



PUBLIC COMMUNICATIONS CAMP

Tools to engage, motivate and reassure your community



APRIL 9, 2010 • 8:30 - 4:30

Water Resources Education Center, 4600 SE Columbia Way, Vancouver, WA 98668

Cost: \$150 members; \$185 Non-members (includes lunch, coffee, snacks) .6 CEU's requested.

Sponsored by the Pacific Northwest Clean Water Association

Agenda

8:00 Registration

8:30 Welcome and Introductions

8:45 Know and grow your communication style

Martha Tuttle, Public Involvement Program Manager, King County Wastewater Treatment Division

Learn how your personal communication style influences your work. Identify your style, how stress impacts important conversations, and how you can flex your style for successful communications. Simple adjustments in the way you approach people will improve stakeholder communications and relationships.

9:45 Is social media right for you?

Ely Teragli, Public Information Specialist, Clean Water Services

Don't give in to peer pressure to use Facebook, Twitter, YouTube, blogs, etc. unless it makes sense for your organization. Learn how a nationally-acclaimed water resources agency chooses effective new media tools as part of its strategic communications plan to meet permit requirements and build community support.

10:45 Break

11:00 Branding your organization for success

Amy Kyle, Community Relations Specialist, Clackamas County Water Environment Services

See how RiverHealth became a household word as Clackamas County's Water Environment Services (WES) branded its public information and involvement efforts. RiverHealth began as an informational website for one capital improvement project, but has grown into an innovative District website offering a vast array of information to ratepayers, opinion-leaders, the media and other stakeholders and is the cornerstone for public education and outreach.

12:00 Lunch

12:30 Public meetings SOS

Sheri Wantland, Public Involvement Coordinator, Clean Water Services

More than two decades of intense stakeholder engagement and public meetings, editing the Water Environment Federation book Public Communications, and leadership in public participation have coalesced into a Top Ten List of what to do for a successful public meeting.

1:00 Building stewardship one yard at a time

Gwenn Kubeck, Stormwater Program Specialist, City of Corvallis

Learn how the City of Corvallis' competitive Riparian Re-vegetation Grant Program engages homeowners in improving the water quality and riparian function of their backyard streams by awarding native vegetation to property owners who demonstrate a commitment to be stewards of their urban stream stretch. Learn how this program was designed, funded, promoted, and improved.

1:30 Stream Team turns 20

Susie Vanderburg, Environmental Educator, LOTT Alliance

The Stream Team program in Washington's Thurston County has been going strong for twenty years, involving thousands of volunteers in the protection of their community's water resources. Find out how four local jurisdictions coordinate this volunteer program through a variety of education and action projects, and which communication strategies and tools for measuring success are most effective.

2:00 Use the media to tell your story

Brian Barker, Communications Officer, Tualatin Valley Fire & Rescue

These days, who is "the media" and how can public agencies use it to reach their audiences in this quickly changing world of shrinking newsrooms and fragmented media? This rapidly changing media landscape is also an exciting opportunity, and veteran TV news reporter Brian Barker will help you navigate the sometimes intimidating world of media relations and get you thinking about how your organization can use the media to tell your story.

3:00 Break

3:15 Solve your public communications challenges

Presenters and attendees will share their challenges and successes in a facilitated discussion to identify effective strategies, techniques and tools to help their organizations leverage resources and build public support.

4:15 Wrap Up

4:30 Adjourn

To register, please visit the PNCWA website at www.pncwa.org