



THE POWER OF
PEOPLE



Review of Strategic Directive BP-SD-07 Public Relations

NPPD Board of Directors Meeting
August 2026

Heidi Elliott, Corporate Communications and
Public Relations Manager



Nebraska Public Power District
Always there when you need us

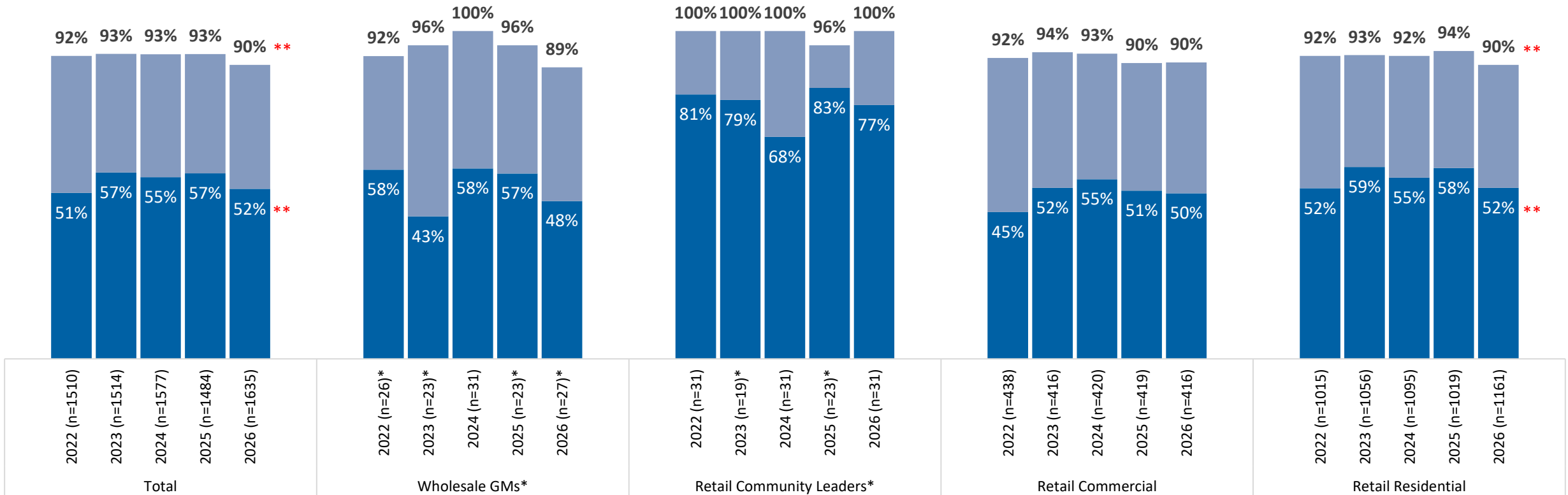
Strategic Directive BP-SD-07

- Nebraska Public Power District (NPPD) is committed to **educating customers and stakeholders** about public power's business model and benefits including reliability, local control, and cost control. NPPD also promotes its leadership in developing sustainable solutions that maximize efficiencies, improve the environment, and innovate the way we generate and deliver electricity
- NPPD will be **transparent in the development and execution of its policies and operations consistent** with sound business practices.

Perception of NPPD's reputation continues to remain positive, with at least nine out of ten respondents giving NPPD a "good" or "excellent" rating.

NPPD REPUTATION

■ % Excellent ■ % Good/Excellent

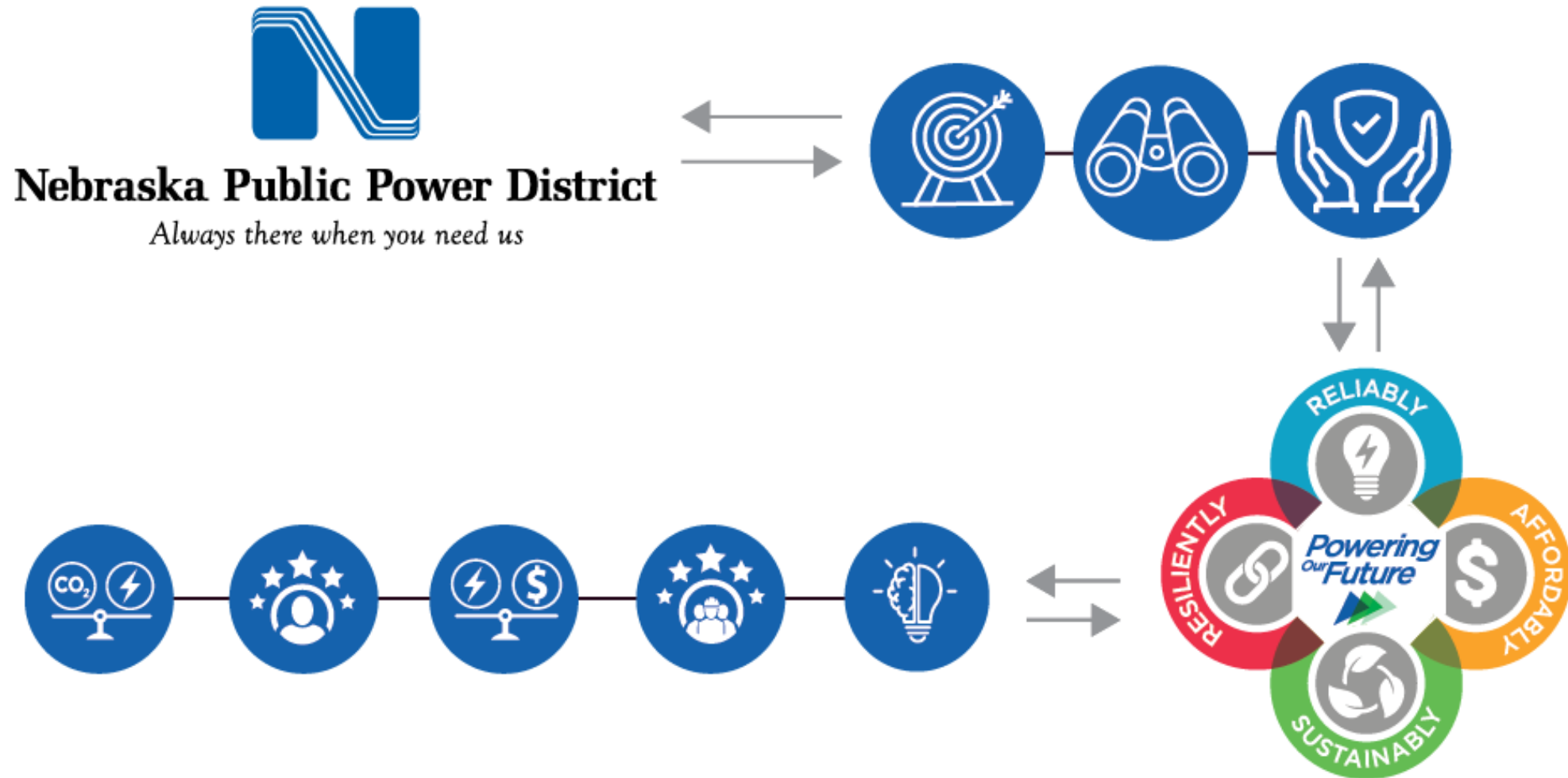


*Small sample sizes. View results with caution.

**Significant difference at the 95% confidence level in 2026 compared to 2025.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

Communication Alignment



5



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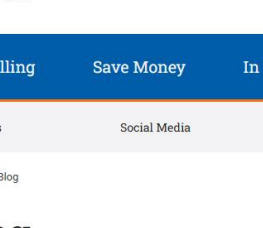
[MY ACCOUNT LOGIN](#)

[Accounts & Billing](#)
[Save Money](#)
[In Your Neighborhood](#)
[Powering Nebraska](#)
[Outages & Safety](#)

[Press Releases](#)
[Social Media](#)
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[Media Contact](#)
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CEO Blog



**Powering the future,
with customers in mind**

July 8, 2025

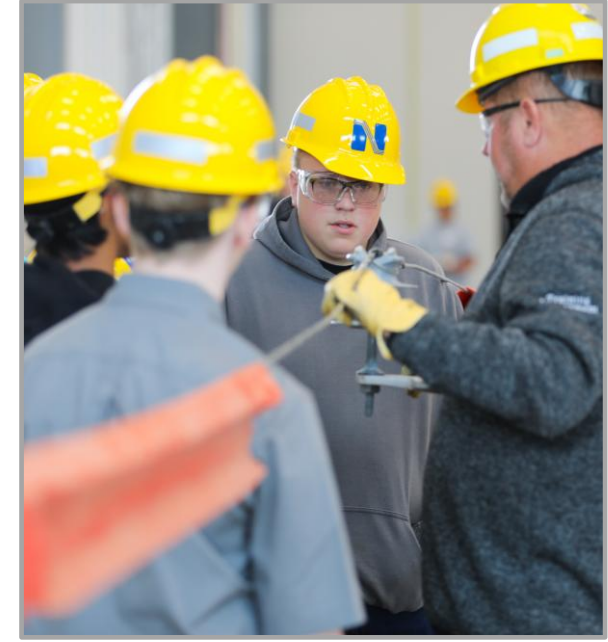
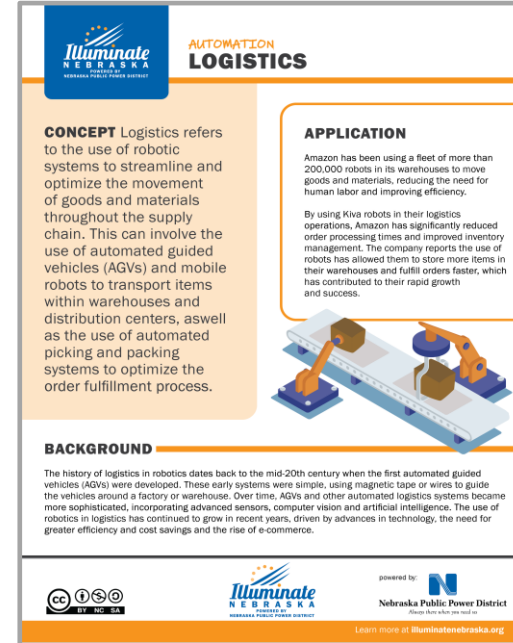
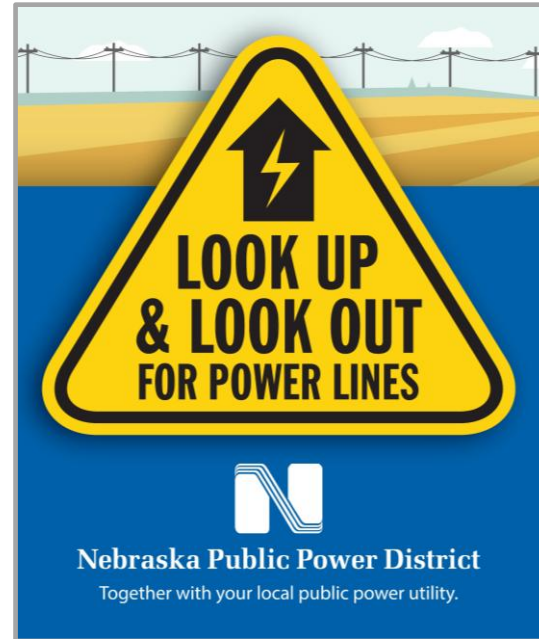
As our state grows, so do energy needs. More homes, more businesses, and more technology mean more demand for power. We're in an exciting moment right now because we're seeing substantial growth across Nebraska. With that growth comes the need to plan ahead, and to do it wisely.



About NPPD President and CEO Tom Kent

Thomas J. Kent graduated from the University of Nebraska-Lincoln with a bachelor's degree in Electrical

Targeted Engagement Opportunities



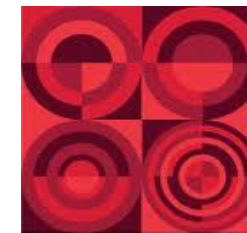
Engagement at Public Events

COMMUNITY ASSISTANCE FAIR

Health and Human Services • Energy Efficiency
Housing • Employment • Public Benefits



Welcome to the
Princeton Road Station
Open House



**HUSKER
HARVEST
DAYS**

Media and Social Media

NPPD announces emPOWERING Nebraska's Tomorrow



RRN/Bob Brogan — Nebraska Public Power District's Gerald Gentleman Station near Sutherland

May 12th, 2025 | Nebraska Public Power District

Columbus, Neb. – Nebraska Public Power District (NPPD) has launched the emPOWERING Nebraska's Tomorrow program to share information about upcoming generation and infrastructure projects.

NPPD has been working with wholesale and retail customers to plan for continuing load growth within the state. This load growth includes the addition of new loads as well as the growing electric use of current customers.

Top posts



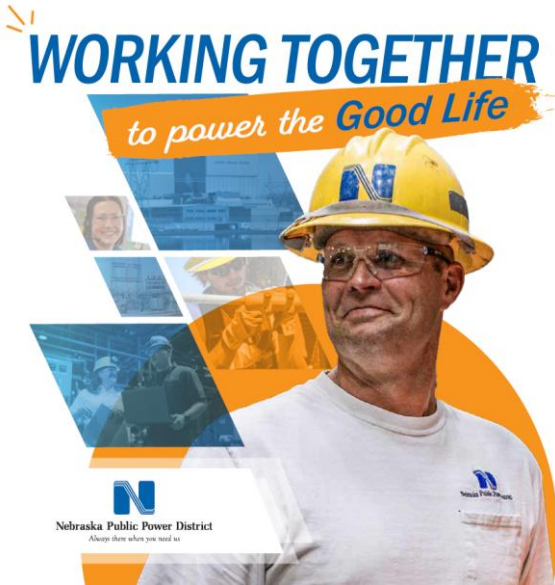
We are proud to join Omaha Public Power District, Lincoln Electric System, and Grand River Dam Authority to launch the Great Plains New Nuclear Consortium. This collaborative effort will explore the feasibility of deploying between 1,000 and 2,000 megawatts of advanced nuclear energy, including Small Modular Reactors (SMRs) within Nebraska to serve the needs of the four utilities in the Southwest Power Pool market footprint. This early-stage partnership reflects our shared commitment to long-term planning, reliability, affordability and innovation across the region. 🙌 Read more: <https://ow.ly/bR3Q50XAkTS> 🙌 Great Plains New

Top posts



Examples of Content Delivered

WORKING TOGETHER
to power the Good Life



Nebraska Public Power District
Always there when you need us

Paperless billing is
Stress-Free
Know when your bill is ready to view and pay.



NPPD
ON THE GO!

WELCOME LODGEPOLE CUSTOMERS!

CALL TO UPDATE YOUR ACCOUNT
877-ASK-NPPD

We are updating account information and need your help! Please call 1-877-275-6773 to update your account information with us by January 31st.

We appreciate your assistance.
Talk to you soon.



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Be scam smart



WHAT WE DON'T DO:

- Text customers demanding payment
- Call customers demanding payment
- Show up at our customers' door demanding payment
- Direct message customers on social media demanding payment

WHAT WE DO:

- Send notices in the mail regarding account status
- Send messages through our online web portal, if enrolled

If you think you've been contacted by a scammer, call 1-877-ASK-NPPD.
For more information, visit nppd.com/scams

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TAKE A FARM SAFETY QUIZ



or visit newschannelnebraska.com

TO GET REGISTERED TO WIN!

STAY SAFE AROUND POWER LINES
HEADS UP
DURING HARVEST

IF THERE IS A DOWNED POWER LINE
THINK BEFORE YOU ACT

An overhead power line can become damaged or fall due to a severe storm. If you see a downed power line, take these actions:

- Consider all power lines energized and deadly.
- Stay at least 50 feet away.
- Call 911, or the utility to report the downed power line.
- Do not get out of your vehicle or cab of equipment.



For more storm electrical safety tips, visit nppd.com/safety

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THE STATE OF PUBLIC POWER

2026 Information Guide



Continued Omnichannel Advertising Delivery

As customers toggle between devices and platforms, we monitor and discover what content resonates, where audiences are spending their time, and shift media buys and messaging for the best return on investment.



Cohesive Advertising



ENERGY SAVING TIPS

1

REFRIGERATOR:
REMOVE ALL EXPIRED FOOD
AND REARRANGE YOUR
ITEMS TO CIRCULATE AIR

ENERGY SAVING TIPS

2

CEILING FANS:
CHANGE THE FAN'S ROTATION
TO COUNTERCLOCKWISE TO
KEEP YOUR HOME COOLER

ENERGY SAVING TIPS

3

AC UNITS:
REPLACE THE FILTER
REGULARLY TO
IMPROVE EFFICIENCY

Getty Images
#1460037149
#1466756558
#1567477597



Making our communities

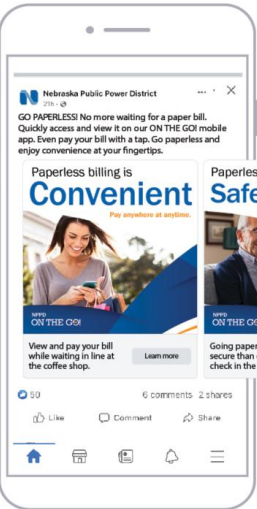
A BETTER PLACE TO LIVE



More than 80 communities across the state count on Nebraska Public Power District to power their everyday. From preparing them for economic growth to partnering in local events to educating tomorrow's workforce, our role is more than "keeping the lights on." We are charged with creating community connections that are just as trusted and reliable as the electricity we provide. And we love what we do.

Nebraska Public Power District
Always there when you need us
Together with your local public power utility

nppd.com | (877) ASK-NPPD



Nebraska Public Power District

Making our hometowns

BETTER PLACES TO LIVE

LEARN MORE

Paperless billing is

Convenient

View and pay your bill while waiting in line at the coffee shop.

Learn more

Paperless billing is

Safe & Secure

Going paperless is more secure than dropping a check in the mail.

Learn more

Paperless billing is

Stress-Free

No more worrying about missing a payment.

Learn more

Paperless billing is

Easy to Set Up

We have made it easy for you to sign up and be paper free

Learn more

Sign up today and

Go Paperless!

What are you waiting for? Sign up today!

Learn more

Nebraska Public Power District

Go Paperless!

- Convenient
- Safe & Secure
- Stress-Free

With Nebraska Public Power District's ON-THE-GO! app, the convenience of paying your bill anytime, anywhere, is at your fingertips when you sign up for paperless billing.

Learn how to GO PAPERLESS

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WE'RE HIRING

Impact the world from Middle America

- Competitive Salary
- Annual Incentive Program
- 2:1 401(k) Match
- Continuing Education
- Tuition Reimbursement
- Leadership Growth Potential

APPLY TO QUALIFYING POSITIONS

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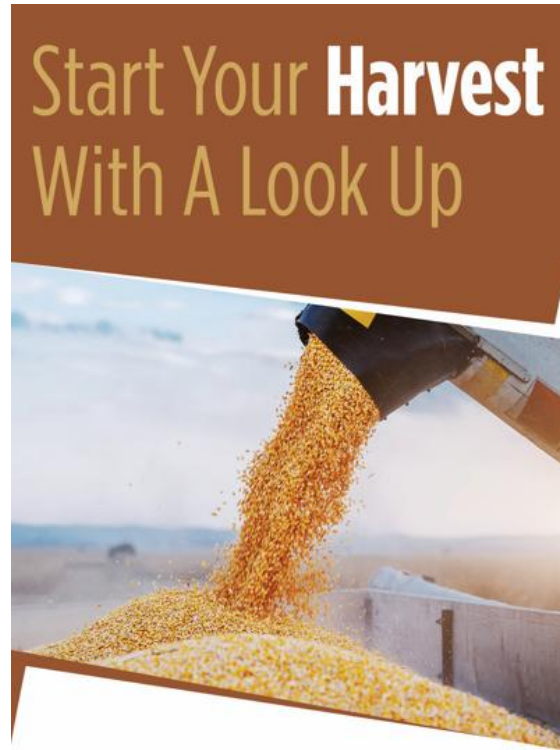


Nebraska Public Power District
Always there when you need us

**POWERING THE STATE.
EMPOWERING AGRICULTURE.**

LEARN MORE

Wholesale Co-op Advertising Program



Today's farming operations involve bigger equipment, which can make you more productive. However, failure to notice overhead power lines can be a deadly oversight. Remember to look up and look out for overhead power lines.

In partnership with our supplier, Nebraska Public Power District.



Start Your **Harvest** With A Look Up

Today's farming operations involve bigger equipment, which can make you more productive. However, failure to notice overhead power lines can be a deadly oversight.

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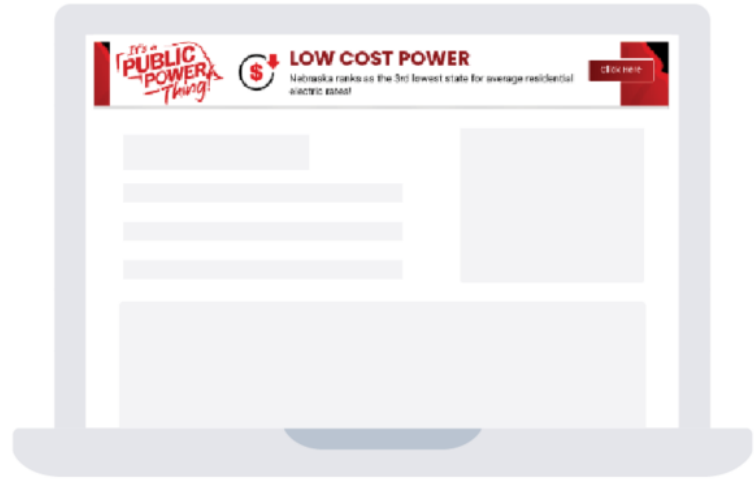
In partnership with our supplier, Nebraska Public Power District.



36 topics available for download

Print ads – Social Media Content – Digital Display Ads – Videos – Radio Scripts

It's a public power thing



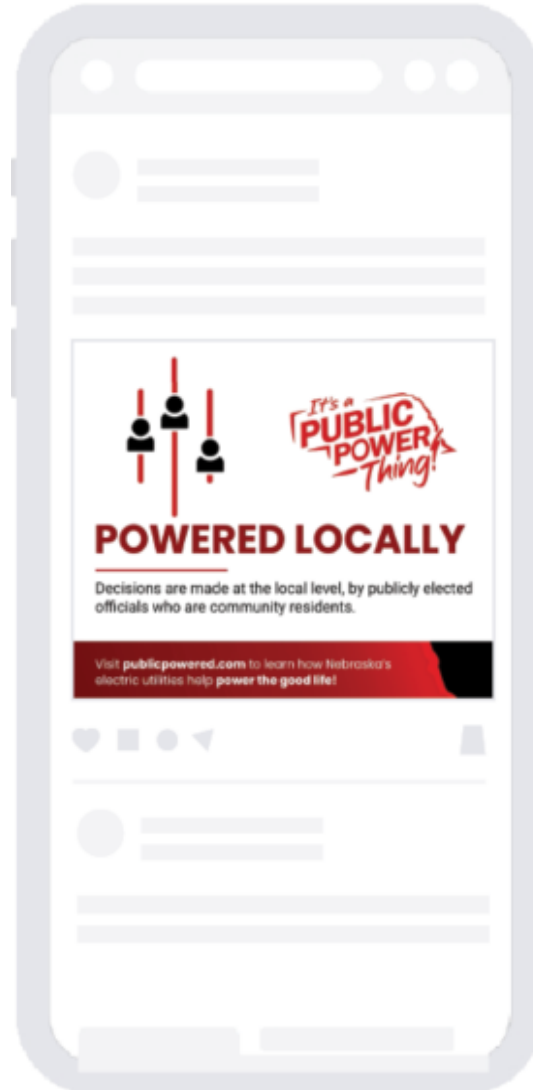
LOW ELECTRIC RATES.

On average, **Nebraska's overall electric rates are the third lowest in the nation.** Rates are structured to cover only the cost of generating and delivering electricity. There's no profit motive. **And that means more money stays in customers' pockets.**

To learn more about the benefits of public power in Nebraska, visit publicpowered.com.

Source: U.S. Department of Energy - Energy Information Administration; 2024 Average Retail Price of Electricity

Nebraska Public Power District
Always there when you need us
Together with your local public power utility.



NEBRASKA is the ONLY STATE

where every home and business is served by publicly controlled electric utilities.

Tap or click to learn how Nebraska's electric utilities help power the good life!

LOW COST POWER	HIGH RELIABILITY	RESPONSIBLE ELECTRICITY
POWERED LOCALLY	DOLLARS STAY LOCAL	INCENTIVES TO SAVE
GOOD STEWARDS	EMPOWERING YOUTH	ECONOMIC GROWTH
COMMUNITY SUPPORT	RESILIENT POWER	EXCELLENT VALUE

Site powered by Nebraska Public Power District, together with your local public power utility.



THE POWER OF PEOPLE



Questions

Stay connected with us.



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