



**Item 5:
Review of ERCOT's High-Level Policy
Messages**

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Government Relations

Human Resources and Governance Committee
Meeting

ERCOT Public
December 12, 2016

Communicating on reports and policy issues

Communication vehicles (vary depending on topic/need)

- News releases and fact sheets
- Contact with policymakers (regulatory, legislative – state/national)
- Media advisories/interviews
- Website updates, social media, etc. (includes written, recorded materials)
- Ongoing verbal and written responses to media/public inquiries

Routine triggers for proactive external communications

- Major board actions (no longer routine news release)
- High-impact market reports/developments (e.g., RMR agreements)
- Other issues of widespread interest (e.g., new records)
- Resource adequacy, other key reports (e.g., SARA/CDR)