

SOUTHERN CO
Form DEFA14A
May 18, 2011

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No. _____)

Filed by the Registrant S
Filed by a Party other than the Registrant £

Check the appropriate box:

- £ Preliminary Proxy Statement
 £ Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e) (2))
 £ Definitive Proxy Statement
 S Definitive Additional Materials
 £ Soliciting Materials Pursuant to Rule 14a-12

THE SOUTHERN COMPANY

(Name of Registrant as Specified In Its Charter)

N/A

(Name of Person(s) Filing Proxy Statement if other than Registrant)

Payment of Filing Fee (Check the appropriate box):

S No fee required.

£ Fee computed on table below per Exchange Act Rules 14a-6(i) (1) and 0-11.

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SOUTHERN COMPANY
HIGHLIGHTS

Take a look at the proxy statement
Published May 18, 2011

It's a corporate rite of spring that nonetheless eludes the attention of many of its beneficiaries. The Southern Company proxy statement is issued every April to the company's nearly 500,000 stockholders, including more than 21,000 employees who own shares through the Employee Savings Plan (ESP) or some other method.

It's an annual opportunity for the company's owners – all of them – to express their opinions on matters of importance to the business. And yet, surprisingly, few employee shareholders even participate in the process.

Collectively, Southern Company ESP participants own about 7 percent of all outstanding common shares. But last year, only about 13 percent of ESP shareholders voted their proxies.

Why is that? Probably for a variety of reasons, all of them legitimate. We don't have the time, or we don't make the time. We don't understand the contents of the proxy. And even if we did, we don't see how one little vote could possibly make a difference among the hundreds of thousands of votes being cast.

But one vote can make a difference, and understanding the proxy may not be as difficult as it seems. Toward that end, Highlights has put together a brief summary of the six matters to be voted upon in this year's proxy statement, followed by the board of directors' recommended vote for each.

If you hold shares of Southern Company stock in the Employee Savings Plan or signed up for electronic delivery of proxy materials, you received an email on April 19, 2011 from THE SOUTHERN COMPANY with the subject line, "THE SOUTHERN COMPANY Annual Meeting." The email contained a link for you to vote your proxy online. It's quick and easy.