

**2021 Communications Plan - Enhanced**
**Energy Assistance Communications - 2020**
**Energy Assistance Communications - same as 2020 and added 2021**
**Spanish Social Media, Radio and TV Outreach - 2020**

Channel or Tactic	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Customer Communications</b>												
Comfort Zone		EA		EA		EA		EA		EA		EA
Electronic Comfort Zone	EA/GAP	EA/GAP	EA	EA	EA	EA	EA	EA	EA	EA	EA/GAP	EA/GAP
Bill Insert											GAP	
Brochure included with Notices	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA
Envelope Message											EA	
Bill Promo Message	EA	EA									GAP	EA
<b>Advertising</b>												
Digital	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA
Social Media	EA/GAP										EA	EA/GAP
Spanish Social Media										SP	SP	SP
Spanish Radio and TV PSAs										SP	SP	SP
Radio PSA	EA	EA								EA	EA	EA
<b>Public Relations</b>												
Press Release											GAP	
<b>Website (Spanish version added in October 2020)</b>												
Marquee	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA
Customer Resource Center	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA	EA

GAP - Gas Assistance Program/NW Natural Program

EA - Energy Assistance (all programs, such as Low-Income Heating Energy Assistance Program (LIHEAP), Oregon Low-income Gas Assistance Program (OLGA), Gas Residential Energy Assistance Tariff (GREAT) for WA and GAP)