

Randy West Portfolio - Work Sample
Strategic Communications, Messaging & Branding

February 2025

Podcast Approach & Full Script

Approach and script for an energy company podcast blending expert insights, real-world applications, and customer-centric messaging to help rebrand the Client as a leader in AI-driven “smart homes”

Podcast: *Powering the Future*

Tagline: "Energy, Innovation, and the Smart Homes of Tomorrow"

Duration: 20-30 minutes

Format: Hosted discussion with industry experts, customer stories, and leadership insights

Episode Title: The Future of Energy – Where Power Meets Smart Living

Focus: How [Client]’s acquisition of [company name redacted] is transforming energy use

Audience: Energy consumers, homeowners, technology enthusiasts, and industry professionals

Segment	Content Overview	Full Script
Intro (Host)	<ul style="list-style-type: none"> • <i>Upbeat theme music plays.</i> • Welcome to <i>Powering the Future</i> • Overview of episode topic: Energy meets smart home tech • Tease upcoming discussion with a guest expert 	<p><i>Upbeat theme music plays.</i></p> <p>HOST: Welcome to <i>Powering the Future</i>, the podcast where we explore the evolving landscape of energy, innovation, and the technology transforming our everyday lives. I’m [Host’s Name], and today, we’re diving into an electrifying topic—how the future of energy is merging with smart home technology to create safer, more efficient, and more sustainable living spaces. At the heart of this transformation is [Client], a leader in energy generation and retail electricity serving over 7 million customers across North America. Recently, the company made a bold move by acquiring [company name redacted] for \$2.8 billion. But what does this mean for you? How will it impact the way we manage energy in our homes? Let’s find out. <i>(Music fades out.)</i></p>

Segment	Content Overview	Full Script
<p>Segment 1: The Evolution of Energy</p>	<ul style="list-style-type: none"> • Energy is no longer just a commodity—it’s an experience • [Client]’s diverse portfolio: natural gas, coal, nuclear, wind, and solar • Guest introduction: [Guest Name], an energy innovation expert 	<p>HOST: Energy is no longer just about flipping a switch. With renewables, energy storage, and now smart home integration, the industry is evolving rapidly. [Client] has been a pioneer in this transition, offering everything from natural gas and coal to nuclear, wind, and solar power. To give us insight into this evolution, I’m joined by [Guest Name], a leading expert in energy innovation and sustainability at [Client name]. Welcome, [Guest Name]!</p> <p>GUEST: Thanks for having me! It’s an exciting time in the industry, and we’re seeing major shifts in how consumers think about energy. It’s no longer just a utility—it’s an experience.</p> <p>HOST: That’s a great point. With smart technology becoming more accessible, consumers want more control over their energy use. How is [Client] addressing this shift?</p> <p>GUEST: We’re focused on providing an integrated approach to energy. Our recent acquisition of [company name redacted] allows us to offer customers not just electricity, but complete home automation—security, smart thermostats, and energy-efficient solutions—all in one seamless platform.</p>
<p>Segment 2: The Smart Home Revolution</p>	<ul style="list-style-type: none"> • Why the [company name redacted] acquisition matters • Integration of energy, automation, and security • Real-world example: A home that optimizes energy in real-time 	<p>HOST: Let’s talk about smart homes. The concept isn’t new, but now it’s more accessible and practical than ever. How does this acquisition position [Client] at the forefront of this revolution?</p> <p>GUEST: By combining our expertise in energy with [company name redacted] smart home technology, we’re able to offer personalized solutions. Imagine a home where your energy use is optimized in real-time—your thermostat adjusts automatically based on energy demand, your solar panels store excess power, and your security system is seamlessly integrated with your entire home.</p> <p>HOST: That’s incredible! And it’s not just about convenience, right? There are significant sustainability benefits too.</p>

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		<p>GUEST: Absolutely! Smart home automation helps reduce energy waste, lowers carbon footprints, and even saves consumers money. A well-optimized smart home can reduce energy consumption by up to 30%.</p>
<p>Segment 3: What This Means for Customers</p>	<p>Key benefits:</p> <ul style="list-style-type: none"> • Smart thermostats & appliances reduce energy waste • Lower utility bills • Advanced security & safety • Seamless control via a single app 	<p>HOST: Let's break it down for our listeners. If I'm a [Client] customer, what can I expect from this integration with [company name redacted]?</p> <p>GUEST: Great question! Here are a few key benefits:</p> <ul style="list-style-type: none"> • Energy Efficiency: Smart thermostats and appliances will automatically adjust to reduce energy waste. • Cost Savings: Optimized energy use means lower utility bills. • Security & Safety: Advanced home security systems provide real-time monitoring and emergency alerts. • Seamless Control: A single app to manage your energy usage, security, and automation. <p>HOST: It sounds like the future of energy is about putting power—literally and figuratively—into the hands of consumers.</p> <p>GUEST: Exactly! It's about giving people control over their home environment in a way that is easy, intuitive, and sustainable.</p>
<p>Segment 4: Looking Ahead</p>	<ul style="list-style-type: none"> • AI-driven automation & energy optimization • Future trends: Peer-to-peer energy sharing, grid resilience, and sustainable tech 	<p>HOST: Before we wrap up, what's next for [Client]? How do you see energy and smart home technology evolving in the next five years?</p> <p>GUEST: We see a future where homes aren't just connected—they're intelligent. AI-driven automation, real-time energy optimization, and even peer-to-peer energy sharing between homes. We're investing in making homes not only smarter but more sustainable and resilient.</p>

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	<ul style="list-style-type: none"> • How [Client] is shaping the future 	<p>HOST: Exciting times ahead! Thank you, [Guest Name], for sharing these insights.</p>
<p>Outro</p>	<p><i>Outro music begins.</i></p> <ul style="list-style-type: none"> • Call-to-action: Subscribe for more insights! • Visit [Client website] for smart energy solutions <p>“Stay powered and stay connected!”</p>	<p><i>Outro music begins.</i></p> <p>HOST: That’s a wrap for today’s episode of <i>Powering the Future</i>! If you’re as excited as we are about the future of energy and smart living, make sure to subscribe and stay tuned for more conversations on how technology is reshaping our world. And hey, if you’re interested in learning how you can integrate smart energy solutions into your home, visit [Company Website] for more information. Until next time, stay powered and stay connected! <i>(Music fades out.)</i></p>