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**DALLAS, TEXAS / MAY 24-25, 2022**

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# Utility Crisis Communications in the Age of Extremes



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# Crisis Communications in the Age of Extremes

Planning, Preparing, and Positioning

Marci Grossman, Senior Consultant  
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# Agenda

- Objectives
- Our Crisis Focus
- Planning
- Preparing
- Positioning
- Video Presentation
- Conclusions



# Today's Objectives

- To share and exchange ideas
- To consider rethinking of approaches
- To better plan, position, and prepare your utility for the next extreme event...



Planning, preparing, and positioning



# The Difference between...

- A crisis plan...
- and
- A crisis communications plan...



They are interdependent.  
Today, we are focusing on the crisis communications plan.



# Our Crisis Focus





# The 3 P's of Crisis Communications

- Planning
- Preparing
- Positioning



Is your utility immersing in all three? Are there others?



# Planning

- The *right* crisis communications structure in place
- The *right* team in place
- The *right* crisis communications plan in place



Determine structure, define roles, and update



# Preparing

- Identify how to roll-out the crisis communication plan internally
- Understand the crisis communication team roles
- Implement team training



Share, train, practice...repeat



# Going Beyond Estimated Time of Restoration

- During outages, media and other stakeholders want to know ETRs.
- This is standard for utilities.
- But let's give them more.
- Let's educate and provide them with "the why."
- Use media and social channels.



# Positioning

- The *right* messages in place to reach your stakeholders
- The *right* materials in place to convey these messages
- The *right* tools and tactics in place to deliver the messages

## Video Presentation

How do you position your organization in all phases of a crisis?





# Conclusions

- Be ready for the next extreme event, or any crisis.
- Plan, position, and prepare on an ongoing basis.
- Periodically update and maintain the crisis communications plan.
- Explain “the why,” go beyond ETRs.
- A picture is worth a thousand words.

Your crisis communications plan needs love and attention!



# We Can Help

- Assess, develop, or update your crisis communications plan
- Enhance your messaging, write template materials
- Expand your template materials
- Aid in your personnel training
- Create, plan, and moderate crisis drills and tabletop exercises
- Provide media and crisis training



**We can help you take the next step with crisis communications.  
We offer a free 60-minute crisis assessment or introductory session.**



# Contact Us



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