

CASE STUDY · DISASTER RESPONSE

Hurricanes Helene and Milton

Sustained federal crisis communications across two consecutive storms, translating live operational data into decision-ready executive updates.

Two hurricanes produced catastrophic infrastructure damage across Western North Carolina. Federal stakeholders, including the White House, required accurate and continuous visibility into damage and restoration while conditions changed hour by hour.

THE CHALLENGE

- Rapidly evolving conditions across multiple heavily damaged regions.
- High demand for verified, real-time data from audiences making consequential decisions.
- Complex operational detail requiring simplification without loss of accuracy.
- Sustained 24/7 communications demand over multiple weeks.
- Maximum-visibility exposure with the White House and federal agencies.

SECTOR

Electric utility

TYPE

Multi-week natural disaster

ROLE

Federal communications liaison

CADENCE

Continuous, 24/7, multiple weeks

Federal decisions were being made on our numbers. One wrong restoration figure would have cost the credibility of every figure after it.

WHAT I DID

Served as communications liaison to Federal Government Relations

- Led development of all communications to the White House and federal stakeholders.
- Built a rapid intake process for operational data across affected regions.
- Aggregated and validated damage and restoration figures continuously with operations teams.
- Translated field updates into concise, decision-ready executive summaries.
- Maintained continuous coverage with no gaps in federal visibility for the duration of both events.

WHY IT HELD

Validation before publication

No figure went to a federal audience without operations confirming it. Speed mattered, but a fast wrong number is worse than a slow right one when the audience is allocating resources.

A single source of truth

Close coordination with operations, emergency response and government relations meant field activity and external messaging never diverged. Everyone briefing anyone was briefing from the same page.

OUTCOME

FEDERAL TRUST	The company was established as a transparent and reliable partner to federal leadership.
DECISION SUPPORT	Timely, accurate updates enabled informed federal decision-making during active response.
ALIGNMENT	Operational response and federal messaging stayed aligned throughout.
VISIBILITY	Contributed to national-level visibility of the restoration effort.

WHAT THIS TRANSFERS TO

Storm restoration communications are the same discipline at every scale. A co-op briefing a county emergency operations centre, a state agency and its own members faces this exact problem — verified numbers, one voice, no gaps — with a fraction of the people. The system is what makes it survivable, and the system is what I build.