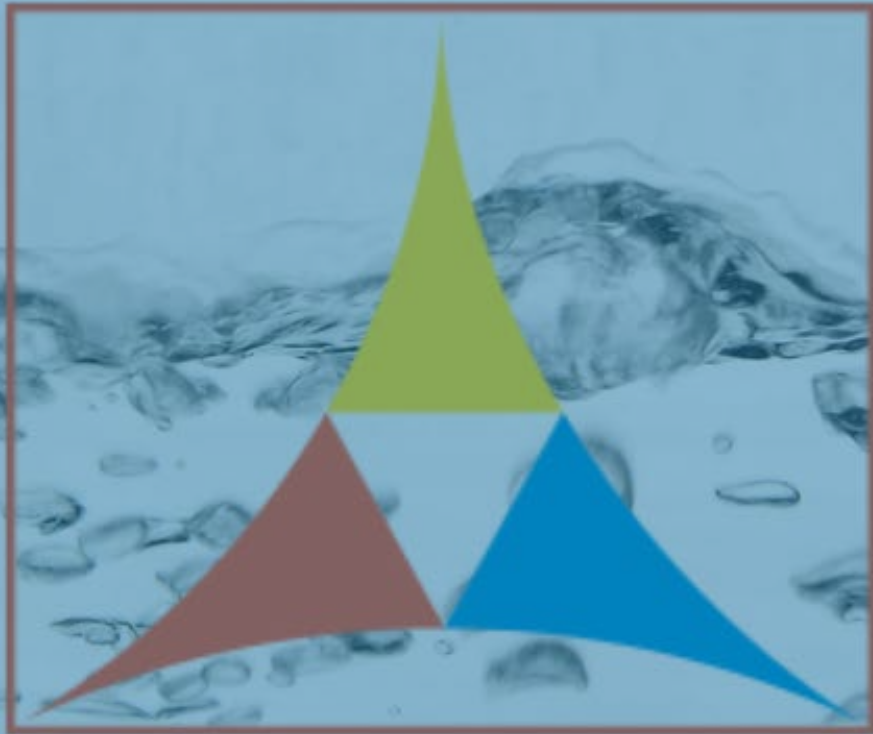


MLGW CORPORATE COMMUNICATIONS

2021 MLGW WATER CRISIS COMMUNICATIONS REPORT

FEBRUARY 2021



MLGW

SNAPSHOT

WATER CRISIS COMMUNICATIONS REPORT

3

MyAccount
App Messages

248

Photos &
Videos

1

TDOT
Messages

9

Press
Briefings

98

Media
Requests

30

Media
Interviews

10

News
Releases

469,133

MLGW.COM
Traffic

36,332

Boil Water
Alert Page
Views

159

Social Media
Posts

2

Customer
Emails

14K

Direct Messages
Social Media

MEDIA EFFORTS

WATER SYSTEM STATUS PRESS BRIEFINGS



February 18, 2021
February 19, 2021
February 20, 2021
February 21, 2021
February 22, 2021
February 23, 2021
February 24, 2021
February 25, 2021
February 26, 2021

MLGW held **9** Water System Status Press briefings with its senior staff.

Media was notified daily via email.

Press briefings were held on Zoom and **6** were streamed on Facebook Live.



ZOOMS STREAMED VIA FB LIVE

- February 20- **21k** views
- February 21 -**24.7k** views
- February 22- **22k** views
- February 23 - **10k** views
- February 24 - **9.9k** views
- February 25 - **10.3k** views

MEDIA INTERVIEWS

VP OF COMMUNITY AND EXTERNAL AFFAIRS

During the week of the crisis, the VP of External and Community Affairs, Gale Jones Carson, appeared daily on all of the live local broadcast networks to give customers up-to-date information. She also did several live radio and TV news interviews.

2/19 & 2/22-2/26

Live interview on WREG-3

2/22-26

Live on Local 24

2/23- 2/25

Live on WMC-5

2/22-2/26

Live WHBQ-13 at 6 a.m.

and 8 a.m.

2/23- 2/26

LIVE at 9

2/19 & 2/25

KWAM with The Mighty 990 AM

& 107.9 FM

2/19

Live WHBQ-13

2/19

Live on Local 24

2/19

WDIA Radio

2/19

WLOK Radio

2/19

La Prensa Latina Radio

2/18

Alonzo Weaver interview with WMC- 5

2/16

Gale Jones Carson media interview
with WREG-3

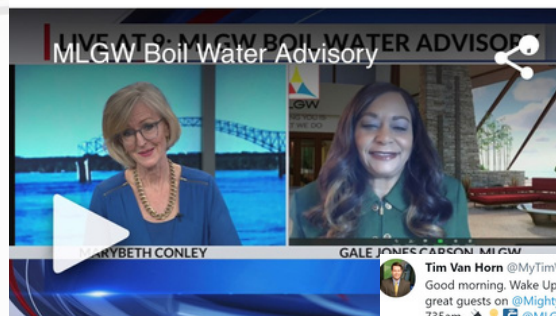
2/16

Gale Jones Carson media interview
with Local 24

'HOME STRETCH': MLGW said conditions are improving across Shelby County

WREG Staff

2 days ago



Tim Van Horn @MyTimVanHorn · Feb 25

Good morning. Wake Up Memphis is live til 9am w/ top stories, trivia & great guests on @Mighty990KWAM & mighty990.com 735am- 7:35am- 📺 @MLGW @GaleJonesCarson joins us to provide an update on the Boil Water Advisory.



NEWS RELEASES

Sent to media, local officials, key stakeholders; posted on mlgw.com, Twitter, Facebook and NextDoor.

NEWS RELEASES: 10

2-17-21 MLGW is asking customers to voluntarily reduce water usage through Friday

2-17-21 MLGW is not disconnecting water service.

2-18-21 MLGW Issues Precautionary Boiled Water Advisory

**This advisory was also emailed to customers.*

2-19-21 Warmer temperatures could reveal frozen pipes

2-21-21 Water Advisory Reminders

2-22-21 Media Advisory Water Boil & Weather Update

2-23-21 Media Advisory Water System Update

2-24-21 Media Advisory Water System Update

2-25-21 Media Advisory Water System Update

2-25-21 Precautionary Boil Water Advisory Lifted

**This advisory was also emailed to customers.*



MEMPHIS LIGHT, GAS and WATER DIVISION

NEWS RELEASE

For Immediate Release

For more information, call:

(901) 528-4557

Precautionary Boil Water Advisory Lifted

Water conservation efforts expire on Friday at 10 a.m.

SOCIAL MEDIA

MLGWNews

ServingYouIsWhatWeDo



Nextdoor



You
Tube



SAMPLE SOCIAL MEDIA POSTS

During the week, updates and news releases were posted on Facebook, Twitter, Instagram and NextDoor.

Thousands of customer inbox questions were answered on MLGW social media platforms. Additionally, content-specific to the Boil Water Advisory was created. Hundreds of customer comments were moderated during the press briefings.

S O C I A L



MLGW

Memphis Light, Gas and Water cumple con todas las regulaciones de plomo y cobre, y estamos siguiendo las pautas estatales sobre el aviso de precaución de hervir el agua.

Obtener información y actualizaciones oficiales de MLGW, por favor síganos.



Memphis Light Gas and Water Division

@MLGW

@MLGW1

@MLGWOFFICIAL

Precautionary Boil Advisory

#MLGW is asking customers to conserve water. Doing so will help replenish the water reservoirs and restore water pressure levels.

You can help by:

- Taking short showers instead of baths.
- Postpone laundry day.
- Put off running the dishwasher.
- Use paper plates, cups, and utensils instead which will also help reduce any risk of bacteria.



MLGW

SI VE AGUA SALIENDO DEL SUELO O DE CASAS O NEGOCIOS, LLAME AL 901-528-4465.



MLGW

SERVING YOU IS WHAT WE DO

To prevent freezing pipes, let water drip from faucets served by exposed pipes and open cabinets to allow heated air to flow around pipes when the temperature dips below 32 degrees.



MLGW

Precautionary Boil Advisory

Before you drink, cook with, or use your tap water to make ice, please boil it as a precaution:

- Bring it to a vigorous, rolling boil.
- Boil for three minutes.
- Let it cool before using.



MLGW

What to do now that the Boil Water Advisory is lifted:

- Flush the plumbing in your home by running all cold water faucets for two minutes.
- Flush all appliances connected to the water line, like refrigerators.
- Disposable filters should be removed and replaced.
- Ice from ice makers should be dumped.



SOCIAL MEDIA

Video Views Metrics	Totals	% Change
Video Views ⓘ	220,302	↗ 6,047%
Twitter Video Views	14,154	↗ 441%
Facebook Video Views	197,040	↗ 23,081%
Instagram Post Video Views	9,108	↗ 7,619%

FB LIVE VIDEOS

facebook.com



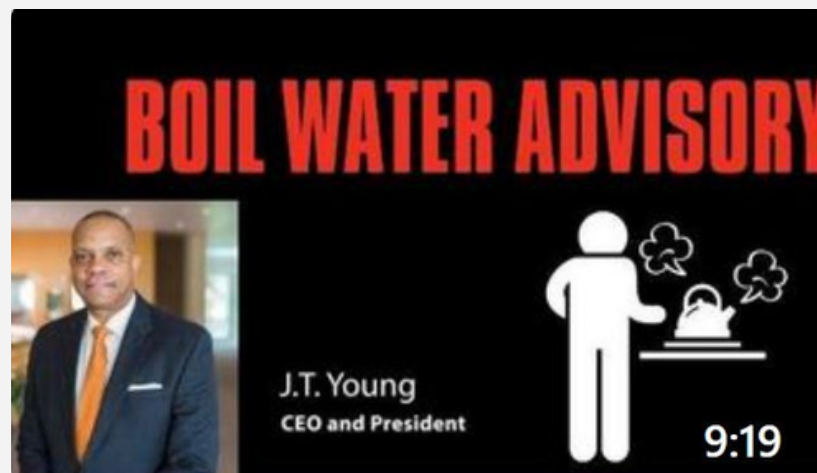
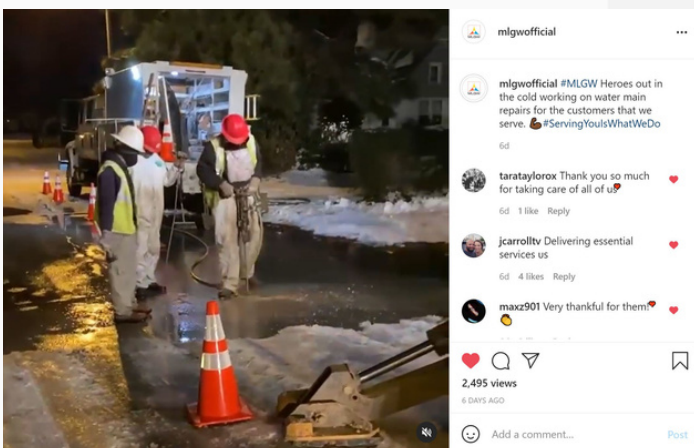
Vice President of Community & External Affairs

a week ago · 53.6K Views

👍❤️😄 You and 287 others

53K Views

OTHER AWARENESS VIDEOS



SOCIAL MEDIA CONTD.



Nextdoor

METRICS

Impressions ⓘ

3,690,103 ↗ 1,475%

Engagements ⓘ

361,784 ↗ 4,040%

Post Link Clicks ⓘ

6,040 ↗ 982%

Received Messages Metrics

Total Received Messages ⓘ

Totals

14,186

% Change

↗ 1,252%

Twitter Received Messages

5,812

↗ 592%

Facebook Received Messages

8,047

↗ 4,006%

Instagram Received Messages

327

↗ 2,415%

Audience Metrics

Total Audience ⓘ

Totals

64,970

% Change

↗ 11.2%

Total Net Audience Growth ⓘ

6,565

↗ 3,547%

Twitter Followers Gained

1,486

↗ 1,432%

Facebook Page Likes

3,875

↗ 3,699%

Instagram Followers Gained

1,333

↗ 5,454%

ADDITIONAL COMMUNICATIONS

TDOT HIGHWAY MESSAGING & BILLBOARDS

MLGW solicited attention through billboards, TDOT messaging and other advertising to make sure customers were communicated to in a variety of eye-catching ways.



AD PLACEMENT

- LaPrensa Latina
- The Memphis Flyer

EMAIL LETTER TO CUSTOMERS

- Water Advisory Reminders
- Boil Water Advisory Lifted



MLGW QUICK NOTES

BOIL WATER



- A **precautionary** Boiled Water Advisory is in effect until further notice.
- Bring water for consumption to a rolling boil for **3 minutes**. Boiled water is not needed to wash hands or to shower.
- Call the **24-hour Emergency number, 528-4465**, if you see water coming out of the ground, out of homes, or out of businesses.

CONSERVE WATER

- There is **reduced pressure** across the water distribution system and **reduced reservoir levels** at several pumping stations.
- Customers are asked to voluntarily reduce water usage until further notice. This includes operating major appliances such as washing machines and dishwashers.



NO DISCONNECTS



- We are **suspending all disconnects** for non-payments until further notice.
- Customers will be able to sign up for an **extended payment program** through the end of March.

FOLLOW UPDATES

mlgw.com
facebook.com/MLGWI
twitter.com/mlgw
instagram.com/mlgwofficial

