


# Reliant News Room: Rnd. 2



# Preface



## Project Objective:

Update the content organization of the News Room page to allow users to easily locate and download press releases and corresponding press assets (videos, images, press kits, cut lines, fact sheets). The target users for the News Room page include press teams and consumers.



Our Company

Welcome | En Español



About Reliant Energy | News Room | Community | energywise<sup>SM</sup> | Careers

News Room

**Myth Busters**  
The Right Ways to Save Energy During Cooler Weather  
from Reliant's Energy Expert

1

Learn More

News Room

Stay current with recent news and announcements about Reliant Energy and what we are doing in our local Texas community. Never miss an update by following us on Twitter.



Free Home Energy Checkups Offered to Dallas Customers

Merryweather TX, United States - November 12, 2010

Reliant Energy customers in the Dallas-Fort Worth Metroplex can help promote the energy efficiency of their homes by signing up for a free home energy checkup.

[Read the Press Release](#) or [Download PDF](#) »



Boys & Girls Clubs of Houston Receive Over \$47,000

Austin TX, United States - November 11, 2010

Reliant Energy's PowerBlast Program turns Astros' home runs in to cash for the Boys & Girls Clubs of Houston.

[Read the Press Release](#) or [Download PDF](#) »



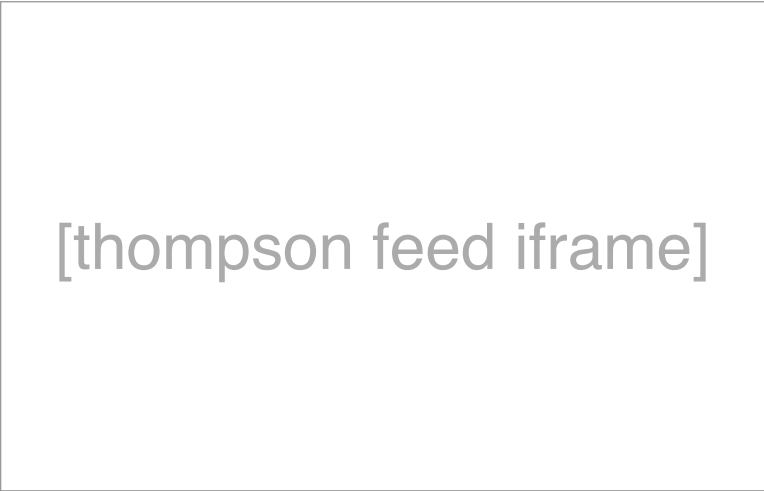
Reliant Energy Selected to be Supplier for Houston Rockets

Austin TX, United States - November 12, 2004

We are proud to be powering up the Houston Rockets and the Toyota Center facility and look forward to opportunities this partnership affords in our community.

[Read the Press Release](#) or [Download PDF](#) »

[Calendar Year] Press Releases



For older releases, please contact Pat Hammond, Reliant Energy at 713-497-7723 or [contact us at media@reliant.com](mailto:media@reliant.com).

Reliant Tweets

reliantmedia

Tyler Morning Telegraph: Reliant offers several energy tips to remember <http://bit.ly/9qR4TK> #ReliantEnergy  
about 21 hours ago via web

2

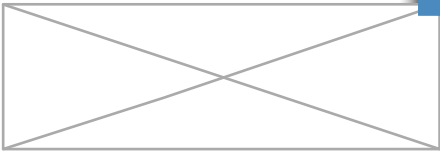
reliantmedia

Tyler Morning Telegraph: Reliant offers several energy tips to remember <http://bit.ly/9qR4TK> #ReliantEnergy  
11:00 AM Oct 31st via CoTweet

reliantmedia


Tyler Morning Telegraph: Reliant offers several energy tips to remember <http://bit.ly/9qR4TK> #ReliantEnergy  
about 21 hours ago via web

4






3

- Site Goal:**  
Reliant wants to improve the way the press and media find the latest press releases and media.
- 1. "Hero" Space** – Area is intended to "feature" a release. This is the section for Reliant to "put its best foot forward."
- 2. Reliant Tweets** – Twitter stream of Reliant's most recent Tweets.
- 3. Older Releases** - We removed the "older releases" link at the bottom and the "archived releases" links in the left nav. Instead, we added a "contact us" link and information at the bottom so that customers and media teams can reach out to Pat for these older releases
- 4. Other Links** – For linking to other sections of the site.



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News Room

Free Home Energy Checkups Offered to Dallas Customers

Austin TX, United States - November 12, 2010

Reliant Energy customers in the Dallas-Fort Worth Metroplex can help promote the energy efficiency of their homes by signing up for a free home energy checkup.

Download .pdf

Press Release

Printer-Friendly Version

For immediate release: September 28, 2010

Home Energy Checkups Offered for Dallas-Fort Worth Metroplex Customers from Reliant Energy

HOUSTON – Just like a regular medical checkup can help promote good health, a home energy checkup can help promote energy efficiency and reduce energy use. Reliant Energy customers in the Dallas-Fort Worth Metroplex can sign up for a free home checkup to help make sure their homes are in good energy shape for winter and next summer.

The leave-behind guide also offers tips on reducing energy loss through windows and attic space, which without adequate insulation can lose up to 40 percent of heated or cooled air.

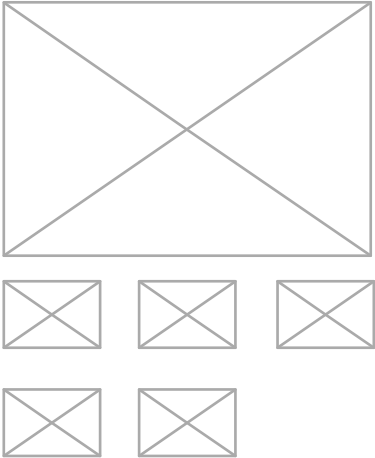
Customers can schedule a home energy checkup by calling 1-888-339-7378 or contacting [HomeEnergyAdvisor@reliant.com](mailto:HomeEnergyAdvisor@reliant.com).

About Reliant Energy:  
Reliant Energy provides electricity and energy services to approximately 1.6 million retail customers—including homes, small and large businesses, manufacturing facilities, government entities and institutions across Texas. As part of NRG Energy (NYSE: NRG), Reliant Energy is backed by one of the nation’s largest power producers. NRG owns and operates more than 24,000 megawatts of generation capacity, including more than 11,000 megawatts of capacity in Texas. For more information about Reliant Energy products and services, visit [www.reliant.com](http://www.reliant.com).

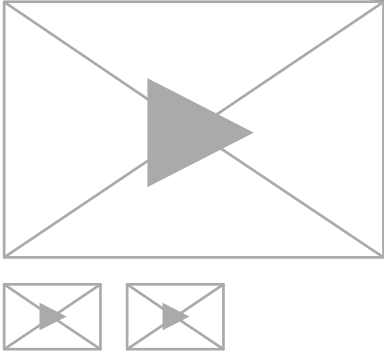
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For more information: Pat Hammond, Reliant Energy, 713-497-7723

Gallery



Video



Related Links

[ReliantEnergy](#)


Site Goal:

Reliant wants to improve the way the press and media find the latest press releases and their related media.

Notes:



This page a view of a Press Release and it's related content.

- 1. Snippet / Description – As seen on origin page w/ link to pdf of release
- 2. Gallery
- 3. Video – Images linked to YouTube video
- 4. Press Release – Press Release in fixed-width serif typeface, free of unnecessary formatting and for ease of copy and paste, and SEO search friendly! Unlike PDFs!
- 5. Printer Friendly Version – link to printer-friendly page or PDF.



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**Site Goal:**  
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**Notes:**  
This page a view of a Press Release with no additional content. The right rail collapses with no content.

News Room

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Austin TX, United States - November 12, 2010

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[YouTube Video]

to promote the  
checkup.

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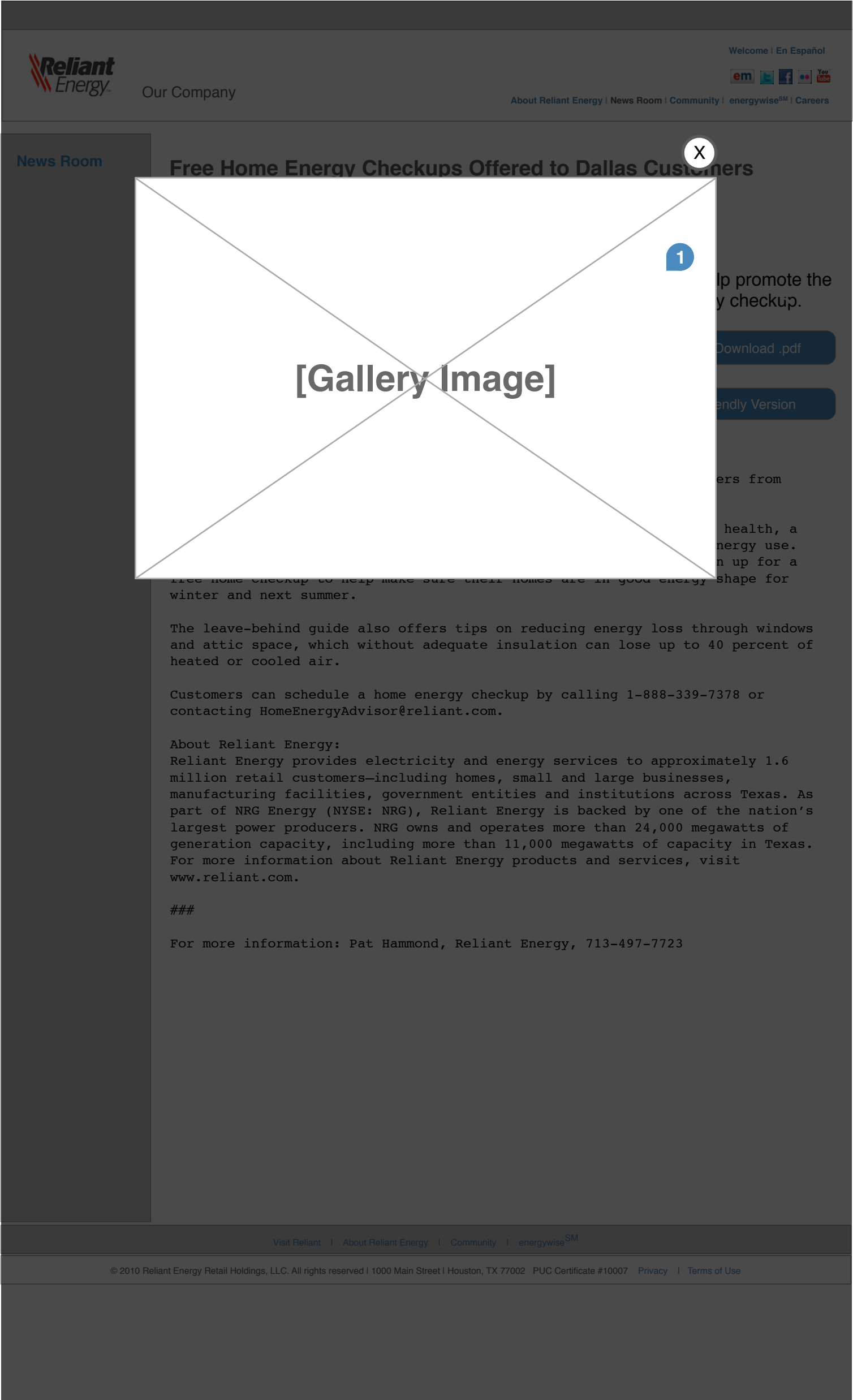
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**Site Goal:**  
Reliant wants to improve the way the press and media find the latest press releases and media.

**Notes:**  
This page a view of a YouTube video, embedded in a lightbox, and the player depends on whether the videos are fed directly through YouTube's player or a separate player.

## 1. Shadowbox/Lightbox



**Site Goal:**  
Reliant wants to improve the way the press and media find the latest press releases and media.

**Notes:**  
This page shows a view of a gallery image.

1. Shadowbox / Lightbox

# Next Steps

## What we need from you:

Reliant to review and provide final wireframe feedback and approval by EOD 12/3

Schematic to begin RD 1 design