



Utility Wins Through Public Awareness Campaign

THE LOS ANGELES DEPARTMENT of Water and Power (DWP) discovered three years ago that a public awareness campaign on kite safety can pay off in unexpected ways. The utility was sued by a Los Angeles man who was injured when he attempted to dislodge a kite caught in a power line. He attempted to

pull the kite down with a metal pole normally used for cleaning swimming pools.

The man claimed in court that DWP had failed to publicize the hazards of kites on power lines. However, since DWP had an extensive ongoing public information campaign to alert citizens

about kite-flying safety and the hazards of flying kites near electric utility lines, DWP won the case.

Each year DWP distributes more than 22,000 posters on kite-flying safety to city schools, libraries, parks, scouting organizations and other service groups. This year it will make 10 copies of a film on electric safety — which includes kite-flying safety — available to area organizations and schools.☀