

**From:** Horan, Judy  
**Sent:** Thursday, January 22, 2015 4:23 PM  
**To:** 'Kevin\_Kelley@collins.senate.gov'  
**Cc:** 'Carol\_Woodcock@collins.senate.gov'  
**Subject:** Project Heat: results and opportunity

Hello Kevin! I want to share the results of *Project Heat* with Senator Collins. It's a fundraising campaign WLBZ 2 and WCSH 6 conducted on January 15 to keep Mainers warm. Using the stations' assets on-air and online, our two Maine stations asked viewers and users to donate to the *Keep ME Warm* fund, which provides emergency heating assistance through the state's United Ways and Community Action agencies.

What a response! We staffed phone banks from 5:00 in the morning until after 7:30 in the evening. Nearly a thousand people called, and together with corporate donations, WLBZ 2 and WCSH 6 raised \$165,000 for the *Keep ME Warm* fund. Dead River partnered with us and provided \$50,000 of that total to use as a matching gift incentive.

We are proud of the role we played to address this basic human need, and we are humbled by the generosity of Maine citizens. Below my signature, I've included the comments we collected from donors when we asked them what inspired them to give. They are powerful.

It would be great if the good Senator would record a message to our viewers/her constituents thanking them for donating, and we'll post it on both stations' Facebook pages. This could even be a smart phone recording. Senator Collins' message can be as simple and direct as: *Hi, I'm Senator Susan Collins, and I'm proud to be a part of a state that comes together to help each other. Thank you to everyone who gave during NEWS CENTER's Project Heat, raising \$165,000 for the United Way's Keep Maine Warm Fund. These dollars will help assist our neighbors in need this winter.* Ideally, it would be wonderful to have the recorded message by Monday, February 2.

If you have questions, my direct phone line is below, or you can email me, too.

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