



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Presentation of the American Advertising Federation Addy Award to the City of Lodi Electric Utility

MEETING DATE: July 21, 1999

PREPARED BY: Electric Utility Director

RECOMMENDED ACTION: That the Mayor present the Electric Utility Department with the American Advertising Federation Addy Award.

BACKGROUND INFORMATION: The City of Lodi Electric Utility and AL&Z Advertising have received the American Advertising Federation Addy Award of Distinction for the multiple media CalPower campaign. This campaign was developed through the joint action of NCPA and SCCPA members. Lodi Electric Utility was actively involved in the development of this campaign and has been utilizing the print, outdoor, direct mail, bill stuffers, the English and Spanish version brochures and cable media of this campaign for the past year.

The CalPower campaign was also awarded these additional honors:

- Citation of Excellence: Newspaper Campaign, four color
- Citation of Excellence: CalPower Web Site – interactive media, interactive world wide web/on-line advertising

FUNDING: None

Alan N. Vallow
Electric Utility Director

PREPARED BY: Sondra Huff, Electric Utility Management Administrator

ANV/SH

APPROVED:

H. Dixon Flynn -- City Manager