



Learning from Crisis in Alaska



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Definition

cri·sis

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- A time of intense difficulty, trouble, or danger
- A time when a difficult or important decision must be made
- The turning point of a disease when an important change takes place
- A situation that has reached a critical phase

Power Outage

- Social media messages up immediately/as soon as alerted
- Update every two hours or more frequent if new information
- Members (customers) want more



A “crisis” is in the eye of the beholder

“It’s been 2 hours since reporting an outage...no linemen in sight?”

“Hopefully, it’s back on soon and not more than another hour or so. My fishies could die.”

“So, over 2 and a half hours in and Chugach can’t provide an update? Great service, once again.”

“Hey, so can you explain how we’re supposed to save our food for a scheduled outage for a neighborhood? Because not everyone of us has money to go out and eat for the day, when we have jobs and families to take care of.”

“Going on 4.5 hours with no power and no reason. They’ll be getting a call from us come Monday asking for a reimbursement on our bill.”

Members show support

“You are appreciated. Thank you for your hard work and bravery.”

“Powers back on! Thanks for the quick repair!”

“Thanks for your quick post. Stay safe out there and thank you to the linemen!”

“They are assessing the cause and are going to post an update shortly.”

“...our power was out for like 4 hours...was that the end of the world for you? There are 300,000 people in Michigan right now who won't be restored until Wednesday. I bet they are sniveling less than you are.”

“I've been a Chugach customer for over 40 years. I remember when the power went out, we just waited because we knew they were working on it. Now, people get upset if there is no play by play.”

Crisis Communication Plan

Have one!

Executive awareness/buy-in

Information gathering – who will do it? Involve subject matter experts.

Spokesperson(s) for the crisis

Cadence for communicating – how often?

Channels for communication - social media, website, news releases, what else?

Response protocol – facts, key messages, stay on message

Audiences – employees, customers, community

Media list

Templates