

## **Public Communications Camp: Tools to Engage, Motivate and Reassure Your Community**

**October 28, 2021**

**Springfield Justice Center, EOC Room, Springfield, Oregon**

**\$180 members / \$195 non-members**

**Lunch, coffee, snacks included**

**CEU's Requested: 0.6**

**8:00-8:30:** Registration

**8:30-8:45:** Welcome and introductions

### **8:45-9:15: How Well Do You Know Water?**

*Loralyn Spiro, Metropolitan Wastewater Management Commission*

This interactive game will test attendees on their knowledge on the world of water and provide everyone with an opportunity to get to know each other.

Loralyn Spiro has worked in the communications field for more than 20 years and is the lead communications coordinator for Eugene-Springfield's Metropolitan Wastewater Management Commission. She has a degree in marketing and sports marketing from the University of Oregon.

### **9:15-10:15: How to Create an Effective Crisis Communication Plan**

*Joe Harwood, Eugene Water & Electric Board*

Public Information plays an important role in connecting with our communities especially during any community-wide disaster. Joe Harwood with Eugene Water & Electric Board (EWEB) will provide strategies and tactics he has refined during his tenure with the agency, lessons learned, and the importance of after-action reports. More specifically:

- Public Information's role during a community-wide disaster and the role it plays in responding, even if your organization doesn't have a formalized Emergency Management Plan;
- Successes and lessons learned by EWEB from big natural disaster events such as the 2016 ice storm and 2019 snow storm; and
- Why doing an after-action report for any type of an event is important.

Joe Harwood is a communications specialist and public information officer at the Eugene Water & Electric Board (EWEB). He joined EWEB in 2009 and specializes in crisis communications and media outreach. A part-time instructor at the University of Oregon School of Journalism from 2006-2019 with a focus on strategic and public relations writing, Joe is former newspaper reporter.

### **10:15-11:00: The Three E's of Communication: Engagement, Engagement, Engagement**

*Brian Murphy, Tetra Tech*

In this presentation, Brian will share some practical skills and techniques for engaging your audience before you say a word, keeping them engaged so they hear what you say, and speaking in ways that ensure they remember what you said. This interactive presentation will cover The Communication Triangle, The Credible and Approachable Voice, Power of the Pause, Clarifying Your Point, Identifying and Using VAK Modalities. Through all this Brian will demonstrate that public speaking is not a death sentence. Come see if he survives!

Brian Murphy is a vice president with Tetra Tech responsible for business development in Oregon and Washington. Brian is also the creator of The Pursuit Coach, an online business development training program for technical professionals.

Brian earned his public speaking stripes as a Peace Corps teacher trying to keep classes of 70 junior high students engaged in science. Brian has twenty-seven years of experience in public speaking, conference presenting, moderating, facilitation, and classroom experience. Brian's approach to public speaking skills development is a blend of skills and techniques acquired through neuro-linguistic programming, storytelling, group dynamics, Toastmasters, and good old trial and error. Brian believes that effective public speaking is a learned skill, that the desire to do it sets you apart, to enjoy it makes you memorable, and is key to advancing any career.

#### **11:00-11:10: 10-MINUTE BREAK**

#### **11:10-12:10: Kick Start Your Project Communication With Better Planning**

*Christine White and Shannon Huggins, Clean Water Services*

How do you get colleagues to plan for public outreach, communication and diversity, equity, and inclusion (DEI) at the beginning of a project rather than when construction is about to begin? How can you ensure your project has every opportunity for success, acceptance, and perhaps even accolades? And, how do you encourage your organization to use their communications professionals appropriately to shape a compelling narrative and message? In this workshop you'll hear about a simple form that prompts project managers to describe their project, its impacts, timing, community benefits and burdens, as well as an enterprise-wide process to promote the value of quality communication.

Chris White is a communications and community engagement professional who works at Clean Water Services in Hillsboro, Oregon. Prior to this she worked at the Port of Portland, Metro and in the legal and publishing industries. She has a BA in English from the University of Illinois, graduate law school work and a certificate in Tribal Relations from Portland State University. She has a passion for involving the community equitably in the work of government.

Shannon Huggins is a Public Involvement Coordinator for Clean Water Services. She has worked in public outreach for 19 years, working for the Ports of Seattle and Portland, on Oregon Department of Transportation's Oregon Bridge Delivery Program and for a Portland metal manufacturing company. She holds a Bachelor of Science degree in Communication from Arizona State University and a Master of Arts degree in Communication from the University of Washington.

## **12:10-12:40: LUNCH PROVIDED**

### **12:40-1:55: Tour of Springfield's Stormwater Infrastructure**

*Jesse Jones, City of Springfield*

Learn how the Springfield Mill Race Stormwater Facility intercepts and treats stormwater from over 100 acres of industrial and commercial land before entering the restored Mill Race. Understand the reason why the community celebrates the multi-use Mill Race Path as a regional asset. This path functions as a key link between the Middle Fork Path and downtown Springfield. The tour will be led by Jesse Jones, City of Springfield Civil Engineer.

Jesse Jones is a Civil Engineer specializing in construction project management for the City of Springfield. He has been leading the City's Mill Race restoration efforts since 2010. Jesse holds a degree in Environmental Engineering from Oregon State University.

### **1:55-2:10: Return to Springfield Justice Center**

### **2:10-3:10: Using Plain Language to Communicate Any Message to Any Audience for Any Situation**

*Katherine Benanati and Shelley Snow, Oregon Department of Transportation*

Learn tips and tools to help you help your content experts share critical information in a way the general public can understand, including through the use of a fun adaptation of Jeopardy. A great blueprint for how we can help our organizations use plain language and understand the importance of using clear, simple communication beyond "it's the law!"

Katherine Benenati is the assistant communications manager for the Oregon Department of Transportation. She previously worked in public affairs for the Department of Environmental Quality in Oregon and in Arkansas. Before waging war on acronyms and jargon in the public sector, she was a reporter and editor for newspapers in Maryland, California and Arkansas. She has a bachelor's degree in history with a minor in mass communication from Towson University in Maryland. She and her husband live in Salem with their German shepherd puppy Holiday who is also an advocate for plain language.

Shelley Snow has worked in the Oregon Department of Transportation's Communications Section since 2004. Prior to state service, she worked for 18 years in the private sector – in marketing, public relations, the media – all jobs requiring the ability to write and speak clearly and persuasively. Shelley has an M.A. in Mass Communications from the University of Denver and a B.A. in Communications from the University of Tulsa. She's happy to share tips for effective communications when she has a willing audience – and sometimes, even if she doesn't!

### **3:10-3:20: 10-MINUTE BREAK**

### **3:20-4:20: Developing New Tools for Virtual Outreach**

*Joanne Lind and Siri Nelson, LOTT Clean Water Alliance*

When LOTT's treatment plant and WET Science Center had to temporarily close to the public because of the COVID-19 pandemic, we quickly changed our focus to develop strategies and tools for connecting with our community virtually. A team of LOTT staff worked with a video production company to create a

virtual tour and related videos to explain the wastewater treatment process, resource recovery, clean water careers, and what not to flush.

Joanne Lind, LOTT's Public Communications Manager, worked with LOTT staff and a video production company, Twisted Scholar, to create an engaging and accurate portrayal of the treatment process. Staff were encouraged to contribute ideas and input in each step of production, resulting in a series of videos that everyone is proud of. Even after in-person tours resume, these videos will be used to increase accessibility for community members to learn about the treatment process.

The education team, led by Siri Nelson, Education Program Manager, created a virtual wastewater field trip program that incorporated input and feedback from teachers and district staff to ensure the program met the rapidly changing needs of virtual classrooms while remaining effective. The virtual field trips have received positive feedback, and the education program is on track for meeting outreach goals for the 2020-21 school year.

The presenters will discuss how they created virtual tools to continue to provide public outreach without in-person contact. They will offer lessons learned, best practices, and ways to use virtual tools to reach members of your community.

**4:20-4:30: Q&A with speakers, evaluations and wrap-up**