

Chugach Electric - Current Communications

Internal Communications

- 6 "Online" employee newsletters per year - attached
- 24 CEO Messages - attached
- E-mails regarding timely information
- Photos at significant events e.g. retirements, birthdays
- Special events such as company picnic, Christmas party and Charitable projects e.g. holiday turkey distribution, Christmas Adopt-A-Family
- Employee awards presentations
- Employee anniversary presentations
- Safety Calendar contest
- Safety & Health Bulletins – attached
- Monthly Secretaries Safety Meeting
- Monthly safety presentation at Ops
- Weekly meeting for all outside contract employees
- All Managers meetings with CEO
- All Department meetings with division executives
- Insidewire- intranet site

External Communication

- The Outlet 6 times per year

The Outlet is currently written and laid out in-house. It is produced 6 times a year and inserted in the monthly billing. It takes a full billing cycle of approximately 30 days for all the members to receive the Outlet. Since it is one sheet, printed on light paper there is no additional postage for the Outlet.

Current costs

\$4,000 printing 6 times = \$24,000

Other alternatives using the billing system

12 months = \$48,000

Separate mailing - 6 times

Printing - \$24,000

Envelopes - \$15,000

Postage - \$102,000

Insertion - \$30,000

Total - \$171,000

Outlet editorial content schedule

Each issue contains:

- Basic information regarding Chugach, hours, locations, services, important numbers to call
- Safety Tip
- Board Meeting Activity

- Chairman's Message which is timely to activity at Chugach or affecting Chugach Members
 - At least one article on general interest about Chugach or something we need to do e.g. Arbor Day message (requirement of Treeline USA program)
- www.chugachelectric.com provides member information, outage information, board information for public
 - Safety calendar distributed to large commercial customers and in the Member Services lobby
 - Home Show – display and information about Chugach services
 - Informational displays – Earth Day, Job Fairs
 - Community Council updates as needed 6-8 times per year
 - News releases, articles or photo placement at least 12 times per year
 - Media contact on stories both TV & print – outages, wind power, undergrounding, Cooper Lake relicensing - actively work with media to present Chugach in a positive light
 - Chugach presentations on projects, gas supply, electricity prices – Anchorage Chamber, RDC, Alliance, Green Star, Building Owners & Managers Association
 - Annual Meeting
 - Annual report
 - Election brochure
 - Safety Advertising – print ads, TV spots, radio - attached
 - Member surveys – residential and business in 4th quarter
 - Promotional items for schools, special events
 - Articles in Alaska Business Monthly, Alaska State Chamber Newsletter, AEDC Newsletter
 - Community involvement with affinity organization of Chugach customers: Homebuilders, Associated General Contractors, Building Owners & Managers Association, Anchorage Chamber Committees, Junior Achievement, IEEE
 - Planned outage coordination (internal / external)
 - Bill inserts to provide information on services such as NetPay and LevelPay
 - Beluga Tours – Assembly members, other utility boards, Legislators, VIP
 - Dispatch & IGT tours
 - Safety City presentations at Anchorage area schools
 - Emergency response training relating to electrical situations for Police Department, contractors, fire department, businesses
 - Safety presentations for businesses and organizations
 - Planned outage coordination with customers