

Say What You Mean Mean What You Say

Presentation to IOGCC Public Outreach Committee
session

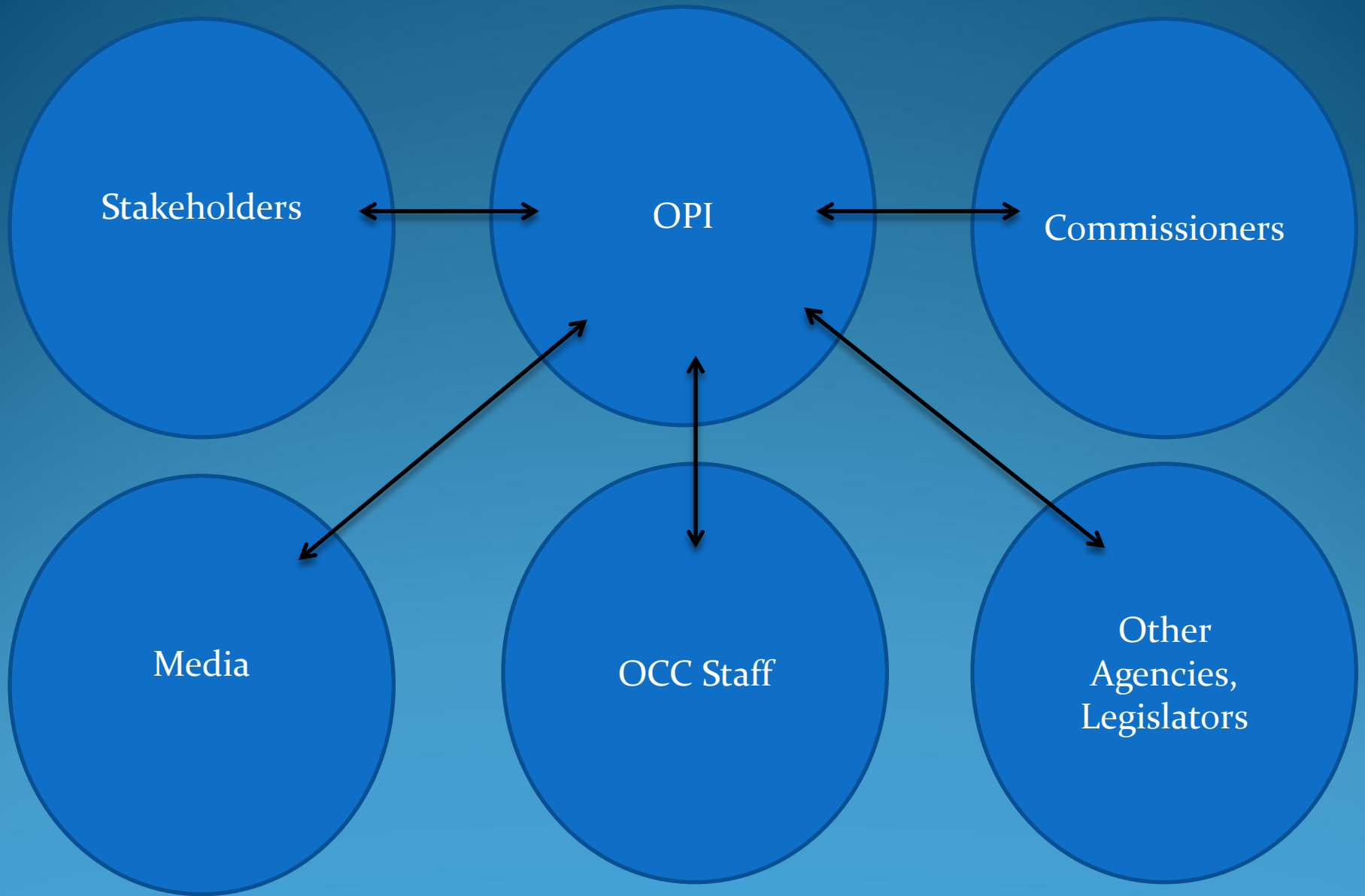
September 29, 2015



OKLAHOMA CORPORATION COMMISSION

- The Agency was established by the Oklahoma Constitution at statehood (1907)
- 3 Commissioners, elected statewide, head the agency
- About 400 employees, 2 main offices, 4 field offices
- The Oklahoma Corporation Commission (OCC) has regulatory powers over:
 - Transportation
 - Oil and gas
 - Petroleum storage tanks
 - Public utilities

Office of Public Information



Communication is not



Communication is



COMMUNICATION GOALS

- **TO INFORM***
- **TO DIRECT ACTION***
- **TO FOSTER DIALOGUE***

***Requires listening**

Communication must be:

- Clear, simple and concise.
- Content must be geared to your audience.
- Facts must be correct and accurate.

"Get the facts first. You can distort them later."

Mark Twain

PSO can recover \$12.6M without raising rates

March 14, 2008

OKLAHOMA CITY (AP) – The Public Service Company of Oklahoma will be able to recover \$12.6 million in storm damages without boosting ratepayers' bills under an agreement approved Thursday by the Oklahoma Corporation Commission.

The electric power company suffered losses during ice storms in January and December 2007. Under the formula approved Thursday, the company can recover the costs from the January storm without raising its rates.

PSO has until Aug. 1 to file its claimed actual cost for damage recovery from the December storm. Under the agreement, PSO estimated the total costs from the December storm to be \$70 million.

Survivors

TU stuns UAB in overtime.
OSU holds on to edge Texas Tech.

Sports B-1



Food court flavors

Grab a bite to eat at the mall. **Spot 14**

Contract landed

Spirit-Tulsa will build wings
for a business jet.

Business E-1

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FRIDAY

MARCH 14, 2008

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By the numbers

AEP-PSO storm
damage cost recovery.

« \$82.67 MILLION »
Total storm damage.

« \$1.40 »
Monthly charge to
be added on average
residential customer bill.

« FIVE YEARS »
Allotted time for
recovery.

« OCTOBER »
Start date
for added charge.

AEP-PSO bills to increase

► A multi-agency agreement will allow the company to recover some ice storm losses.

By Jason Womack
World Staff Writer

OKLAHOMA CITY — In a unanimous decision Thursday, the Oklahoma Corporation Commission approved a settlement agreement allowing AEP-PSO to recover an estimated \$82.67 million in storm damage.

American Electric Power-

Public Service Company of Oklahoma, the top power provider in Tulsa, anticipates that residential customers, who use an average of 1,000 kilowatt hours of electricity per month, will see an increase of \$1.40 on their monthly bills. Commercial customers also will see an increase based on usage.

The rider on the bill is expected to take effect in October and will last for five years, according to a joint stipulation and settlement agreement reached by parties in the case.

Under that agreement, AEP-PSO will kick in the proceeds from the sale of federal Clean Air Act allowances to help defray the cost to ratepayers.

Assistant state Attorney General Bill Humes, who represented utility customers before the commission, said the

OCC approved an agreement that was in the best interest of utility customers while allowing AEP-PSO to make needed repairs to the electric utility system.

"No one likes to see their electricity bill go up," Humes said. "But the system in a sense belongs to all of us. It is provided for the common good."

The agreement — reached between the state Attorney General's Office, the Okla-

homa Industrial Energy Consumers group, the commission's Public Utility Division staff and AEP-PSO — provides a mechanism for the utility to recover the operation and maintenance expense associated with a pair of 2007 ice storms.

Those expenses represent the bulk of the costs incurred by the utility in the storms and cover paying for additional crews that assisted with the

SEE STORMS A-4

WORDS MEAN SOMETHING

They are not just “squeaks,
grunts, squawks, and growls.”

Your “incident” may be another’s
“threat”

From “Tell me a story” to “Show me a video”

*“Your actions speak so loud, I can’t
hear what you’re saying.”* (Ralph Waldo
Emerson)

Media Ad-Visor

- YOU ARE A PROFESSIONAL. SO ARE THEY.
- IGNORE THE CAMERA.
- LISTEN CAREFULLY.
- DON'T USE JARGON.
- “WE HAVEN'T BEEN ABLE TO DETERMINE THAT YET. WE WILL LET YOU KNOW JUST AS SOON AS WE DO.”
- DO NOT SPECULATE!
- NOT EVERY QUESTION NEEDS AN ANSWER.
- STUFF HAPPENS.
- I'M HERE TO WORK FOR YOU 24/7
 - Matt: Office 405-521-4180
 - Cell 405-833-2242
 - Home: 405-282-4966

INCIDENT REPORTING

- Who is Operator?
- Contact Person?
- C-phone number of inspector, contact person, etc.?

Preparing for the Storm

Build relationships

- Stakeholders
 - Agencies
 - Media
- Local officials
- Within your agency (especially field personnel)

SAY WHAT YOU MEAN

What does “safe,” “toxic,” “dangerous,” etc. mean?

MEAN WHAT YOU SAY

He who lives by the spin, dies by the spin
(even if you don't realize you're spinning)

“Prosperity is just around the corner”

“Peace in our time”

“Mission accomplished”