. It provides the
16 framework for our media director to craft a media plan
17 that meets the client's needs. This plan approach was
18 utilized for Tampa Electric's 1999 to 2000 conservation
19 advertising campaign and is outlined in my Exhibit No.
20 _____ (MW-2).

21
22 My exhibit clearly demonstrates how the Agency goes about
23 choosing different media to reach audiences in different
24 ways. Specifically, radio has the ability to reach
25 people more often, creating frequency due to the number

1 of people who listen on their daily commutes in the car
2 and at work. Television has the ability to be seen by
3 larger audiences, creating reach with an emotional
4 message. Print has the ability to communicate a much
5 more detailed message than a 30-second television spot or
6 a 60-second radio commercial. Outdoor billboards have
7 the ability to instantly spark recall of all of the above
8 on a consistent basis.

9
10 Prior to making any media purchase, we look at several
11 factors such as budgeting constraints, targeting
12 audiences that are most likely to respond to the desired
13 message, geographic boundaries, and in Tampa Electric's
14 case, timing of when audiences are most likely to need
15 the products and services being offered. We set reach
16 and frequency goals for how many people we want to reach
17 and how often we want people to see the message so that
18 they will react.

19
20 The general public must see a message at least three
21 times before that message becomes meaningful enough for
22 them to respond. Obviously people do not react to
23 messages they cannot see or hear. "Out of sight, out of
24 mind" is very apropos. For Tampa Electric, telephone
25 calls "spike" or increase noticeably during peak

1 advertising. They also drop off noticeably during
2 periods of little or no advertising.

3
4 The issue of media cost-effectiveness is ever present.
5 We set goals defined as cost-per-thousand or the cost of
6 reaching 1,000 people per ad or commercial, before we
7 make a media buy. That is, we decide the fair market
8 value of advertising based on national averages and then
9 we buy to those goals. This gives us the ability to
10 compare different media and their cost-effectiveness in
11 targeting our audience. Outdoor advertising is one of
12 the most cost-effective media.

13
14 **Q.** Why were billboards selected as a key component of Tampa
15 Electric's conservation advertising campaign?

16
17 **A.** The Tampa Bay market is the fourteenth largest media
18 market in the United States. Consistently running on
19 television, on radio and/or in print would be cost-
20 prohibitive. Billboards are the most cost-effective way
21 of advertising on a year-round basis. Their function is
22 to keep the message in front of the public 24 hours a
23 day, 7 days a week, 365 days a year at a cost much lower
24 than other forms of advertising.

25

1 Furthermore, a person has a choice to switch the channel
2 on television or radio, or to not read a newspaper, but
3 they cannot help seeing a billboard on their daily
4 commute to and from work or just driving to the grocery
5 store. In an era of targeted and specialized audience
6 media programming, billboards are considered the last
7 "mass medium," providing a basic reach foundation to all
8 consumers. We purposely chose locations in Tampa
9 Electric's service area that reach the highest number of
10 commuters possible. Locations rotated (hence the term
11 rotary boards) every 60 days to extremely high traffic
12 areas.

13
14 **Q.** How do billboards fit into Tampa Electric's conservation
15 campaign?

16
17 **A.** The outdoor boards are meant to be a reinforcement of the
18 detailed messages that are presented in the print media,
19 in radio and on television. Because people drive past
20 billboards at up to 70 miles per hour, they usually have
21 no longer than seven seconds to see and retain the
22 message, unless of course they happen to be stopped at an
23 intersection. But the images that are portrayed on the
24 billboards in this case were meant to directly relate to
25 the more detailed messages of the campaign. Light bulbs

1 used as balloons, parachutes and bubbles are the exact
2 same images used in all other forms of conservation media
3 for this campaign. Viewers recognize these images,
4 consciously or subconsciously, as part of something else
5 they had seen and/or heard relative to Tampa Electric's
6 conservation programs.

7

8 Q. Explain the efficiency of billboards compared to other
9 media.

10

11 A. Billboards are a very cost-effective medium. With radio,
12 the average cost to reach 1,000 people at least three
13 times in the Tampa Bay market is about \$85. To reach
14 enough people with enough frequency to make people react
15 would cost about \$68,000 in today's market. That would
16 buy four weeks of time on the radio. To keep the radio
17 portion of the media buy on the air for four weeks per
18 quarter would cost \$272,000. For similar exposure on
19 television, the costs are about twice the cost of radio,
20 or approximately \$136,000 per quarter. That would cost
21 \$544,000 for one four-week schedule per quarter.

22

23 An average rotary billboard in the Tampa Bay market
24 reaches about 50,000 people every 24 hours according to
25 the Department of Transportation. The average Tampa Bay

1 market cost for a rotary board is \$3,200 per month. That
2 equates to about \$2.13 per day per thousand viewers.

3
4 Furthermore, the Agency's expertise in media buying
5 worked in Tampa Electric's favor. We negotiated a rate
6 of \$2,700 per board per month for Tampa Electric, making
7 billboards even more cost-effective while enabling the
8 company to keep its message in the public eye on a year-
9 round basis.

10
11 Newspaper, which has an ever-dwindling readership, is
12 even less effective. Advertising, in our market, costs as
13 much as \$103.45 per thousand people per day. The table
14 below summarizes the cost comparison of media options for
15 the Tampa Bay market.

16
17 Cost Comparison of Tampa Bay Market Media Options

18 <u>Medium</u>	<u>Annual \$</u>	<u>Quarterly \$</u>	<u>Annual</u>	<u>Cost Per</u>
			<u>Exposure</u>	<u>Thousand</u>
20 Radio	\$272,000	\$68,000	16 weeks	\$ 85.00*
21 Television	\$544,000	\$136,000	16 weeks	\$189.00*
22 Newspaper	\$384,000	\$96,000	16 times	\$103.45
23 Billboards	\$147,480	\$36,870	52 weeks	\$ 2.13

24 *Based on national buying averages

25

1 Q. Please summarize your testimony.

2

3 A. The 1999 to 2000 Tampa Electric conservation advertising
4 campaign was created with the goal of increasing
5 awareness that Tampa Electric is prepared to help its
6 customers conserve energy. I have demonstrated that the
7 company's conservation campaign was created to attract
8 customers with rational and emotional appeals. It was
9 created with the knowledge and understanding of the
10 criteria required by the Florida Administrative Code.

11

12 My testimony covers how HMS Hallmark creates a media plan
13 and considers a number of factors during the creation of
14 an advertising campaign. In addition to the Agency and
15 client's judgments, media decisions are supported by
16 quantitative information relative to market pricing as
17 well as readership of various media types. This
18 comprehensive approach secures the most cost-effective
19 utilization of resources in the development of an
20 advertising campaign. Finally, I have demonstrated that
21 analyzing communication objectives and taking advantage
22 of the strengths of each medium can result in the
23 delivery of a truly effective conservation campaign to
24 Tampa Electric's customer base.

25

1 Q. Does this conclude your testimony?

2

3 A. Yes it does.

ENERGY CONSERVATION COST RECOVERY CLAUSE

EXHIBIT OF MICHAEL WINNER

1999 THROUGH 2000 ADVERTISING CAMPAIGN

energy is escaping. do something.



RUN WITH US™

Boy with Balloon Bulb
Residential Outdoor

energy is escaping. do something.

Leaky air ducts can cost you money. So why not call about our Seal Deal Duct Repair? We'll perform a diagnostic test on your system's ducts for a nominal cost, and even pick up 75% of any repair cost up to \$200. Don't let your energy savings vanish into thin air. Run smart and save with Tampa Electric.

www.tampaelectric.com
888.223.0800

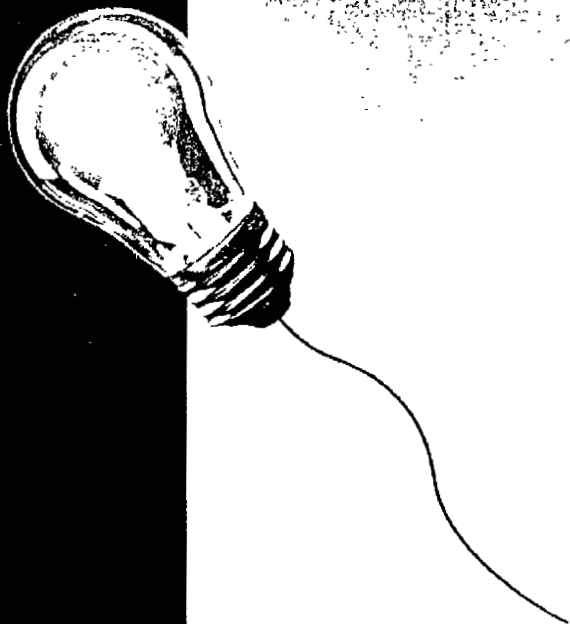


RUN WITH US



Boy with Balloon Bulb
Residential Print Ad

energy is escaping. do something.



Leaky air ducts can cost you money. So why not call about our Seal Deal Duct Repair? We'll perform a diagnostic test on your system's ducts for a nominal cost, and even pick up 75% of any repair cost up to \$200. Don't let your energy savings vanish into thin air. Run smart and save with Tampa Electric.

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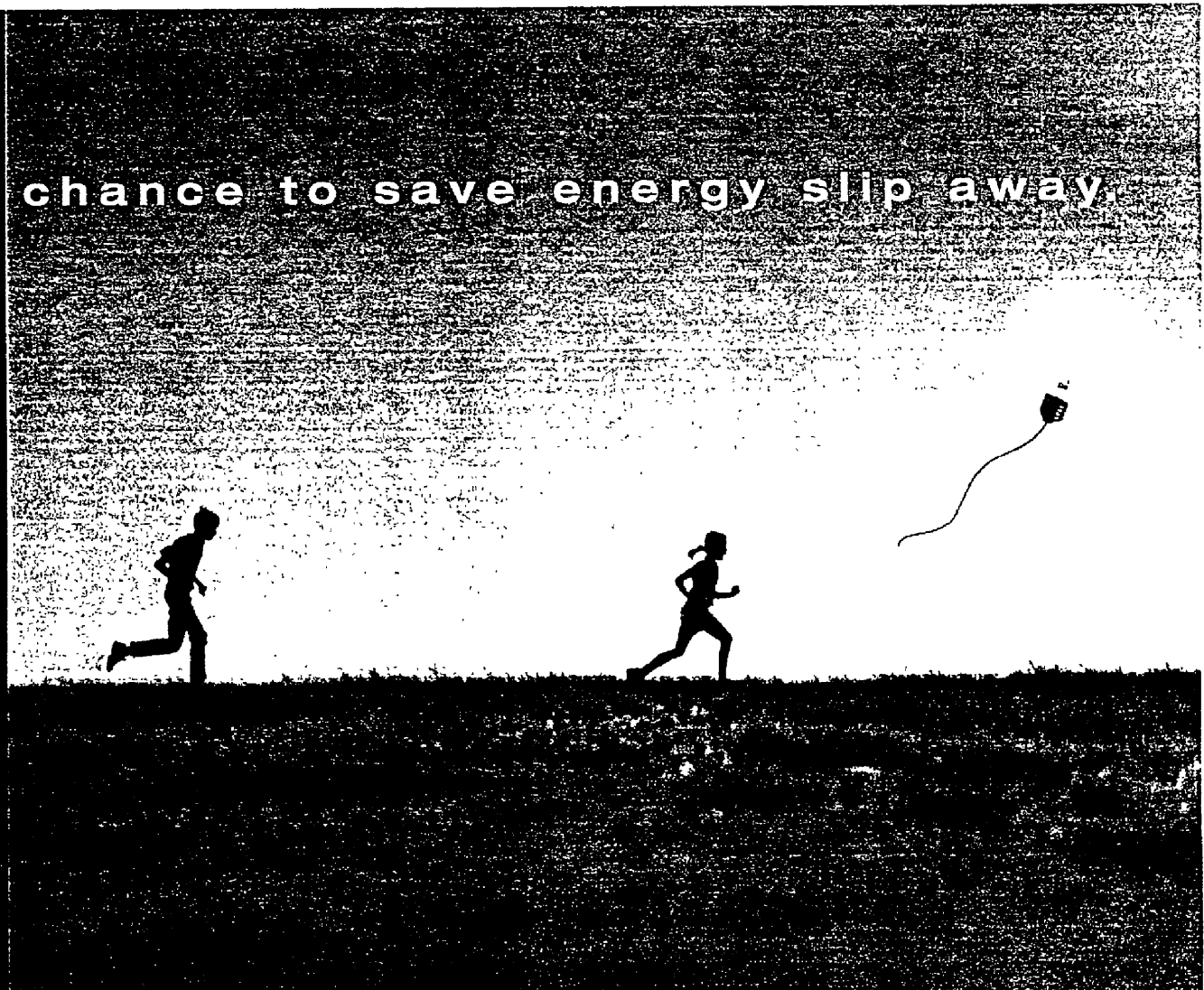
TAMPA ELECTRIC

Boy with Balloon Bulb
Residential Print Ad

don't let your chance to save energy slip away.

With Tampa Electric's conservation programs, energy savings are always within reach. Our Seal Deal Duct Repair, heat pump rebates, Prime Time energy management credits and other programs can help your home run more efficiently. So don't let energy savings slip away. Run smart and save with Tampa Electric.

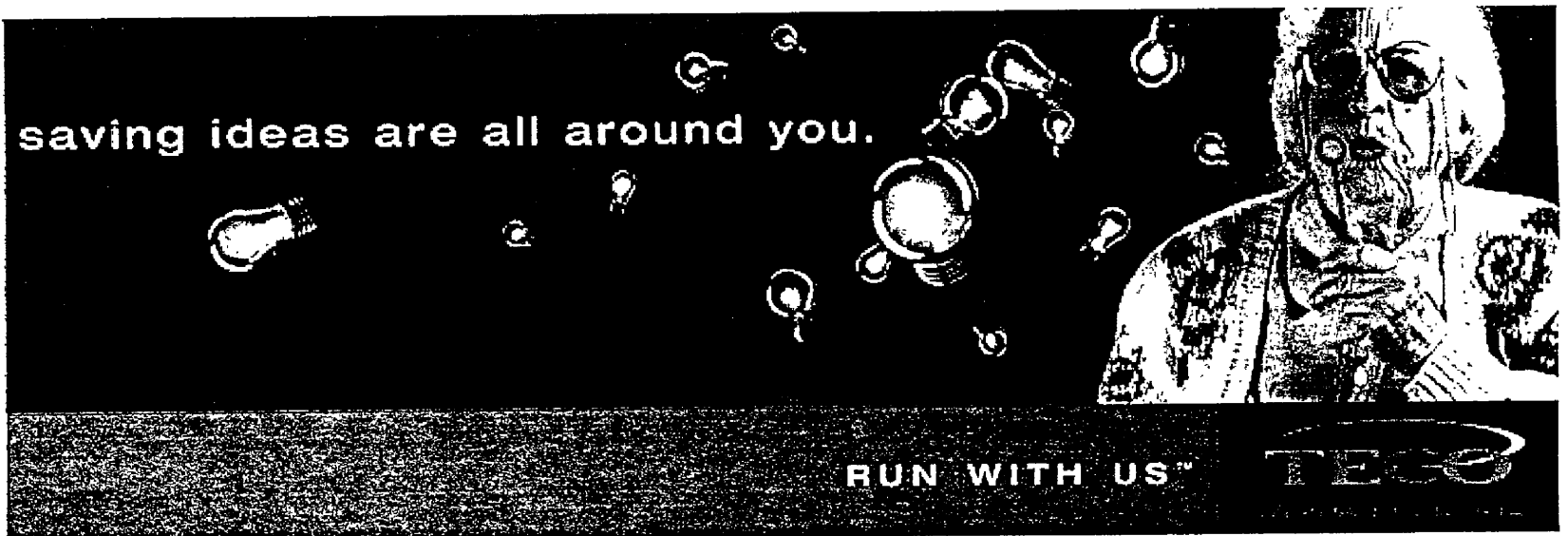
www.tampaelectric.com
888.223.0800



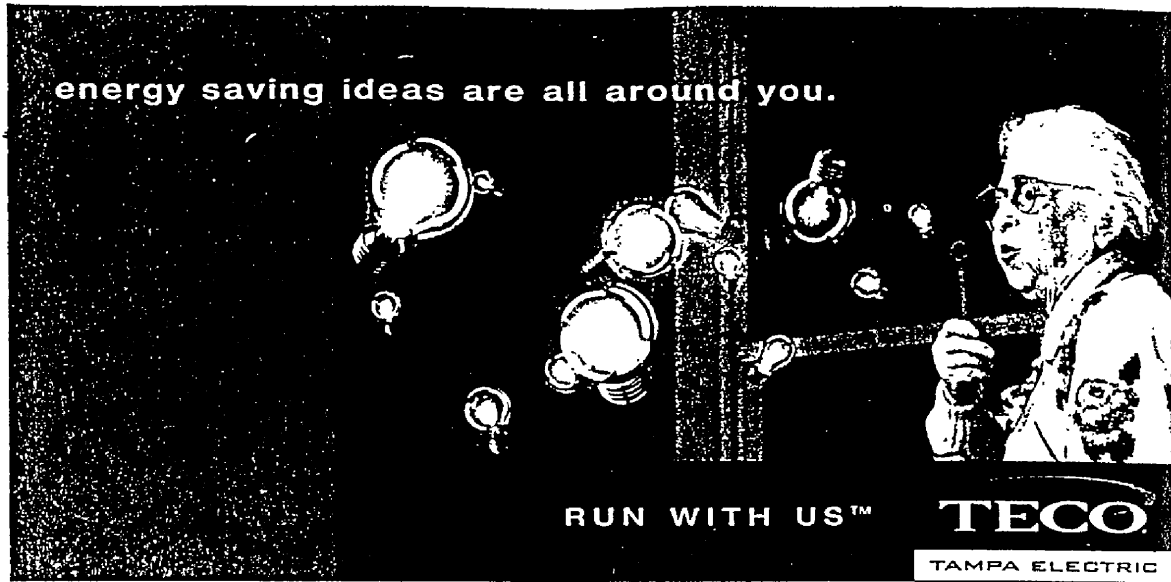
RUN WITH US™

TECO
TAMPA ELECTRIC

energy saving ideas are all around you.



Woman with Bubbles
Residential Outdoor



Leaky air ducts can cost you money. So why not call about our Seal Deal Duct Repair Program? We'll perform a diagnostic test on your system's ducts for only \$25 (additional systems \$10 each), and even pick up 75% of any repair cost up to \$200. Don't let your energy savings vanish into thin air. Run smart and save with Tampa Electric.

Hillsborough County 223-0800

Outside Hillsborough County 1-888-223-0800

BI-97B 200M 6/99 EPS



TAMPA ELECTRIC

www.tampaelectric.com

we'll help you keep energy from escaping.

Every bit of energy that escapes from your home is costing you money. So why not call us for a free home energy audit? We'll show you how running your home more efficiently can keep energy savings from going right out the window. Run smart and save with Tampa Electric.

www.tampaelectric.com
888.223.0800



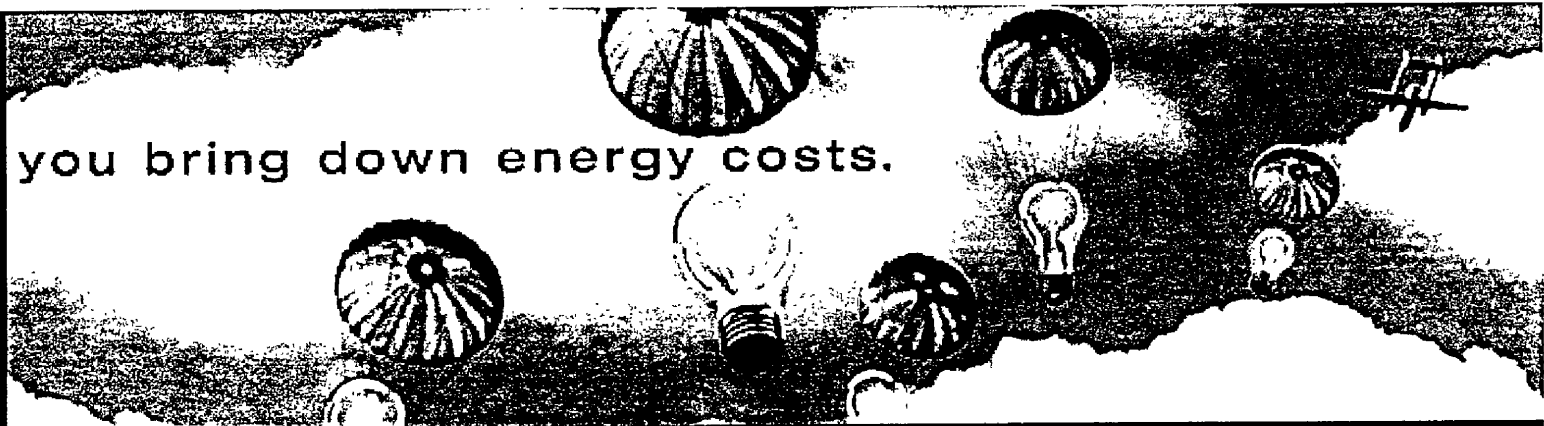
RUN WITH US

TECO
TAMPA ELECTRIC

TAMPA ELECTRIC COMPANY
PAGE 8 OF 16

Woman with Bubbles
Residential Print Ad

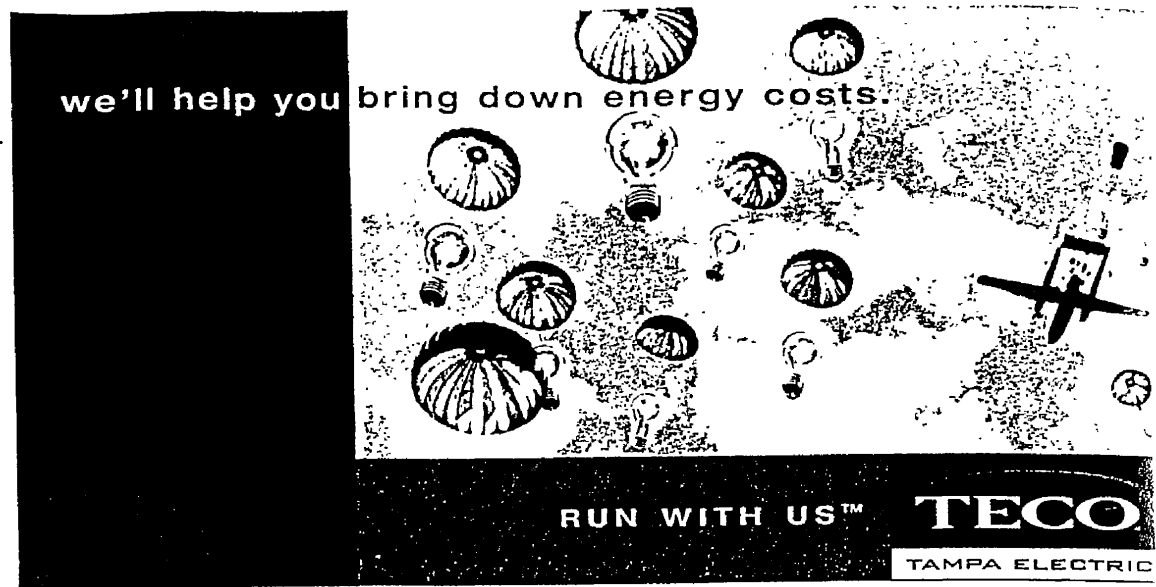
we'll help you bring down energy costs.



RUN WITH US™



Parachute Bulbs
Commercial Outdoor



Now you can plug in and save up to \$228* on your annual electric bill with Tampa Electric's Prime Time Energy Management Program. That's an average savings of up to 20 percent* on your electric bill every month.

Prime Time is a free and easy way to save on your electric bill and you don't have to lift a finger. As a Prime Time customer, you allow us to give your appliances a little "time off" during prime energy use periods. An energy management device "communicates" with the appliances that are plugged into Prime Time and interrupts service temporarily when there's a need to reduce the demand for electricity. In return, you'll receive a credit of up to \$19 on your monthly electric bill.

Select one, two, three or all four electric appliances in your home that can qualify for Prime Time:

- ① Central Air Conditioner
- ② Central Heater
- ③ Water Heater
- ④ Swimming Pool Pump

Best of all, you'll receive your monthly credit even if we don't interrupt your appliances that month. Sign up today. Call your local Tampa Electric office (the numbers are listed below) and get plugged into Prime Time. And if you're buying a brand new home or moving to a new residence, you can sign up for Prime Time when you call in for electric service. In most cases, we'll have Prime Time installed in less than a week.

*Based on a 1,000 kwh residential bill.

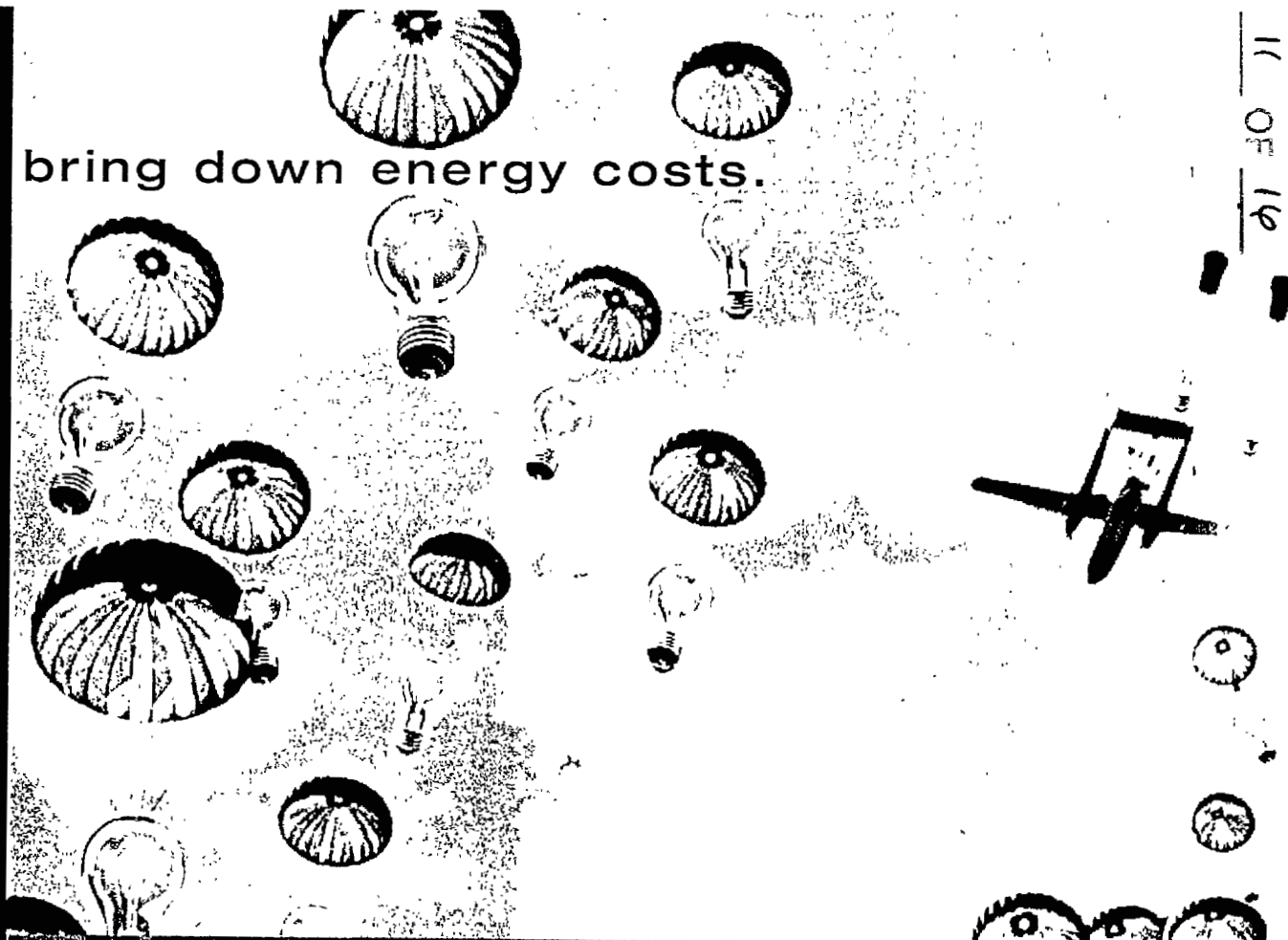
Hillsborough County 223-0800
Outside Hillsborough County 1-888-223-0800
(Mon - Fri 8 a.m. - 5 p.m.)
www.tampaelectric.com



we'll help you bring down energy costs.

Inefficient energy use can make business costs soar. That's why we've made it our mission to offer such energy-saving programs as indoor lighting design rebates, free energy audits, load management and more. Find out how we can help bring down energy costs for your business. Run smart and save with Tampa Electric.

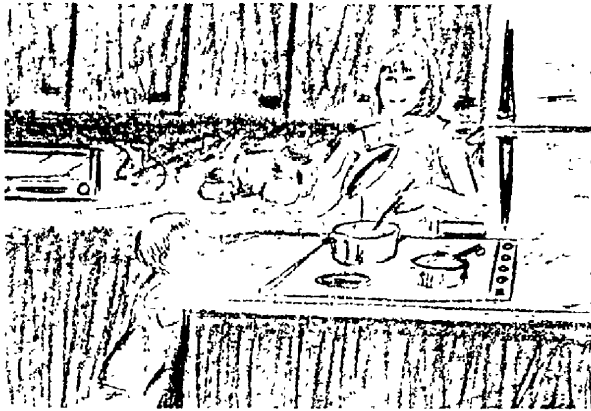
www.tampaelectric.com
888.223.0800



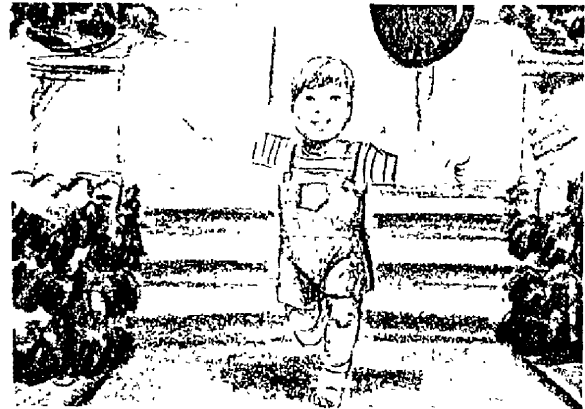
RUN WITH US™



Parachute Bulbs Commercial
Print Ad



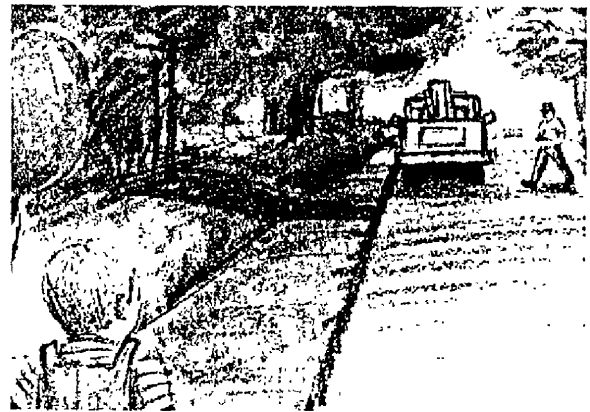
VIDEO: Shot opens on mom and boy in kitchen. Mom's cooking; boy is getting ready to play.
AUDIO: MUSIC UP, INSTUMENTAL ONLY



VIDEO: Camera cuts to outside porch. Boy, excited, runs out of house w/balloon.
ANNCR: Energy.



VIDEO: Camera follows boy down steps to sidewalk.
ANNCR: Life Runs On It.



VIDEO: Boy runs down sidewalk @ camera. (We see Teco truck on left) Teco Man crosses path of boy in foreground.
AUDIO: MUSIC CONTINUES



VIDEO: Boy releases balloon.
AUDIO: MUSIC CONTINUES
ANNCR: So Don't Let It Slip Away.



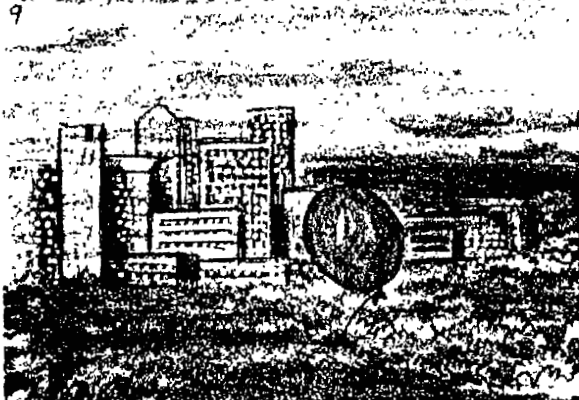
VIDEO: Boy looks at Teco Man and points up.

76



VIDEO: (Teco Man about to get in truck)
Teco Man acknowledges boy, looks up at
balloon and smiles.
ANNCR: Call Tampa Electric and save money...

9

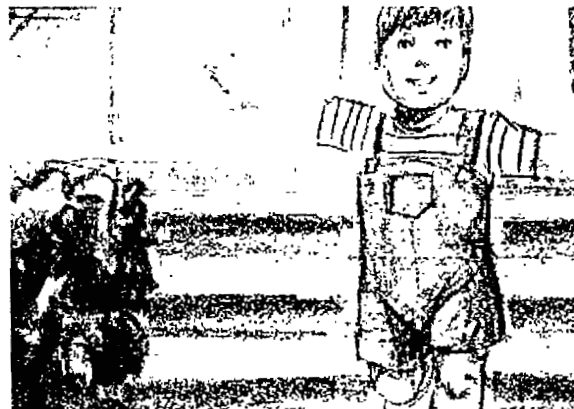


VIDEO: Balloon continues its flight into
atmosphere
SINGER: Up and running the whole day
through...

10

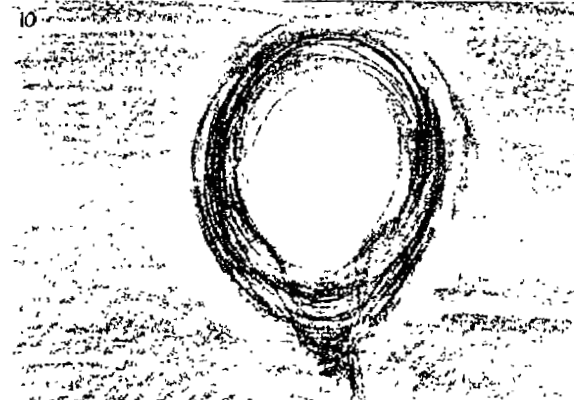


SUPER: (Over light bulb) Run with us.



VIDEO: Camera cuts back to boy who is pointing
up to balloon and spinning around
ANNCR: ...with energy conservation programs
.you can run with right now.

10



MORPHING: Balloon morphs into light bulb.
SINGER: TECO's energy is here for you
Run with us. Run with us.



ANIMATION: TECO Logo
ANNCR: Run smart and save w/Tampa Electric
a TECO Energy company.



HALLMARK/TASSONE
ADVERTISING MARKETING PUBLIC RELATIONS

Tampa Electric
Residential Conservation
Tampa Electric. Run with us.
December 18, 1998

Tampa Electric. Run with us.

LYRICS:

Keep on reaching high
Got the energy to fly
Warming up and cooling down
TECO's energy's all around
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy

ANNCR:

You want to save money on the energy your family uses every day. That's why Tampa Electric has so many programs you can run with right now. Just call us about Seal Deal Duct repair, free home energy audits, cash rebates and more.

LYRICS:

Up and running the whole day through
TECO's energy's here for you
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy
Run with us (FADE OUT)

ANNCR:

Run smart and save with Tampa Electric, a TECO Energy Company.

4890 W. Kennedy Blvd., Suite 920
Tampa, FL 33609-1850
813.281.9511 • Fax 813.281.1957
www.hallmarktassone.com



Tampa Electric
Commercial Conservation
Tampa Electric. Run with us.
December 18, 1998

Tampa Electric. Run with us.

LYRICS:

Keep on reaching high
Got the energy to fly
Warming up and cooling down
TECO's energy's all around
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy

ANNCR:

When you run a business, you want to run smart. That's why Tampa Electric offers energy-saving programs you can run with right now. Just call us about indoor lighting design rebates, free energy audits, load management and more.

LYRICS:

Up and running the whole day through
TECO's energy's here for you
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy
Run with us (FADE OUT)

ANNCR:

Run smart and save with Tampa Electric, a TECO Energy Company.

4890 W. Kennedy Blvd., Suite 920
Tampa, FL 33609-1850
813.281.9511 • Fax 813.281.1957
www.hallmarktassone.com

PITTSBURGH TAMPA ORLANDO
Pittsburgh - Hallmark/Tassone, Inc. Tampa & Orlando - Hallmark/Tassone Partners



Client: TECO Energy
Date: January 3, 2000
File: MAC/TECO/Seal Deal Campaign
Draft: 2
Job#: TECO-0006

FINAL

Description: :60 RADIO - "Run With Us - DuctWorks"

LYRICS:

Keep on reaching high
Got the energy to fly
Warming up and cooling down
TECO's energy is all around
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy

ANNR: Even the tiniest holes in your air ducts can cost you big money. So call about Tampa Electric's DuctWorks program. Our E-Team of energy efficiency experts will perform a diagnostic test on your system's ducts, and even help with the repair costs. Just call.

LYRICS:

Up and running the whole day through
TECO's energy is here for you
Run with us
Run with us
Run with us
TECO's energy
Run with us
Run with us
Run with us
TECO's energy
Run with us (FADE OUT)

ANNR: Run smart and save with Tampa Electric, a TECO Energy Company.