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## **Texas Grid Crisis Highlights Need to Enhance Electric Power Resilience to Extreme Weather, and Improve Communication Between All Stakeholders**

*A content creation agency and a strategic consulting firm ally to enhance communication between electric power industry and community stakeholders in this era of extremes.*

**Detroit, MI and Palo Alto, CA: February 17, 2021** – From freezing temperatures and widespread outages in Texas to an unprecedented hurricane season, extreme weather and wildfires are increasing in severity and frequency across the nation. Yet, electric power industry entities and communities continue to struggle to mitigate these threats and effectively communicate with their stakeholders about them.

[Kinetic Communications Marketing, LLC](#) (Kinetic) and [Hoffman Power Consulting](#) (Hoffman) today announced they are joining forces to help electric utilities, resilience solution providers such as microgrid companies, communities, and others better meet these communications challenges.



“The year 2020 was a year of extremes, with a perfect storm of devastating wildfires in the west and a record-breaking Atlantic hurricane season – not to mention the challenges COVID-19 posed,” said Hoffman CEO Steve Hoffman. “These and other extreme events take lives, destroy property, and impair the quality of life for many.” Despite these impacts, some studies have shown that the electric power industry was no better prepared in 2020 than in previous years to address these challenges.

Based in Palo Alto, California, Hoffman focuses on content creation for the electric power industry. Kinetic is a Detroit-area based crisis and strategic communications firm. Together they form a unique collaboration to help industry entities better meet the challenges of electric power resilience.

“We’re integrating a sorely-needed combination of skills and experience in this industry,” explained Kinetic Founder and Chief Consultant David Roznowski. “The Hoffman team has more than 100 years of combined utility industry expertise, and we’re crisis communications experts.”

“For 35 years, we’ve worked with power industry clients to develop content that improves communication and solves business challenges,” said Hoffman. “Incorporating Kinetic’s proven expertise in crisis communications, strategic planning, and issues management will provide clients from both of our companies a more comprehensive, best-in-class solution.”

The two companies will continue to deliver some services separately, but will simultaneously build its joint activities. Planned collaborative offerings include:

- Affordable, live-action videos that are highly tailored to resilience and crisis communication needs
- Graphics-driven online and social media content to enhance audience engagement
- Compelling regulatory testimony
- Content that resonates with communities (cities and counties) now empowered by COVID-19 initiatives
- Crisis communications planning and response

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**Kinetic Communications Marketing, LLC** is a metro-Detroit based national public relations firm, founded by David J. Roznowski. The firm provides large agency and corporate experience to clients, but with a cost-effective, personal, attentive approach. Its team of professionals originate from major corporations and PR firms such as General Motors, BP North America, DuPont, Edelman, and Weber Shandwick. For more information visit [www.kinetic-llc.com](http://www.kinetic-llc.com).

**Hoffman Power Consulting** of Palo Alto, Calif., consists of a relatively rare breed: power industry technical experts who are excellent writers. A content creation agency specializing in the electric power industry, Hoffman has produced more than 1,000 documents of varying types and for various audiences, ranging from one-page summaries to 300-page reports. To learn more, visit [www.hoffmanpowerconsulting.com](http://www.hoffmanpowerconsulting.com). Hoffman Power Consulting is a DBA of Hoffman Marketing Communications, Inc. (a California corporation).

### For More Information

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