

Planning for Effective Communications

Prepared for Jefferson County PUD
February 18, 2016



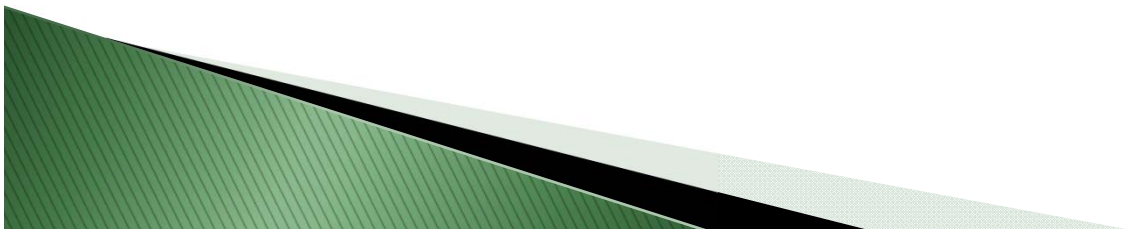
Why communicate?

- To inform and educate your customer-owners.
- Fosters good working relationships.
- Ensures distribution of accurate and timely information.
- Facilitates operational efficiency and effectiveness.
- Legal requirements related to communications.



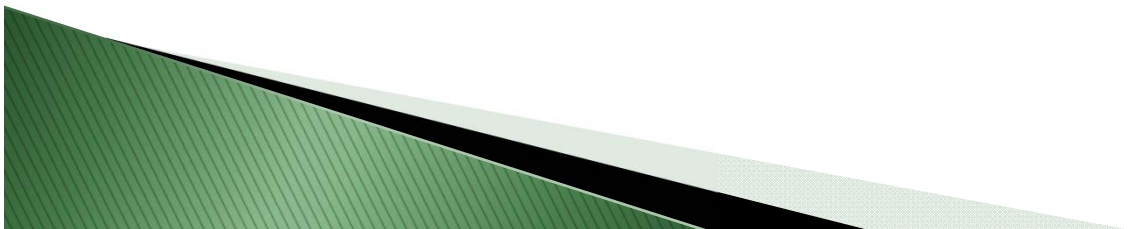
Elements of effective communications

- There is organizational commitment to communications.
- Operational activities and communications go hand in hand.
- There are communications structures, procedures and tools in place.
- Consistency (not a one time thing).
- Flexibility –ability to respond to emerging opportunities and challenges.
- There is a understood and adhered to approach to ensuring communications are professional, respectful and reflective of the dignity of the organization.
- Communications initiatives are based on sound rational and evaluated to determine their effectiveness.



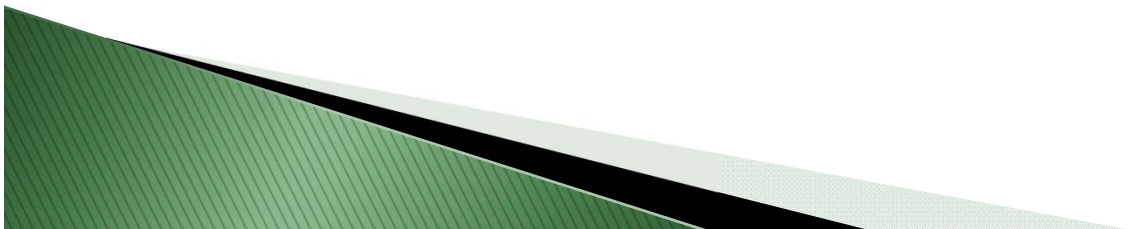
Where to start

“Deliver to the citizens of Jefferson County reliable electric, water, septic and wholesale telecommunications services in a cost-effective, sustainable, and consumer-driven manner.”



Elements of a communications plan

- ▶ Goals – what you want to achieve.
- ▶ Strategies – the approach you will use to achieve the goals.
- ▶ Tactics – the specific steps you will take to achieve the goals.



Let your mission be your guide

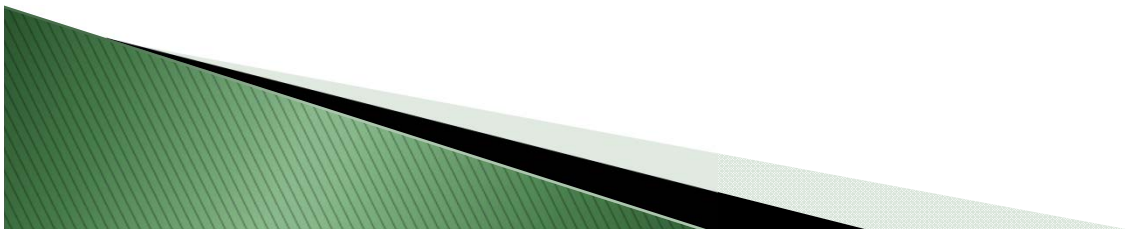
Deliver to the citizens of Jefferson County reliable electric, water, septic, and wholesale telecommunications services in a cost effective, sustainable, and customer-driven manner

Reliability

Cost
effectiveness

Sustainability

Customer
Driven



Reliability

```
graph TD; Reliability[Reliability] --- Outages[Outages]; Reliability --- Maintenance[Maintenance]; Reliability --- CapitalImprovements[Capital Improvements];
```

Outages

Maintenance

Capital
Improvements

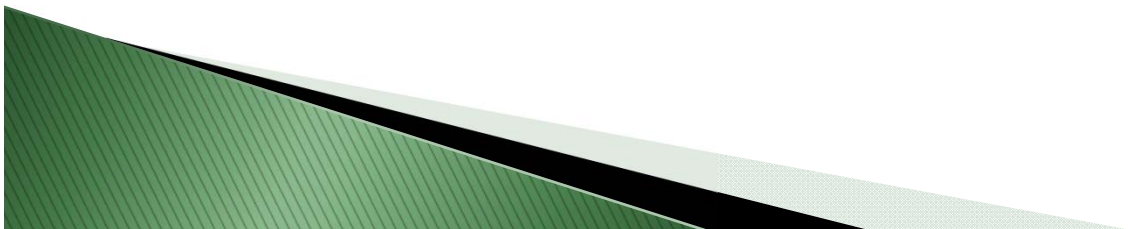
Who, what and when

What are the messages you need to communicate?

Who is your audience?

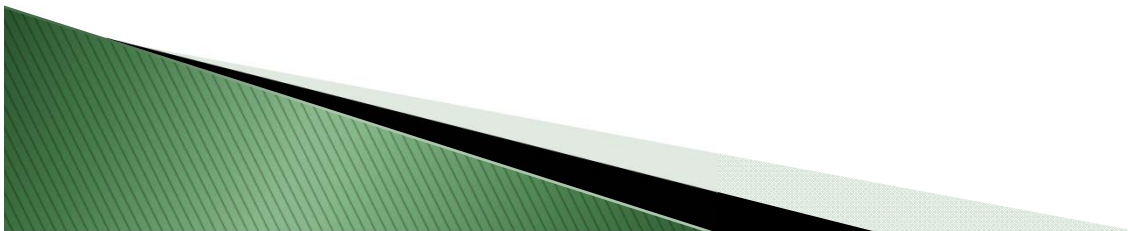
- Customers
- Employees
- Policy makers
- Community organizations
- Industry
- Vendors

When do you need to communicate?



How to communicate

- ▶ Determine the best tools to reach your intended audience.
- ▶ Consider the message.
- ▶ Remember the “rule of seven” in advertising.



Questions?

