



# Alaska Power Association Virtual Communicators' Forum

November 9, 2021

Live on Microsoft Teams: [Click here to join the meeting](#)

**Tuesday, November 9, 2021**

8 a.m. – 8:05 a.m.

**Welcome Remarks**

Michael Rovito, APA Deputy Director

8:05 a.m. – 9:05 a.m.

**Eight Ways to Turn Negative Comments into Positive Stories**

Megan McKoy-Noe, Brand Storyteller, Pioneer Utility Resources

9:05 a.m. – 10:05 a.m.

**Communicating Through Crises**

Stephen Bell, Senior Director of Media and Public Relations  
National Rural Electric Cooperative Association

10:05 a.m. to 10:15 a.m.

Break

10:15 a.m. to 11:00 a.m.

**New Year, New Content:**

**#Postworthy and Significant Dates for Electric Co-ops**

Abby Berry, Senior Communication Resources Manager  
National Rural Electric Cooperative Association

11 a.m. to Noon

**Federal Infrastructure Legislation: What's in it and why it matters**

Aaron Thiele, Legislative Assistant, and Chris Griffin, Legislative Aide  
Sen. Lisa Murkowski's office

Noon to 12:30 p.m.

**COVID-19 Roundtable: What Worked? What's Staying?  
What's going away?**

\*Agenda subject to change without notice