

Communications Planning

Chugach Electric Association
March 4, 2009

Communication Goals

- Create understanding of and support for priority issues
- Help Chugach achieve goals

Effective Issue Communications

Guidelines

- Understand issue and importance
- Coordinate communications between issues
- Know your audiences
- Ensure continuity of messages

Planning

Roadmap

- Develop overall message
- Identify and define audiences
- Prepare individual plans with appropriate tools
- Coordinate between issues
- Analyze available resources

Planning

Roadmap

- Create timeline and budget
- Measure effectiveness
- Create “lessons learned”
- Update or revise plan

Communication Plan

Key Issues

- Legislative Agenda 2009
- Greater Railbelt Energy and Transmission Corporation
- Natural Gas Use and Pricing
- Southcentral Power Project
- Top 100 Commercial Customers
- Smart Power

Planning helps your organization to know where it's going

