



Public Communications Camp

Tools to engage, motivate and reassure your community

April 11 • Water Resources Education Center

4600 SE Columbia Way, Vancouver, WA 98668

Coffee, snacks, lunch included • Cost: \$180 members / \$195 non-members • .6 CEUs requested

8:00-8:30: Registration

8:30-8:45: Welcome

8:45-9:45

Using risk communication before, during and after an emergency: Are you ready to respond?

Kathleen G. Vidoloff, Oregon Public Health Division

Communication coordination and public information are critical components of a successful emergency response. Learn evidence-based tactics that will help you plan and implement a communication strategy during an emergency response. Test your knowledge through a group risk communication activity and find out if you're ready to respond.

9:50-10:50

Adventures in Community Dialogue: Advisory Groups, Surveys, and More

Ben McConkey, LOTT Clean Water Alliance

Lisa Dennis-Perez, LOTT Clean Water Alliance

Public input gathered through a Community Advisory Group, opinion surveys, focus groups, and public workshops have been used to develop a framework for a multi-year Reclaimed Water Infiltration Study. LOTT staff will share their experiences engaging the local community on the complex topics of water and use of personal care and household products.

10:50-11:00: 10-minute Break

11:00-12:00

School Kids Today – Rate Payers Tomorrow: Partnering with Community Groups to Improve Environmental Education

Rich McConaghy, City of Vancouver

Ryan Johnson, Clackamas County Water Environment Services

Gari Johnson, Clackamas County Water Environment Services

It can be a challenge to communicate the technical issues of your utility's operations and resource-related information with the public. Hear about unique directions that two utilities' environmental education efforts have taken with the support of local and regional partnerships with schools, other agencies, non-profits, universities and community volunteers. Attendees are encouraged to bring along fact sheets or other materials on their programs or facilities to share.

12:00-12:30 Lunch

12:30-1:00 Tour of Education Center and Wetlands

1:00-2:00

Visual Communication for Public Presentations

Jessie Maran, Harper Houf Peterson Righellis Inc.

Adopt a concrete set of design principles to build clear and engaging graphics or to refine graphics for better communication. Observe case studies that demonstrate the application of these principles to real-life public engagement materials. Presenter will work with the audience to make real-time refinements to improve a sample graphic. From fundamental diagramming to technical drawings, gain techniques for ensuring graphics support the purpose and goals of your event.

2:05-3:05

Crafting Campaigns to Win Support for Water

Libby Barg, Barney & Worth

As communities rebuild aging water infrastructure, customers find themselves paying full price for system improvements – for the first time. Across the U.S., the limits of affordability are being tested. Great engineering and a solid financial plan are no longer enough to secure project success. Utilities must also build a strong sense of community ownership to win support for water projects. Case studies from Oregon City and Bend will be used to showcase best practices to craft winning campaigns.

3:05-3:20: 15-minute Break

3:20-4:20

Using the media to tell your story

Dylan Rivera, Communications Manager, Portland Bureau of Transportation

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? Hear from a veteran newspaper reporter and current government communications manager who does on-camera TV interviews on a few minutes' notice, calls press conferences during snowstorms on a few hours' notice and once grew a bureau's twitter audience by 10 percent in a weekend. Rivera will help you navigate the sometimes intimidating world of media relations and how to use the media effectively in the public sector.

4:20-4:30 Wrap up, evaluations

To register, please visit www.pncwa.org/comm-camp2014

Pacific Northwest Clean Water Association

PNCWA