MEDIA TIPS

Let's Help Each Other Get Important News Out to the Community



Send all media inquiries and interview requests to **media@mlgw.org**. The Corporate Communications department monitors this email account. If you don't send your media request to **media@mlgw.org** there is no guarantee you will receive a timely response.

When emailing the media inbox, please provide as much information as possible with your request and **always include your deadline.** For example, when inquiring about an outage, MLGW needs a specific street address. When inquiring about a customer's bill/account, specify the customer's name and street address.

Communications and Public Relations' business hours are Monday through Friday, **8 a.m. - 6 p.m.** We often rely on other departments for research, so be mindful that it may take a few hours (or more) to get the information requested and even longer outside of normal business hours. We will let you know when we expect to have the information.

We appreciate being given ample time and opportunity to respond to your requests to ensure a well-researched, balanced story. Let's work together to make this happen!

To submit a request for public records, you must complete the fillable form at **<u>mlgw.com/mlgwpublicrecords</u>**. An MLGW public records request is a formal process where a citizen or entity asks to inspect or receive copies of specific MLGW records.

Follow MLGW on X, Facebook, Instagram, LinkedIn and Nextdoor. News releases will always be available on <u>mlgw.com</u> and shared on X. Visit the <u>MLGW YouTube</u> channel for informational videos.

Interviews on timely information are best held after Board and City Council Committee meetings. MLGW's Board of Commissioners meet every first and third Wednesday of the month at 8:30 a.m. The Board meetings are open to the public and streamed live at **mlgw.com/LiveStream**. Meeting updates can be found on X in real time.

A NOTE ON OUTAGES

MLGW is TVA's largest customer, representing 11% of TVA's total load. There are nearly 440,000 electric customers in our service area.

Our **<u>outage map</u>** is a great tool to keep viewers informed.

When 10,000 or more customers are without power, we activate live social media responses and outage updates.

Please note that the outage map also includes the percentage of customers with power to provide context and perspective.

It often takes quite a while for us to confirm the exact cause of outages. The top causes of outages are severe weather, vehicles damaging utility poles and animals infiltrating our substations.

When 25,000 customers are without power, we activate the Crisis Team and go live on social media for extended hours, issue regular news releases, etc. At this level, repairs will likely take several days. We will make every effort to hold media briefings and make active work locations available to you.



Helpful Numbers for Customers

- Customer Care 544-6549
- Outage Hotline
 544-6500
- Emergency Hotline 528-4465

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Third-Party Fees

MLGW collects fees for municipal services such as solid waste, sewer, storm water and vector control as a convenience to customers. MLGW doesn't maintain these services, nor does MLGW set the rates for any of these fees. (See a bill example)

Call Before You Dig Commercial Rates Lead and Copper Rule Revisions Outage Map Renewal and Replacement of Infrastructure Residential Rates Solar Generation and Utility Battery Storage Streetlights Tree Trimming Water Quality Report

Water Lab

<u>xAl</u>