



North American Energy Standards Board

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NAESB Communications Strategy

1. The goal of the NAESB communications strategy is informing the industry of NAESB accomplishments, plans, and development activities underway and fostering dialogs with the industry thus providing the organization with guidance from the industry on directions that NAESB should take in the development of standards.
2. The communications strategy should be effective, supporting NAESB's key strategic priorities – supporting and aligning the vision, mission and reputation of the organization.
3. The communications strategy supports the achievement of NAESB's objectives, engaging effectively with members and interested participants, demonstrating the success of NAESB's work products, ensuring the industry understands what NAESB does, and attracting of volunteers to develop NAESB standards.
4. "Discipline of Repetition" – the messages of the communications strategy are threefold -- (a) define the issue or activity, (b) describe the problem raised by the issue or the reason for the activity, and (c) explain the result of the activity or the solution to the problem. For NAESB with standards development – the communications would take the form of (a) defining the standard(s) to be developed, (b) identifying the business function(s) the standard(s) support, and (c) the benefits of the standard(s) – basically a description of the benefits that would be achieved when the standards are used.
5. Without additional staffing, the communications strategy will be carried out internally by NAESB staff – in the development of:
 - a. Newsletters to be provided three times per year to coincide with NAESB board meetings
 - b. Press releases are to be provided to the trade press upon the beginning of major development, conclusion of major development, and the adoption of standards by regulatory agencies
 - c. Seven to eight update calls held per year to update state and federal agencies and any other company interested in a one hour review of standards development activities underway by NAESB
 - d. Speeches provided by NAESB staff and NAESB members on behalf of NAESB, reviewing NAESB standards and plans. Speaking on behalf of NAESB requires Managing Committee approval
 - e. Publications by staff in trade literature
6. Reviews of communications activities undertaken by NAESB staff or on behalf of NAESB should be addressed through the Revenue Committee in a standing agenda item for that committee.