

BUILDING A SMARTER ENERGY FUTURESM

Lessons Learned from Moore County

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You cannot define a crisis,
but you can define the
solution.



Things I have learned about crisis

- Crises are like clothes – they usually don't fit the way you expect them to.
- Expect a crisis at night and on weekends.
- The media will likely know about the crisis before you will.
- You won't have everything, or everyone, you need when you need it.
- At some point in a crisis, you will want your life back. Keep that to yourself.
- Media are often trying to survive just like you.



Unified command – working as one team

- One team, one goal
- Unified command provides a universal language
- Connects private and public sectors
- Everyone knows their role
- Process is scalable, but standardized
- One JIC, many uses



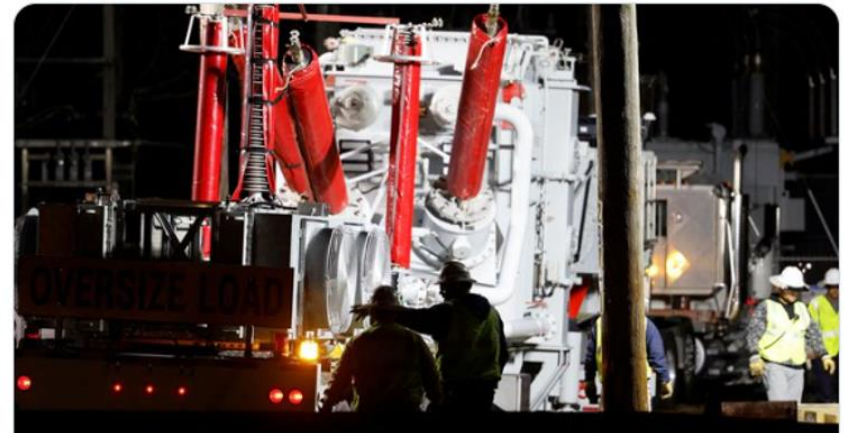
A Night to Remember



The Wall Street Journal 
@WSJ
 Official



Residents of Moore County, N.C., could be without power for much of the week as technicians scramble to repair two substations damaged by gunfire in what authorities said was a targeted act of vandalism



[wsj.com](https://www.wsj.com)

North Carolina Residents Could Be Without Power for Days After Targeted Gun...
Two substations were disabled by gunfire Saturday night in a targeted act of vandalism. Authorities don't have any suspects and haven't determined a moti...

2:15 PM · Dec 5, 2022

- Respond with the team you have available
- Ask the hard questions and get answers
- Get your support team up and running
- Connect to the community
- Put messages in one place, share what you can share and respect the sound bite.
- Be present. Be focused. Be prepared.
- Coordinate, coordinate, coordinate
- You don't have to do all the talking – work collaboratively with others
- Keep regulators and key officials informed
- Don't forget about employees – they watch TV too





12:25

LTE



Jeff Brooks

2,926 Tweets



Tweets

Tweets & replies

Media



Jeff Brooks @DE_J... · 12/7/22

The lights are back on in [#moorecountync](#) tonight! All customers capable of receiving power have been restored. So grateful for this resilient community and the support they have shown to us and to one another [@DukeEnergy](#) celebrates with you tonight!



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