



## HAMPTON-ROCHESTER-LA CROSSE PROJECT COMMUNICATIONS/PUBLIC OUTREACH

### 2006 QUARTER 2

- June 9 – news release: “CapX2020 utilities announce plans for new transmission lines to ensure reliable, low-cost electricity in the future”
- June 10 – article in the St. Paul Pioneer Press
- June 10 – article in the Minneapolis Star Tribune
- June 10 – article in the St. Paul Pioneer Press (AP)
- June 11 – article in the Minneapolis/St. Paul Business Journal
- June 12 – article in the Madison, Wisconsin, Capital Times
- June 12 – article in the Milwaukee Journal Sentinel
- June 16 – story aired on WLSU-FM, La Crosse, Wisconsin

### 2007 QUARTER 2

- April 10 – joint presentation to Rochester City Council and Olmsted County Commissioners
- April 27 – presentation to the Winona County administrator
- April 30 – presentation to the Wabasha County administrator
- May 15 – presentation to the Houston County Board
- May 21 – presentation to the Winona City Council
- May 22 – article in the Winona Daily News
- May 23 – article in the La Crosse Tribune
- May 29 – presentation to the La Crescent City Council
- June 1 – editorial in the Winona Daily News

### 2007 QUARTER 3

- July 19 – notice plan mailing to ~17,000 landowners and local officials in study corridor
- July 24 – article in the Winona Daily News
- July 24 – article in the La Crosse Tribune
- July 25 – story aired on WKBT-TV News Channel 8, La Crosse
- August – newspaper ads announcing the upcoming Certificate of Need (CN) application filing
  - 106 newspapers in Minnesota, North Dakota, South Dakota and Wisconsin
  - 26 newspapers – Minneapolis Star Tribune, St. Paul Pioneer Press, Hastings Star Gazette, Kasson Dodge County Independent, Cannon Falls Beacon, Kenyon Leader, Red Wing Republican Eagle, Zumbrota News Record, Caledonia Argus, Houston Banner, La Crescent Houston County News, Spring Grove Herald, Byron Review, Rochester Post-Bulletin, Stewartville Star, Lake City Graphic, Plainview News, Wabasha County Herald, Alma Buffalo County Journal, La Crosse Tribune, Galesville Republican, Lewiston Journal, St. Charles Press, Winona Daily News, Winona Post
- August 16 – news release: “Utilities seek approval of three major transmission lines to ensure future reliability, increase access to renewables”
- August 31 – project newsletter mailed to ~17,000 landowners and local officials announcing first round of open houses
- August 16 – news release on Certificate of Need (CN) filing: “Utilities seek approval of three major transmission lines to ensure future reliability, increase access to renewables”

- August 30 – story aired on Wisconsin Public Radio
- August/September – newspaper ads published announcing project open houses
  - 49 newspapers in Minnesota and Wisconsin – Farmington/Lakeville Thisweek, Northfield News, Red Wing Republican Eagle, Rochester Post-Bulletin, Wabasha County Herald, La Crosse Tribune, Winona Daily News, Winona Post
- September 5 – news release: “CapX2020 utilities schedule open houses to provide information about transmission line proposals”
- September 11-27 – project open houses
  - September 11 – Riverport Inn, Winona
  - September 13 – International Event Center, Rochester (in conjunction with MinnElecTrans)
  - September 25 – Red Wing Community Library, Red Wing
  - September 26 – Archer House, Northfield
  - September 27 – Holiday Inn, Lakeville

#### **2007 QUARTER 4**

- November – project newsletter mailed to ~17,000 landowners and local officials announcing Minnesota Department of Commerce (DOC) public meetings
- November – newspaper ads published announcing DOC public meetings
  - 6 newspapers – Minneapolis Star Tribune, St. Paul Pioneer Press, Red Wing Republican Eagle, Rochester Post-Bulletin, La Crosse Tribune, Winona Daily News
- December – 10 DOC public meetings with CapX2020 participation
  - December 13 – Riverport Inn, Winona
  - December 13 – Heritage Suites, Rochester
  - December 18 – Grandpa’s Event Center, Cannon Falls
- December 12 – story aired on KAGE-AM radio in Winona
- December 12 – article in the Rochester Post-Bulletin
- December 13 – story aired on WKBT-TV News Channel 8, La Crosse
- December 14 – story aired on KTTC-TV, Rochester
- December 15 – article in the Rochester Post-Bulletin
- December 14 – story aired on KAAL-TV ABC 6 News, Rochester

#### **2008 QUARTER 1**

- February 4 – article in the Winona Daily News
- February 13 – invitations mailed to several hundred local officials and state agency representatives on four upcoming public routing work group meetings
- March – public routing work group meetings held in La Crosse, Winona, Rochester and Lakeville

#### **2008 QUARTER 2**

- May 9 – project newsletter mailed to ~21,000 landowners and local officials announcing second round of open houses
- May – newspaper ads published announcing second round of open houses
  - 15 newspapers in Minnesota and Wisconsin – Cannon Falls Beacon, Kenyon Leader, La Crescent Houston County News, Lewiston Journal, Plainview News, Red Wing Republican Eagle, Rochester Post-Bulletin, St. Charles Press, Stewartville Star, Alma Buffalo County Journal, Galesville Republican, La Crosse Tribune, Winona Daily News, Winona Post, Zumbrota News Record
- May 20-22 – project open houses
  - May 20 – Riverport Inn, Winona
  - May 20 – Centerville Community Center/Curling Club, Centerville, Wisconsin

- May 21 – Mayo Civic Center-Riverview Suite, Rochester
- May 21 – St. Charles Community Center, St. Charles
- May 22 – Grandpa’s Event Center, Cannon Falls
- May 20 – article in the Winona Daily News
- May 20 – article in the La Crosse Tribune
- May 21 – story aired on KAAL-TV ABC 6 News, Rochester
- May 21 – article in the La Crosse Tribune
- May 29 – article in the Galesville Republican
- June 1 – editorial in the Winona Daily News
- June – project newsletter mailed to ~20,000 landowners and local officials announcing Minnesota Public Utilities Commission (MN PUC) public hearings
- June – newspaper ads published announcing MN PUC public hearings
  - 15 newspapers – Cannon Falls Beacon, Kenyon Leader, La Crescent Houston County News, Lewiston Journal, Plainview News, Red Wing Republican Eagle, Rochester Post-Bulletin, St. Charles Press, Stewartville Star, Alma Buffalo County Journal, Galesville Republican, La Crosse Tribune, Winona Daily News, Winona Post, Zumbrota News Record
- June/July – 19 MN PUC public hearings
  - June 30 – Cannon Falls Elementary School, Cannon Falls
  - July 1 – Tau Conference Center, Winona
  - July 2 – John Adams Middle School, Rochester
- June 19 – article in the Winona Daily News
- June 19 – story aired on KAGE-AM radio, Winona
- June 20 – article in the La Crosse Tribune
- June 30 – article in the Rochester Post-Bulletin

### **2008 QUARTER 3**

- July 2 – story aired on KTTC-TV, Rochester
- July 2 – article in the La Crosse Tribune
- July 2 – article in the Winona Daily News
- July 4 – article in the Rochester Post-Bulletin
- July 26 – article in the La Crosse Tribune
- July 27 – story aired on WXOW-TV News 19, La Crosse
- July 28 – briefing to the La Crescent City Council
- July 28 – story aired on WIZM-AM radio La Crosse
- July 28 – story aired on WKBT-TV News Channel 8, La Crosse
- July 29 – story aired on WKBT-TV News Channel 8, La Crosse
- July 30 – article in the Houston County News
- August 8 – article in the Rochester Post-Bulletin
- August 9 – article in the Rochester Post-Bulletin
- August 11 – article in the Rochester Post-Bulletin
- August 11 – story aired on WXOW-TV News 19, La Crosse
- August 12 – article in the Rochester Post-Bulletin
- August 12 – story aired on WXOW-TV News 19, La Crosse
- August 13 – article in the Houston County News
- August 27 – La Crosse Tribune Editorial Board meeting
- September 7 – article in the La Crosse Tribune
- September 7 – article in the Winona Daily News
- September 9 – open house for landowners in North Rochester area
- September 10 – article in the St. Paul Pioneer Press

- September 11 – article in the Hometown Source
- September 14 – article in the Star Tribune
- September 14 – story aired on WKBT-TV News Channel 8 and wkbt.com, La Crosse
- September 15 – article in the Minneapolis Star Tribune
- September 18 – article in the La Crosse Tribune

#### **2008 QUARTER 4**

- October 6 – project briefing to the Alma City Council and mayor
- October 8 – project briefing to the Mississippi River Regional Planning Commission
- October 8 – project briefing to the Winona County Economic Development Board
- October 20 – article in the Rochester Post-Bulletin
- October 27 – project briefing to the La Crosse County Planning/Resource/Development Committee
- November 12 – project briefing to Trempealeau County Supervisors
- November 20 – project briefing to Clean Energy Coalition
- November 20 – story aired on WXOW-TV News 19 and on wxow.com, La Crosse
- November 20 – display booth at the Minnesota Association of Townships annual meeting, Alexandria
- November 21 – story aired on WKBT-TV News Channel 8 and wkbt.com, La Crosse
- November 25 – project briefing to Wabasha County Board of Commissioners
- November 25 – Clean Energy Coalition follow-up with Bill Katra
- November – project newsletter mailed to ~21,000 landowners and local officials announcing third round of open houses
- November 25-28 – newspaper ads announcing upcoming open houses
  - 19 newspapers – Byron Review, Cannon Falls Beacon, Houston Banner, Kenyon Leader, La Crescent Houston County News, Lewiston Journal, Plainview News, Rochester Post-Bulletin, St. Charles Press, Wabasha County Herald, Alma Buffalo County Journal, Cochrane Fountain City Recorder, Galesville Republican, Holmen Courier, Onalaska Community Life & Holmen Courier, La Crosse Tribune, Winona Daily News, Winona Post, Zumbrota News Record
- December 1 – article in Greenwire
- December 4 – article in the La Crosse Tribune
- December 5 – letter to the editor in the La Crosse Tribune
- December 6 – article in the Rochester Post-Bulletin
- December 7 – article in the Winona Daily News
- December 8 – display booth at the Association of Minnesota Counties annual meeting, Duluth
- December 8-11 – project open houses
  - December 8 – Riverport Inn, Winona
  - December 9 – St. Charles Community Center, St. Charles
  - December 9 – Alma High School, Alma, Wisconsin
  - December 10 – Centerville Community Center/Curling Club, Centerville, Wisconsin
  - December 10 – La Crescent American Legion, La Crescent
  - December 11 – Oronoco Community Center, Oronoco
  - December 11 – Grandpa’s Event Center, Cannon Falls
- December 8 – article in the Winona Daily News
- December 9 – article in the Winona Daily News
- December 10 – article in the Winona Post
- December 10 – story aired on WKBT-TV News Channel 8 and wkbt.com, La Crosse
- December 10 – story aired on WXOW-TV News 19 on wxow.com, La Crosse
- December 11 – article in the La Crosse Tribune

- December 12 – article in the Rochester Post-Bulletin
- December 12 – article in Cannon Falls Beacon
- December 18 – project update to the city of Pine Island
- December 23 – project update to Dodge County commissioners
- December 24 – article in the Minneapolis Star Tribune
- December 26 – letter to the editor in the Cannon Falls Beacon
- December 26 – letter to the editor in the Cannon Falls Beacon
- December 31 – article in the St. Paul Pioneer Press

#### **2009 QUARTER 1**

- January 7 – display booth at the Minnesota Soybean Growers annual conference, Morton, Minnesota
- January 8 – display booth at Minnesota Ag Expo, Morton
- January 8 – article in the Cannon Falls Beacon
- January 13 – project update/presentation to Hampton City Council
- January 15 – project update to Pine Island Economic Development Authority
- January 16 – display booth at the Minnesota Organic Conference, St. Cloud
- January 28 – presentation to the Winona City Council
- January 29 – driving tour with the Mississippi River Parkway Commission
- January 29 – article in the Cannon Falls Beacon
- January 29 – article in the La Crosse Tribune
- January 29 – article in the Winona Daily News
- January 29 – article in the Winona Post
- February 5 – letter to the editor in the Red Wing Republic Eagle
- February 11 – display booth at the Clean Energy Resource Teams conference, St. Cloud
- February 19 – project update/presentation to city of Zumbrota officials
- February 23 – story aired on Minnesota Public Radio and mpr.org
- February 25 – article in the Zumbrota News Record
- February 26 – Zumbro Falls community meeting
- March 4 – article in the La Crosse Tribune
- March 4 – article in the Rochester Post-Bulletin
- March 4 – article in the Winona Daily News
- March 19 – article in the Houston County News
- March 24 – presentation at Our Energy Future conference in La Crosse
- March 26 – story aired on KTTC-TV Rochester and on ktcc.com

#### **2009 QUARTER 2**

- April 2 – article in the Cannon Falls Beacon
- April 3 – article in the St. Paul Pioneer Press
- April 5 – editorial in the La Crosse Tribune
- April 6 – project update/presentation to Farmington Township
- April 8 – article in the St. Paul Pioneer Press
- April 8 – article in the Minneapolis Star Tribune
- April 9 – story aired on KTTC-TV and on ktcc.com, Rochester
- April 14 – project update/presentation to Dakota County commissioners
- April 15 – two stories aired on Minnesota Public Radio and on mpr.org
- April 15 – article in the St. Paul Pioneer Press
- April 15 – article in the Winona Post

- April 16 – news release: “CapX2020 granted Certificate of Need for 345-kilovolt projects in Minnesota”
- April 16 – article aired on Minnesota Public Radio and mpr.org
- April 16 – article in the St. Paul Pioneer Press
- April 16 – article in the Minneapolis Star Tribune
- April 16 – story aired on WCCO-TV and on wcco.com
- April 17 – article in the Cannon Falls Beacon
- April 17 – article in the St. Paul Pioneer Press
- April 20 – project update/presentation to Oronoco Township Board
- April 20 – article in the Winona Post
- April 21 – project update/presentation to Goodhue County commissioners
- April 22 – two articles in the Rochester Post-Bulletin
- April 25 – article in the Winona Daily News
- April 29 – op-ed published in the La Crosse Tribune
- April 29 – Will Kaul op-ed published in the Minneapolis Star Tribune
- April 30 – article in the Houston County News
- May 1 – article in the Wire, Madison, Wisconsin
- May 21 – article in the Galesville Republican
- May 26 – article in the Red Wing Republican Eagle
- May 26 – article in WisBusiness
- May 28 – article in the Arcadia News-Leader
- June 1 – project update/presentation to the La Crosse Planning Resource and Development Committee
- June 9 – story aired on KTTC-TV Rochester and on ktcc.com
- June 9 – story aired on Minnesota Public Radio and on mpr.org
- June 9 – article in the Minneapolis Star Tribune
- June 9 – story aired on WAOW-TV 9, Wausau and on waow.com
- June 9 – story aired on WCCO-TV and on wcco.com
- June 9 – article in the Winona Daily News
- June 9 – story aired on Winona Radio
- June 9 – story aired on WQOW-TV, Eau Claire and on wqow.com
- June 10 – story aired on KXMC CBS13 and on kxmc.com
- June 10 – article in the Rochester Post-Bulletin
- June 10 – article in the Winona Post
- June 11 – article in the Cannon Falls Beacon
- June 11 – article in the Plainview News
- June 15 – article in the Rochester Post-Bulletin
- June 16-25 – Rural Utilities Service public environmental scoping meetings
  - June 16 – Plainview-Elgin-Millville High School cafeteria, Plainview
  - June 17 – Wanamingo Community Center, Wanamingo
  - June 18 – City of St. Charles community meeting room, St. Charles
  - June 23 – La Crescent American Legion, La Crescent
  - June 24 – Centerville/Town of Trempealeau Community Center, Galesville
  - June 25 – Cochrane-Fountain City High School, Fountain City
- June 17 – article in the Houston County News
- June 18 – article in the Houston County News
- June 18 – article in the St. Charles Press
- June 19 – story aired on WXOW-La Crosse and on wxow.com
- June 22 – article in the Winona Daily News

- June 23 – story aired on WXOW-La Crosse on and wxow.com
- June 24 – article in the Cannon Falls Beacon
- June 24 – article in the Kenyon Leader
- June 24 – two articles in the La Crosse Tribune
- June 24 – two articles in the Winona Daily News
- June 24 – story aired on WKBT-La Crosse and on wkbt.com
- June 24 – article in the Zumbrota News-Record
- June 25 – article in the St. Charles Press
- June 28 – article in the Winona Post
- June 29 – project update/presentation to the Winona City Council
- June/July – article in the Mainstreet Messenger

### **2009 QUARTER 3**

- July 1 – two articles in the Houston County News
- July 1 – article in the Winona Post
- July 2 – article in the Red Wing Republican Eagle
- July 7 – article in the Milwaukee Journal Sentinel
- July 7 – article in the Wisconsin State Journal
- July 8 – article in the Hudson Star-Observer
- July 14 – story aired on WCCO-TV and on wcco.com
- July 14 – story aired on WKBT-La Crosse and on wkbt.com
- July 15 – article in the Green Bay Press Gazette
- July 15 – story aired on KXMC CBS13 and on kxmc.com
- July 15 – story aired on KXMD CBS11 and on kxmd.com
- July 15 – story aired on WIZM-1419 AM La Crosse and on wizm.com
- July 17 – article in the Houston County News
- August 4-6 – project informational booth at Farmfest, Redwood Falls
- August 5 – story aired on WKBT-La Crosse and on wkbt.com
- August 5 – story aired on WXOW-La Crosse and on wxow.com
- August 6 – article in the Winona Daily News
- August 12 – article in the Houston County News
- August 12 – article in the Winona Post
- August 14 – article in the Minneapolis-St. Paul Business Journal
- August 19 – article in the Winona Post
- August 20 – letter to the editor in the Cannon Falls Beacon
- August 26 – story aired on WKBT-La Crosse and on wkbt.com
- August 27 – public meeting hosted by the Senator Sharon Erickson Ropes (D-District 31) at the Houston American Legion Hall
- August 27 – story aired on Minnesota Public Radio and mpr.org
- August 27 – article in the St. Paul Pioneer Press
- August 27 – story aired on WQOW-TV Eau Claire and on wqow.com
- August 28 – article in the La Crosse Tribune
- August 29 – story aired on WXOW ABC La Crosse and on wxow.com
- August 30 – article in the Winona Post
- August 30 – story aired on WIZM NewsTalk 1410 La Crosse
- August 31 – article in the Daily Reporter
- September 3 – article in the Rochester Post-Bulletin
- September 8 – interview with Winona Radio
- September 9 – story aired on Minnesota Public Radio and on mpr.org

- September 10 – interview with Winona Radio
- September 10 – article in the St. Paul Pioneer Press
- September 15 – article in the St. Paul Pioneer Press
- September 17 – Minnelectrans webcast, southeast zone
- September 20 – article in the Winona Post

#### **2009 QUARTER 4**

- October 7 – project informational booth at Riverland Energy Cooperative customer appreciation day
- October 12 – project informational booth at the Minnesota Utility Investors annual meeting
- October 16 – project update/presentation at the Minnesota 2009 Right-of-Way Professionals Workshop
- October 27 – story aired on KTTC Rochester and on ktcc.com
- November 3 – letter to the editor in the Rochester Post-Bulletin
- November 4 – project update/presentation at the Minnesota Power Systems Conference
- November 6 – article in the Cannon Falls Beacon
- November 9 – commentary aired on Minnesota Public Radio and on mpr.org
- November 11 – CapX Quarterly direct mail postcard sent to all landowners in the project corridor (about 70,000 landowners)
- November 20 – project informational booth at the Minnesota Association of Townships annual conference
- November 20 – project informational booth at the Minnesota Farm Bureau annual meeting
- November 9 – article in the Rochester Post-Bulletin
- December 15 – article in the St. Paul Pioneer Press

#### **2010 QUARTER 1**

- January 3 – article in the Winona Post
- January 6 – article in the Houston County News
- January 6 – commentary in the Houston County News
- January 7 – article in the Onalaska Holmen Courier-Life
- January 11 – project informational booth at the Minnesota Ag EXPO
- January 17 – commentary in the La Crosse Tribune
- January 19 – direct mail postcard sent to all landowners in project corridor (about 20,000) announcing Route Permit application filing with the Minnesota Public Utilities Commission for the Hampton-Rochester-La Crosse 345 kV project
- January 19 – letter, Route Permit executive summary and detailed map booklet mailed to all landowners on proposed routes as well as to local government officials (about 1,450)
- January 19 – news release: “CapX2020 utilities file Route Permit application for Hampton-Rochester-La Crosse transmission line”
- January 19-22 – newspaper ads announcing Route Permit application filing
  - 19 newspapers – Cannon Falls Beacon, Farmington/Lakeville Thisweek, Kenyon Leader, Houston County News, Lewiston Journal, Plainview News, Rochester Post-Bulletin, St. Charles Press, Stewartville Star, Wabasha County Herald, Buffalo County News, Arcadia News-Leader, Cochrane Fountain City Recorder, Galesville Republican, La Crosse Tribune, Onalaska Community Life & Holmen Courier, Winona Daily News, Winona Post, Zumbrota News-Record
- January 19 – article in the La Crosse Tribune
- January 19 – article in the Winona Daily News
- January 20 – article in the Kenyon Leader
- January 20 – article in the La Crosse Tribune

- January 20 – article in the Pierce County Herald
- January 20 – article in the St. Paul Pioneer Press
- January 20 – article in the Winona Daily News
- January 20 – article in the Winona Post
- January 21 – project update/presentation to the Economic Development Association of Minnesota
- January 21 – article in the Rochester Post-Bulletin
- January 22 – article in the Rochester Post-Bulletin
- January 22 – direct mail postcard to all landowners in the project corridor (about 20,000) announcing Route Permit application filing with the Minnesota Public Utilities Commission
- January 24 – article in the Red Wing Republican Eagle
- January 27 – story aired on Minnesota Public Radio and mpr.org
- February 3 – article in the Rochester Post-Bulletin
- February 4 – project update/presentation to the Metropolitan Energy Policy Coalition
- February 4 – commentary in the Winona Daily News
- February 16 – two commentaries in the Winona Daily News
- February 17 – article in the Rochester Post-Bulletin
- February 23 – article in the Red Wing Republican Eagle
- February 26 – article in the Red Wing Republican Eagle
- March 4 – article in Twin Cities Finance and Commerce
- March 5 – article in the Cannon Falls Beacon
- March 9 – article in Bloomberg Business Week
- March 9 – commentary in the Winona Daily News
- March 12 – article in the Winona Daily News
- March 17 – article in the Houston County News
- March 17 – story aired on Minnesota Public Radio and on mpr.org
- March 17 – article in USA Today
- March 20 – article in the Red Wing Republican Eagle
- March 23 – article in the Kenyon Leader
- March 24 – article in Bloomberg Business Week

## **2010 QUARTER 2**

- April 10 – article in iStock Analyst
- April 12 – story aired on Minnesota Public Radio and mpr.org
- April 15 – three articles in the Minneapolis Star Tribune
- April 17 – letter to the editor in the Minneapolis Star Tribune
- April 21 – article in iStock Analyst
- April 21 – article in the Rochester Post-Bulletin
- April 22 – article in the Minneapolis Star Tribune
- April 22-28 – newspaper ads announcing Office of Energy Security public environmental scoping meetings
  - 19 newspapers – Cannon Falls Beacon, Farmington/Lakeville Thisweek, Kenyon Leader, Houston County News, Lewiston Journal, Plainview News, Rochester Post-Bulletin, St. Charles Press, Stewartville Star, Wabasha County Herald, Buffalo County News, Arcadia News-Leader, Cochrane Fountain City Recorder, Galesville Republican, La Crosse Tribune, Onalaska Community Life & Holmen Courier, Winona Daily News, Winona Post, Zumbrota News-Record
- April 30 – article in the Cannon Falls Beacon
- May 3 – article in the La Crosse Tribune

- May 3 – article in the Winona Daily News
- May 4-6 – Office of Energy public environmental scoping meetings
  - May 4 – Plainview American Legion, Plainview
  - May 5 – Pine Island American Legion, Pine Island
  - May 6 – Grandpa’s Event Center, Cannon Falls
- May 4 – story aired on KTTC TV, Rochester
- May 4 – story aired on WXOW Channel 19, La Crosse
- May 8 – article in the Red Wing Republican Eagle

05.12.2010