



Public Communications Camp

Thursday, April 09, 2015

Boise WaterShed Environmental Education Center

11818 West Joplin Road, Boise, ID 83714

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

Working with the Media 101

Vince Trimboli, Community Relations Manager, Boise Public Works

How you look. What you say. How you say it. It's how citizens perceive your organization. Learn the "Do's" and "Don'ts" with the media, along with information on how to develop, frame and deliver a message that resonates with your residents in today's constantly changing media landscape.

9:50-10:50

Community Outreach and Collaboration

Rosemary Curtin, RBCI

Rosemary Curtin, founder and president of RBCI, has extensive experience designing, implementing and managing strategic public involvement and outreach processes. Rosemary will be speaking about how utilities can create and conduct effective outreach campaigns that result in garnering public support for costly upgrades. Rosemary's presentation will include a discussion of best practices for developing strategies and engaging community members in infrastructure improvement projects.

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

11:00-11:30

Curriculum Design on a Dime

Cindy Busche, Environmental Education Coordinator, Boise Public Works Dept.

Join the Boise WaterShed education staff in this demonstration of easy and inexpensive resources to use for water outreach and education programs. We'll also discuss how to reach your target audience by partnering with other agencies and leveraging resources in your community.

11:30-Noon: Lunch

Noon-1:00: Tour of Education Center and Wetlands

1:10-2:10

Do you need a Brand?

Travis Dryden, SOVRN

Branded communications not only benefit for-profit companies, they can make significant impact on how municipalities are perceived by their peers, constituents and other stakeholders. SOVRN is a Communication Architecture firm experienced in helping the City of Boise brand citywide and departmental programs and initiatives. SOVRN brand experts will address strategies and tactics that civic organizations can use to engage communities and influence audiences to take a wide variety of actions. Includes review of relevant projects.

2:15-3:15

Taking the Guesswork Out of Your Community

Boise State University

Practical help in learning the values and interests of your community through surveys and other tools.

3:15-3:30: 15-minute Break

3:30-4:20

How to be a good community partner via social media

Lynn Hightower, Communications Director, Boise Police Dept.

This training will outline communications tactics focused on social media outreach designed to maximize your public communications efforts, enlist citizen and business cooperation, and strengthen your strategic partnerships, designed to build your community.

4:20-4:30: Wrap up, evaluations

Register at www.pncwa.org/comm-camp2015

Pacific Northwest Clean Water Association

PNCWA