



## Member Benefits Program

## WHEC-TV, LLC Case Study

NAB member, WHEC-TV is Rochester, New York's NBC affiliate serving 475,000 viewing households with award winning newscasts and popular programming. Executives at WHEC-TV were interested in learning how using a competitive electricity supplier might reduce energy costs and improve the bottom line. Like many NAB members, WHEC-TV was unsure of how to proceed or what options existed for the station. In July of 2003, the station contacted the NAB endorsed utility consultants at Affiliated Power Purchasers International (APPI). WHEC-TV learned of this NAB membership benefit through the NAB website. Recognizing this important opportunity, Business Manager Joseph Laforana, Sr. began working with Carolyn Hanna, an APPI senior consultant, to explore the ways that APPI could assist WHEC-TV in reducing and controlling energy costs.

The process began with a personal consultation during which all of Mr. Laforana's questions were answered and WHEC-TV's specific needs were determined and discussed. By sharing a decade of market insight, APPI provided WHEC-TV with the education necessary to make informed, prudent business decisions.

WHEC-TV provided APPI with a past electricity bill and permission to obtain information and usage data for its electricity accounts from the local utility. APPI began an in-depth analysis of those accounts. APPI used this information to construct a profile of the business, and to determine the opportunities for cost reductions. APPI monitored the electricity market in New York for several months to identify competitive electricity suppliers that were eager to gain WHEC-TV as a customer and that would provide low competitive pricing and favorable supply contract terms and conditions.

After identifying several options, APPI reviewed the electricity supply offers with Mr. Laforana. APPI explained why pricing was different from each supplier, and how WHEC-TV could avoid paying certain taxes and fees on its electricity consumption in the state of New York. With a complete analysis and strategic recommendations, WHEC-TV chose the best option for the business. For WHEC-TV, the best option was a 12-month contract with Select Energy New York (SENY).

At the end of the SENY contract in October of 2004, APPI negotiated a second 12-month supply contract for WHEC-TV with SENY. After two years with SENY, based on market conditions at the time, APPI recommended a transition to Constellation New Energy New York-New Jersey (CNE NY-NJ), with whom **WHEC-TV signed a 36-month supply contract that reduced their electricity costs by nearly 14%**. WHEC-TV was so pleased with APPI and the supplier pricing that it chose a 57-month agreement to begin in November of 2008.

WHEC-TV's transitions to competitive suppliers and into new contracts over the years have been seamless. APPI facilitated the entire process, completed the documents, and managed all details. APPI was always available to WHEC-TV to serve as its advocate to handle all customer service matters and to provide electricity market updates. Carolyn Hanna at APPI continues to manage WHEC-TV's account and is always merely a phone call away.

***"I have been working with APPI since 2003 through the NAB. APPI assisted me in managing my operating costs. APPI makes the process simple, answering all of my questions and keeping me informed about changes in the energy market. I feel confident knowing that my electricity accounts are being managed by the experts and APPI. I recommend all NAB stations contact APPI."***



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