

- 1 **Q. In order to provide a record copy of document(s) already provided informally,**
2 **please provide a copy of the corporate communications notes that were used in the**
3 **meeting with Liberty Consulting on February 26, 2014.**
4
- 5 A. Please refer to the response to Request for Information PUB-NP-116, Attachment A:
6 Corporate Communications Notes, February 26, 2014.

Corporate Communications Notes, February 26, 2014

CORPORATE COMMUNICATIONS

Notes for a meeting with
The Liberty Consulting Group
(Christine Kozlosky)

Week of February 26, 2014

Agenda/Discussion Topics as provided by Liberty Consulting Group

Public and Media Communications
Use of Social Media
Ability to Provide Accurate Estimated Restoration Times
Outage Communications Planning
Coordinating Outage Communications with NL Hydro

Public and Media Communications

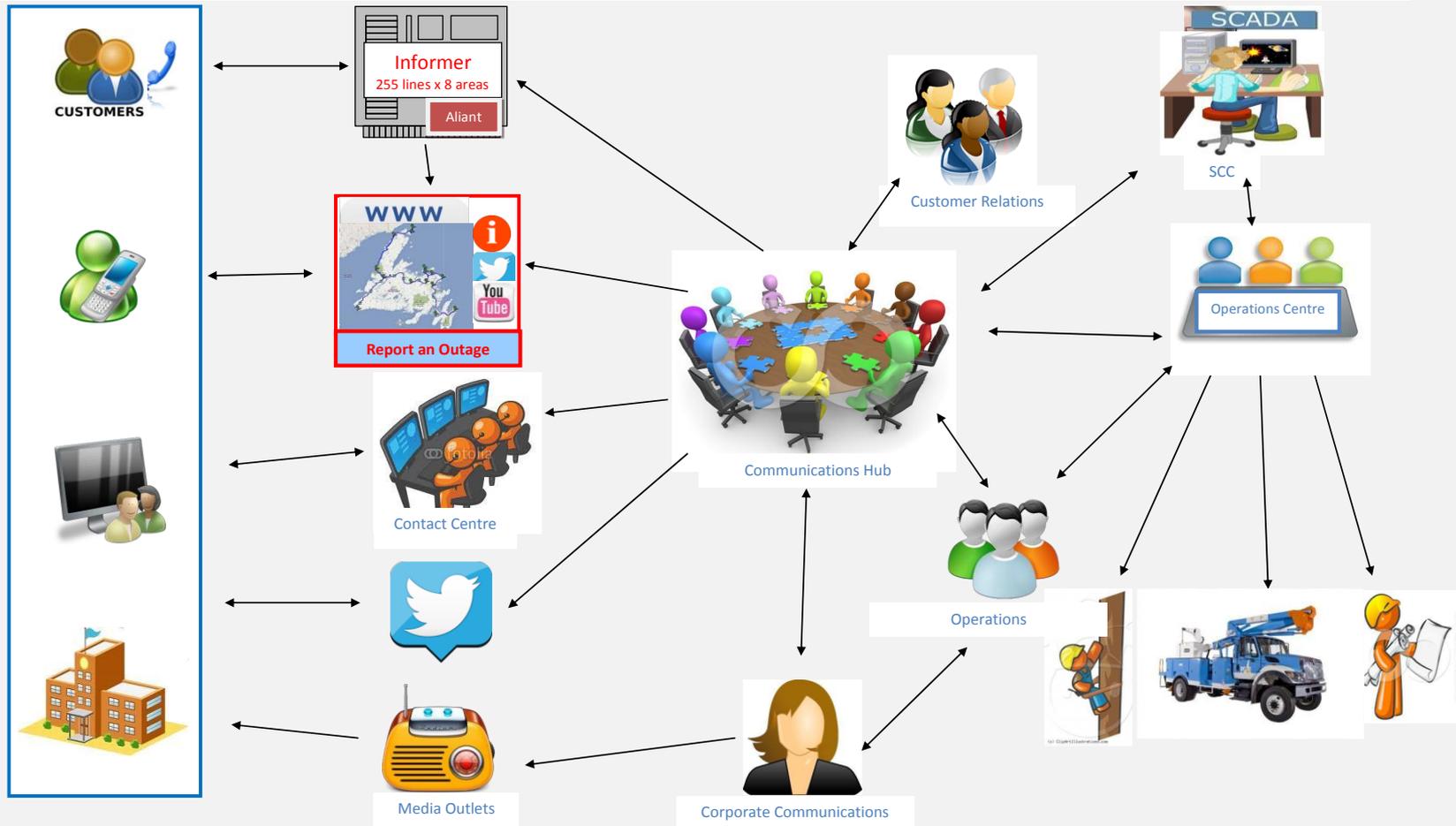
- Integral component of overall customer communications
 - Approach during outages: most up-to-date information on system status and restoration times to customers/public
- Communication channels:
 - Communications HUB
 - Customer Contact Centre
 - Media Relations
 - Stakeholder Relations
 - High Volume Call Answering Centre
 - Website
 - Twitter
 - Facebook
 - YouTube
 - Advertising

Outage Communications Planning

- **Communications HUB** critical component (see graphic next page for discussion)
- Level and nature of outage a determinant of communications intensity and approach
 - i.e. do we operate from St. John's or in the region
- Messaging prepared
- Staff on standby
- Operations/Communications/Customer Service intricately tied

Communications HUB

Customer Communications – Internal Communications Flow Improvements



Media Relations

- Focus on local media; national requests also
- Key messages: system status; conservation; safety
- Activity constant during outages
 - Interviews (in-studio, via telephone, in-person at our facilities, live and taped)
 - News conferences/scrumms
 - Background information provision
 - Facility tours-customer service centre, truck bay, system control centre

Media Relations

- Radio
 - 15+ hours of call-in shows (propensity toward radio for information is high)
 - Morning, noon, evening and midnight requests
- Television
 - In-studio; news conferences
 - Access to restoration crews for b-roll
- Print
 - Ability to get more information out
 - Important in use of videos describing features of events (cold load pick-up)
 - System experts speak about what's going on
 - The Telegram-challenges with publishing; NF Power called reporters at home to ensure they were aware of media briefings as their office was closed

Media Relations

- Online and National
 - Each of the media outlets made extensive use of their digital presence
 - Media often used NF Power social media as means of information gathering also
 - National media requests were common due to nature of events

Use of Social Media

- Next to radio, social media is desired option for information by our customers
- Twitter/Facebook (Approximate)
 - 6561 new Twitter followers (now at 14,000)
 - 302 social media posts
 - 160 re-tweets of NF Hydro & Government posts
 - Over 3000 Twitter mentions
 - 166,000 Facebook visits
 - 4200 new followers on Facebook
- YouTube (Approximate)
 - 575 Views of all videos during the outages
 - 430 views of “Restoring your power” video

Website

- *Likely discussed previously by Customer Service Group*
- Ranks third on where customers get information, after radio and social media
- Key highlights:
 - Approximately 950,000 website visits
 - Approximately 598 website postings

Customer Contact Centre and HVCA

- *Likely discussed previously by Customer Service Group*
- Customer Contact Centre
 - 24 hour operation during storms
 - Customer service representatives and management
 - Information fed from Communications HUB
- High Volume Call Answering System
 - Automated outage information for customers
 - Customers can report outage or listen to status
 - Updated by Communications HUB during major outages
- Approximately 140,000 calls in total during January events

Stakeholder Relations

- Execution involves customers service and communications departments
- Purpose
 - Inform and gather information relating to safety emergencies, status of electricity system, restoration efforts, customer needs, conservations efforts
- Activity during January events
 - Provincial Government (Power Outage Response Committee)
 - NF Hydro
 - Fire and Emergency Services
 - Municipal Governments (warming centres/other)
 - Hospitals; Senior Citizens Complexes
 - School Boards

Advertising

- Public advertising program
 - Joint with NL Hydro and Government
 - Conservation Messaging
 - Radio, Print, Webpage, hashtag
 - Weeks of 6 Jan/13 Jan

Restoration Times

- Ability to provide accurate/estimated restoration times
 - THIS IS SEAN LACOUR'S SPEAKING OPPORTUNITY

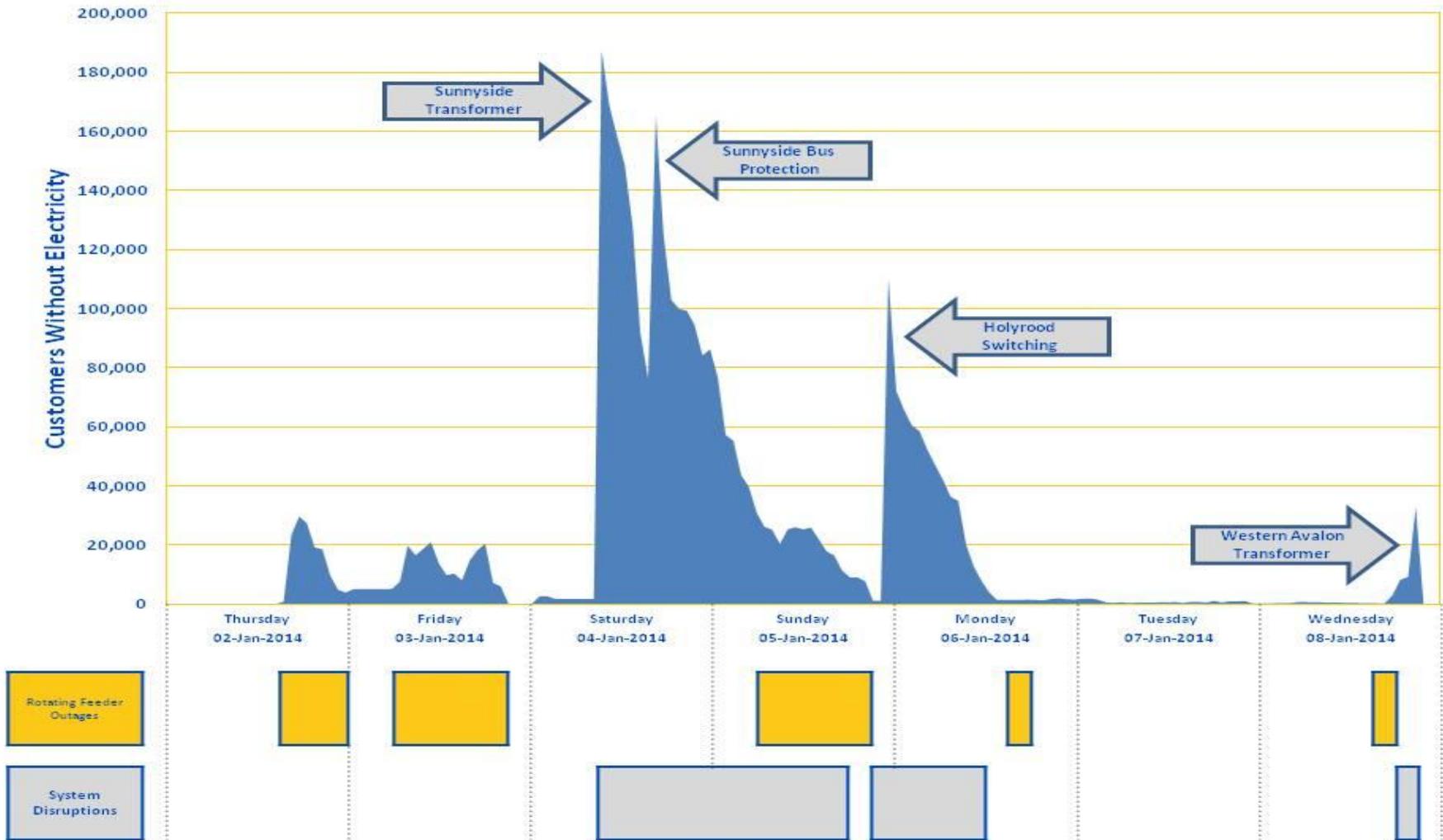
- Normal operation sees satisfactory sharing of information and consultation on communications matters
- January events:
 - NF Power favored joint public advisory on conservation
 - Advised Hydro morning of Jan. 2 by 11 am that advisory should be issued ASAP
 - NF Power call to Hydro at 11:30 to follow up-Hydro staff on teleconference
 - 12 noon Hydro indicates it is preparing advisory and asked NF Power not to speak to media about Hydro's generation challenges
 - Hydro said it would release the advisory no later than 1:30-2:00 pm
 - By 12:45 pm Hydro indicated it was also arranging media interviews
 - NF Power did not receive a copy of the advisory ahead of time
 - Neither the timing of the release of the public advisory nor the actual contents of the advisory were agreed upon by NF Power

NF Hydro Communications Coordination

- Once rotating outages began on Jan. 2, NF Power also engaged in media interviews
- The Communications HUB was in place; Customer Service Centre up and running

- Following day one of events (Jan. 2), there was communications back and forth between both utilities
- Relevant media interview requests were coordinated with Hydro responding to system issues, and NF Power responding to restoration efforts
- NP, Hydro, Government informed the public through media scrums, and included Fire and Emergency Services and others arms of the Provincial Government
- Issues of concern centred on the timeliness and fulsome nature of information available from Hydro in order to ensure desired information flow to NF Power customers

January 2014 Events



January 2014 Events



System Operations

System Operations

- Doubled 24 hour staffing at SCC
- Over 450 feeder rotations

Questions/End