

Developing Excellent Media Relations

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Developing Excellent Media Relations

- **Strategy:**

Every Media Interaction

Represents an Opportunity

- **Objective:**

Provide Excellent Customer Service

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- **Backdrop: Television News**
 - Understaffed
 - Over-reliance on breaking news
 - Not organized for research
 - Time constrained
 - Inexperienced reporters

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- **Be reachable at any time**
 - Utilize pager (802-2000)
 - Pager monitored 7 days a week
 - Consistently call back within 1-2 minutes

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- **Accommodate their schedule**
 - Short notice
 - Any time of day
 - Organize cover footage
 - Press conference scheduling

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- **Meet their production needs**
 - Deliver what you promise
 - Cover footage/photos/backdrop
 - Customer interviews
 - Press conference positioning

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- **Meet their information needs**
 - Brief staff/review answers
 - Ensure technical answers are understood
 - Clarify statements on the spot
 - Provide information summary
 - Follow up

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- **Facilitate understanding**
 - Watch, listen and react
 - Take time to tutor
 - Provide off-the-record briefings

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- **When outages occur - Be ready**
 - Start time
 - Number of customers affected
 - Boundaries
 - Cause if known
 - Call back when power is restored

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- **Prolonged outages - Be proactive**
 - Proactively call in quick report
 - Email reports every hour
 - ID location of crews for footage
 - Email reports timed to news needs

Austin Energy Update – 8:30 p.m.

The very strong winds and rains that have just moved into the Austin area have resulted in scattered outages across the City, primarily in central and south Austin.

About 13,000 customers are currently without power.

There is one large outage affecting about 3,000 customers located in an area bounded by IH-35 to the east, south First Street to the west, Riverside Drive to the south and Barton Springs Road to north. There are downed power lines along Riverside Drive at IH-35 due to strong winds.

Austin Energy had crews on standby as the storm approached, and those crews are deployed. Additional crews are being called in. Austin Energy crews will work around the clock until power is restored for every affected customer.

Every customer experiencing an outage should report their outage by calling 322-9100. This ensures their location is entered into our outage management system from which repair crews are dispatched.

Austin Energy Storm Update - 9:00 p.m.

Approximately 600 Austin Energy customers remain without power from last night's storm. At peak last night (about 11:00 p.m.), about 30,000 customers were without power.

The remaining outages continue to be concentrated in north Austin in an area bordered by Lamar to the west, Yager to the north, Braker to the south and Dessau to the east. A massive cleanup is underway in the area due to fallen trees and tree limbs.

Austin Energy is projecting power should be restored for the vast majority of customers by midnight tonight, and for all customers by the early morning hours.

Since the storm hit yesterday, Austin Energy crews have made repairs at more than 175 different locations, have replaced 38 power poles and installed over a mile of new power lines.

Austin Energy currently has 25 Austin Energy repair crews and 15 contractor tree trimming crews working at this hour. Austin Energy crews will continue working non-stop around-the-clock until power has been restored to every customer.

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- **Special situation response**
 - Open records
 - Errors – correct for next time
 - Access during emergencies
 - Interviews during emergencies

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- **Provide ancillary services**
 - Help them reach others
 - Provide story ideas
 - Take care of personal utility needs
 - Recommend programs for their use

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