

Holt & Germann/PSE&G Estuary Enhancement Program

Challenge

In an effort to renew the operating permit for Salem/Hope Creek, PSE&G offered to undertake a number of environmental projects in the Delaware River Estuary. This program was critically important to the company's future as it was designed to offset a requirement to build new cooling towers at the cost of more than \$2 billion. The program included restoration and preservation of wetlands in New Jersey and Delaware and environmental education and ecotourism programs.

Strategy and Action

Our team's role in this project included supporting PSE&G on all aspects of its communications program. Activities involved:

- Developing overall strategic communications plan
- Training team members.
- Developing materials -- brochures, newsletters, press releases and direct mail.
- Developing relationships with NGOs on both sides of the river including sport fishermen, watermen, environmentalists and others.
- Organizing open houses and public meetings
- Media Relations

Results

The result of this program, and PSE&G's other regulatory efforts, was renewal of the facility's operating permit without the requirement for cooling towers and significant improvement of the company's reputation in the region as measured by number of positive press articles and working relationships with local and regional governments and NGOs. In addition, the Estuary is now the beneficiary of hundreds of acres of restored or preserved wetlands.



Other Photo