



Communications Office

Mission: to effectively communicate
the message of the Governor and the
BPU regarding utility issues in New
Jersey



Key goals of the division are to:

- Provide information
 - Build public support
 - Establish trust and credibility
 - Brand the agency and its programs
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- Coordinates administrative activities of the department.
- Maintains department records, files, clips and calendar.
- Serves as editor of office correspondence.
- Assists director with general office functions.
- Maintains event summary project and Commissioners public schedules.
- Assists staff with office correspondence and projects.



- Responds to press inquiries
 - Writes Press Releases
 - Statewide & Nationwide Consumer Education Campaigns
 - Brand the agency and its programs
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- Design and Development of the BPU Website
 - Design and Development of the BPU Intranet Site
 - Multi-Media Development for the Internet and Intranet
 - Maintenance of BPU Websites
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ADDITIONAL STAFF

Business Relations Representatives

- Primary responsibility is to develop relationships with our various business audiences. This staff person also writes a business newsletter and ensures the BPU is included in industry newsletters.

Speech Writer

- Primary responsibility is to identify opportunities and events for President Fox and to write speeches and talking points for various public events.



AUDIENCES

- Industry Representatives
- Attorneys
- General Public
- Media
- Social Service Agencies
- Civic Organizations



COMMUNICATIONS

- Communications is defined as:
- The exchange of ideas, messages, or information, as by speech, signals, or writing and
- A system of sending and receiving messages



Business Relations

To create partnerships with the utility and utility related business entities to encourage utility education and promote energy efficiency and renewable energy.

Business partners include:

- The Business and Industry Association
- NJ League of Municipalities
- NJ Chamber of Commerce
- New Jersey Utilities Association

COMMUNITY RELATIONS

To develop partnerships with civic, social, religious and other community based organizations in an effort to educate the public about the work of the Board of Public Utilities.

Community Partners include:

- Citizen Action
- SHARE
- Partners for Environmental Quality



Media Relations

To work in partnership with radio, television, newspapers and trade publications to promote the work of the Board of Public Utilities and to educate reporters and the public about utilities and related matters.

Media partners include:

- Star Ledger
- Wall Street Journal
- News 12
- NJ Network
- National Public Radio
- WCTC Radio
- NJ League Magazine
- Power Daily



WEB DEVELOPMENT

To provide a tool for our various publics and for BPU employees to learn about utility news and information.

Major components of the BPU web include:

- New Look and Feel
- New Graphics
- New Color
- Two clicks to the information



WEB SLIDE PRESENTATION Presenting the BPU INTRANET & INTERNET

