

## Panel Discussion with PIOs

Questions – Authority over products and implementation suggestions/ideas? Adriane – tasked with results. Looking at being able to move that water quality standards.

Outcomes – best practices of what to do in this watershed. Bruce – each of the dischargers have regulations from EPA, but other than that results will come from lobbying EPA for changes, educating the public, stuff like that. - We are in the “learn by doing” mode. Most of us were involved in the process that got phosphorus banned in dishwashing detergent. – all of the municipal dischargers have industrial treatment plants. In theory we could limit the number of waste that comes out of commercial sites.

Kit (post falls) – What you really want from the PIOs you need to lobby the leg and EPA, educate and inform public about problems with the Spokane river, and educate the local government. Suggests, 1) create a general message explain what the problem is, then let the PIOs red line it for a clearer message, 2) do a road show (dog and pony show), with slides and other examples take members with this group to get more than 3 people show up. Give them food. Lose the buzz words. Explain with charts and graphs very simply.

Doug – based on what you heard today, how important is it that the public be part of that audience? Or who do you see as most important? A – Everyone, first go to 10,000 foot level and message it out. Local leaders next level, then technical audiences talking about getting. Tier your audiences, and start planning it out.

Audience segmentations – there are really easy templates out there to determine those. Keep think, PCB needs to become the PBA. Leveraging media relationships (PIOs can help with this). That’s how you can get people to the road shows. Public awareness campaigns at the health district. Goal of these campaigns are to turn the finger at themselves to see what they have done. Friends and family campaigns, email that takes flight. A place to go to get more information about general information. Consider making the website more general or starting a new one. Create a repository to get involved. Matrix of all measures of the federal, state, and local governments. Legislative updates sent every other week. Try not to use consultants. Can create 30 and 60 second PSA in house. Found that Facebook ads have been very successful, Think about the tools at the table. Support the programs that are already out there. Shared messages.

Suggested removing the word “toxics” from the name of the TF. Could be scary to the public. Focus on making it positive. How much does the public think about the river? The river connects with the aquifer. Important to remember that, and could make it a more powerful message to the public. What is going to encourage the public to pursue our message rather than other message? There isn’t a clear, focused message coming out of this group right now. What is that? Need the start of that message.

Doug – that’s why we are here. Take it from we know to the public. Help us develop a plan, the timing, when to release this info, what’s the audience, what’s the message. We have lobbying efforts to help attain the funding to support this group. We need your help in developing that.

Bruce – fundamental question: we recognize that we need help. We would like to get this information done with the resources needed to get this done already, or do we need a PIO on this group.

Kelsey heard – this group needs to segment audience, needs segmented messages, here's our timing. Can we give those to you and ask you to talk this it.

Talking about social marketing – behavior changes. Seven step outline to go through. Templates are out there. Just need to fill in the blanks. Having a communications subcommittee, to meet with the PIOs to go through the hour process.

AB – what did each of you hear? Source control. What can individuals do? Environmental Stewardship. That we do care about. Not the despair of “it's everywhere.”

One key target audience is the rate payers. In that breakdown, where are the sources. They need to know specifics for media sound bites, and other messaging. Chain of communication specialist, they are talking among themselves.

They have the collective talent to work with this group. They are “professional translators.” They have stakeholders will be effected by this through fish safety, rates, water quality. This has the same feel as the ‘energy conservation’ does.

Have a more urgent, talk this cost to the rate payer. This could be a very costly undertaking. Would rather have the support of the community (rate payers) aware of this before it happens. Lessons of the phosphorous dish washer detergent. Immediate need is the awareness of cost increases. Transparency issues that's important. Short term goal was the funding; the legislature and rate payers that will be packing the rooms after they will see the cost changes. They need a short term goal. Assistance with how to contact the legislature, do you need ID to be on the bandwagon sending letters. Explaining to the rate payers why it will be costing them so much more. They need the TF help explaining this to the public.

The health issues relating to PCBs are the driving force here. How safe is safe, how harmful is harmful? See a huge component of the legitimacy of this is through the health issue. Is it effective to the fear campaign? If it's done the right way, but not usually.

Doug – Basic, 1) are you the team for us? City of Spokane creating community relations manager, as well as moving someone to a CSO position, they will have one dedicated communicator for this effort. Press releases, brochures, city council member communications, more in depth. Yes from the city. 2) Near term goals. Serious funding effort now. Need a fact sheet. Strategic plan? Who are you?

Next steps –

- ID audience, tier groups
- Look at social marketing, go through the hour exercise
- TF comes up with key messages
- ID PCBs, where are they found?

Build some time in next week, put some pieces around this for you. Kelsey will get back in touch with you. Find a smaller group to do that hour message piece. Get them the MOA first page. Set up a time to do that. For you to review and get back to us on what works, what needs help. Be conscious of what you call it.