

## WestTEC: A New Approach to Transmission Planning in the West

Case Study: Video creation and promotion

**The assignment:** Assist in scripting a video that provides an overview of the Western Transmission Expansion Coalition, a new regional transmission planning effort facilitated by Western Power Pool. Use the video to get regional partners excited about the program and its progress and keep them engaged.

**Scripting:** The video concept was a mix of narration and interview sound bites. I drafted an outline, the narration scripting and talking points to guide the experts in their interviews.

**Promotion:** Playing up WestTEC's principle of inclusivity, the social strategy focused on the program's partners to increase reach and generate excitement organically. In addition, we reached everyone on our email distribution list with links to the video and social posts.

### Website:



### Social Media:



**Western Power Pool** @PowerPoolWest · Sep 27

WestTEC brings together regional partners from across the West representing a broad swath of industry sectors, States and Tribes. We're excited to share this video to tell you more about it.

[westernpowerpool.org/news/westtec-a...](https://westernpowerpool.org/news/westtec-a...)



WECC and 4 others



**Western Power Pool**

1,853 followers  
1w • Edited • 🌐

One of WestTEC's four main commitments is to be "Inclusive," and we've brought together regional partners from across the West and including a broad swath of industry sectors, states and Tribes.

Our goal is to create an actionable transmission plan to support the needs of the future energy grid.

With our study plan approved, work on the study is underway. We're excited to share this video to tell you more about the project.

<https://lnkd.in/gkW8Gk6k>



Crystal Ball and 18 others

5 reposts

**Email:**

## Momentum for WestTEC!



Sarah Edmonds (WPP)  
To WestTEC Distribution List



Tue 10/1

To our regional partners,

It's an exciting time to be a part of WestTEC. Our steering committee recently approved the project study plan – by a unanimous vote. Most importantly, with the plan approved, work on the 10-year horizon study and preparatory work for the 20-year horizon study is underway.

In the interest of being inclusive and transparent, we're sharing this video that our WPP team put together to highlight recent milestones for WestTEC and to talk about what's ahead: [A new approach to transmission planning in the West.](#)

If you share our enthusiasm about the project, please consider sending this video to your networks. (Posts on our [LinkedIn](#), [X/Twitter](#) and [Facebook](#) pages are easily shareable.) We will continue to provide updates, news and milestones about the project along the way.

**Sarah E. Edmonds**, President & CEO