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Water Words That Work

Communication for Community Leadership

Eric Eckl

How Many Are We?





Our Educated Guess



Our Educated Guess

- Somewhere between 250,000 and 500,000 individuals.

Our Educated Guess

- Somewhere between 250,000 and 500,000 individuals.
- Approximately 1 or 2 out of every 1,000 Americans.

Today's Topic



The 99.9% of American taxpayers and voters who are *not* our peers and do *not* speak our tribal dialect.

Today's Workshop Is About



Not Preaching to the Choir!

Today's Topic



The 99.9% of American taxpayers and voters who are *not* our peers and do *not* speak our tribal dialect.

How Well Do We Know Them?

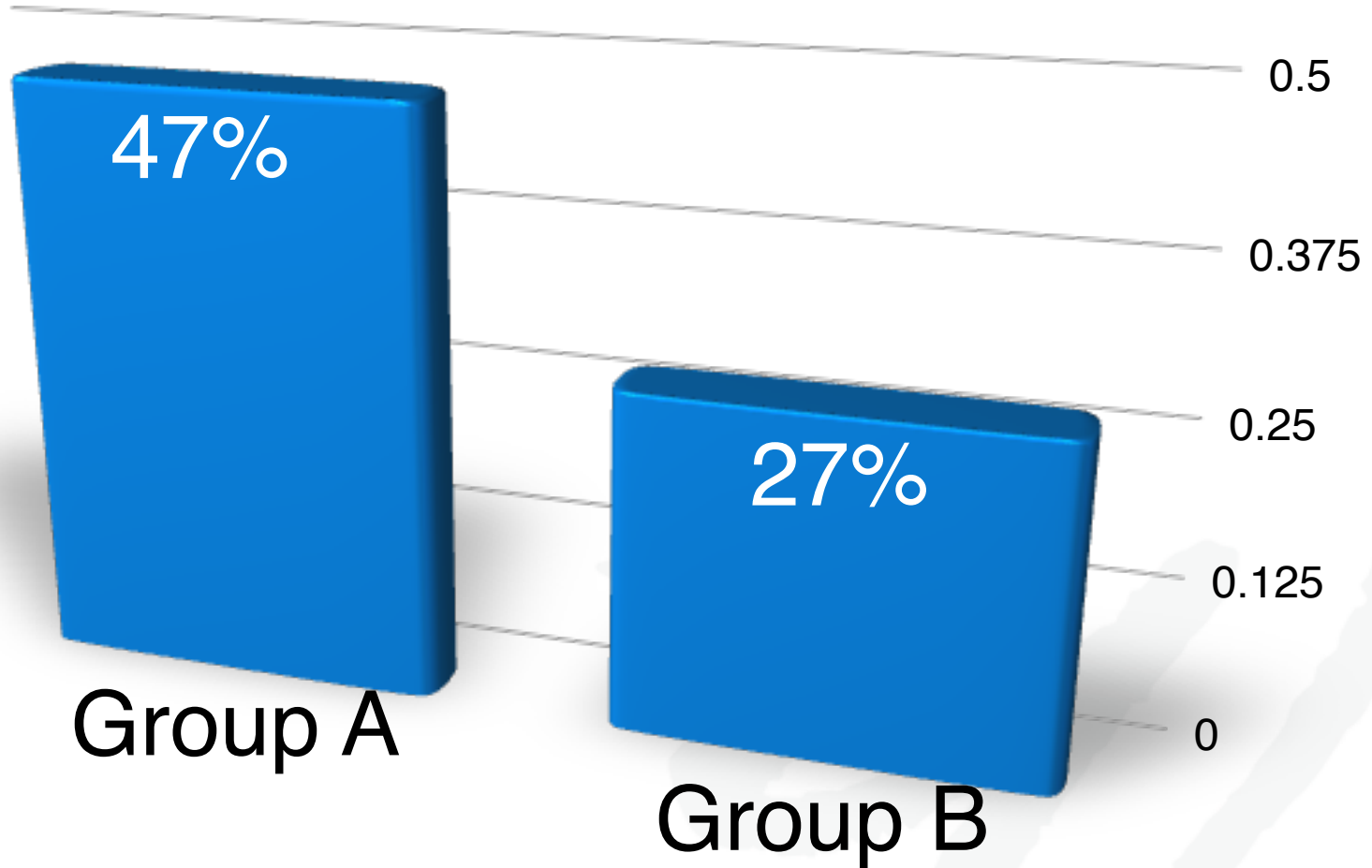


A survey of 12,000 Americans

What's the X Factor?

- Reminded others to be environmentally conscious

What's the X Factor?



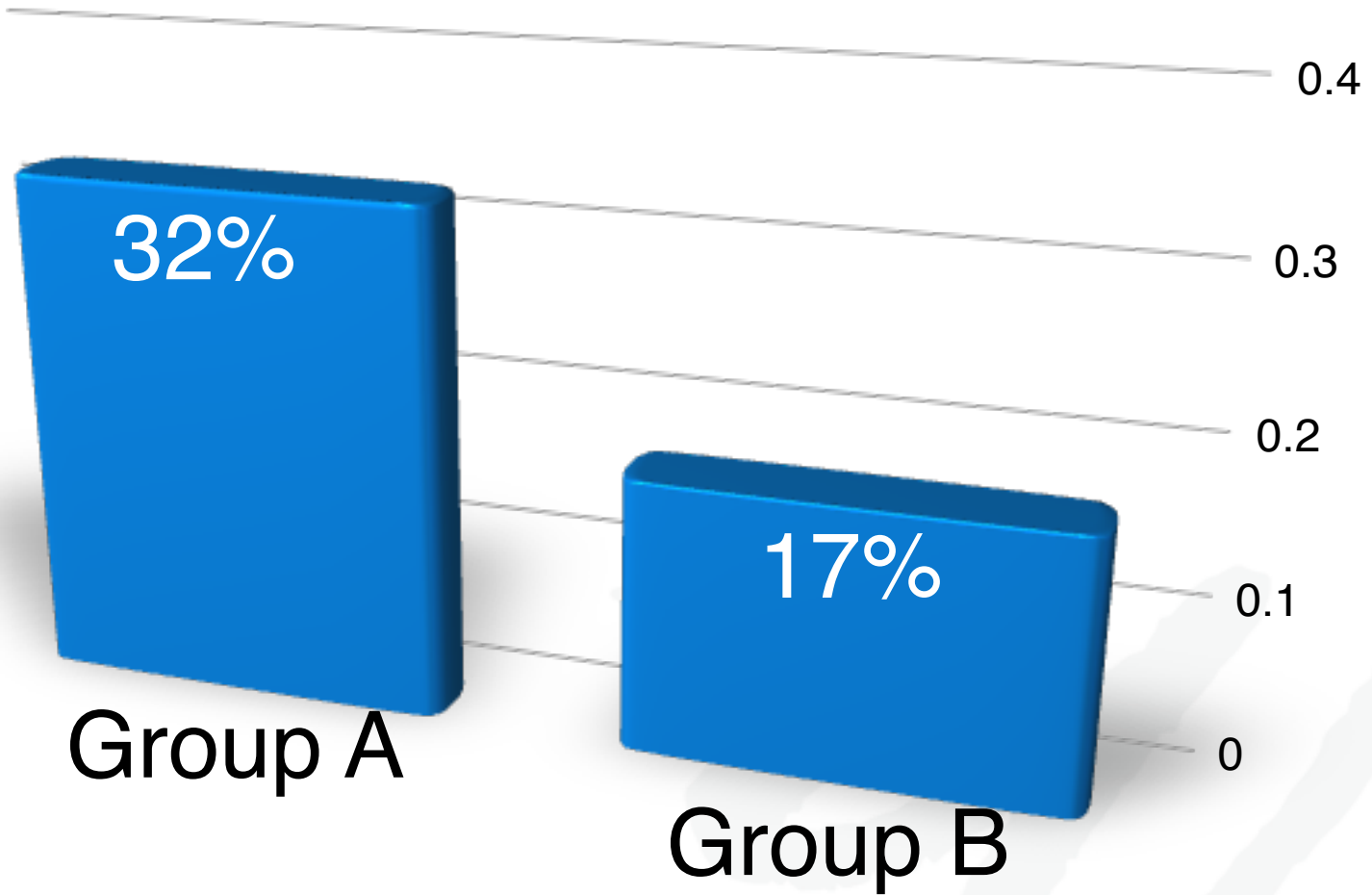
■ Reminded others to be environmentally conscious



What's the X Factor?

- Voted for the candidate with the best environmental record 10

What's the X Factor?

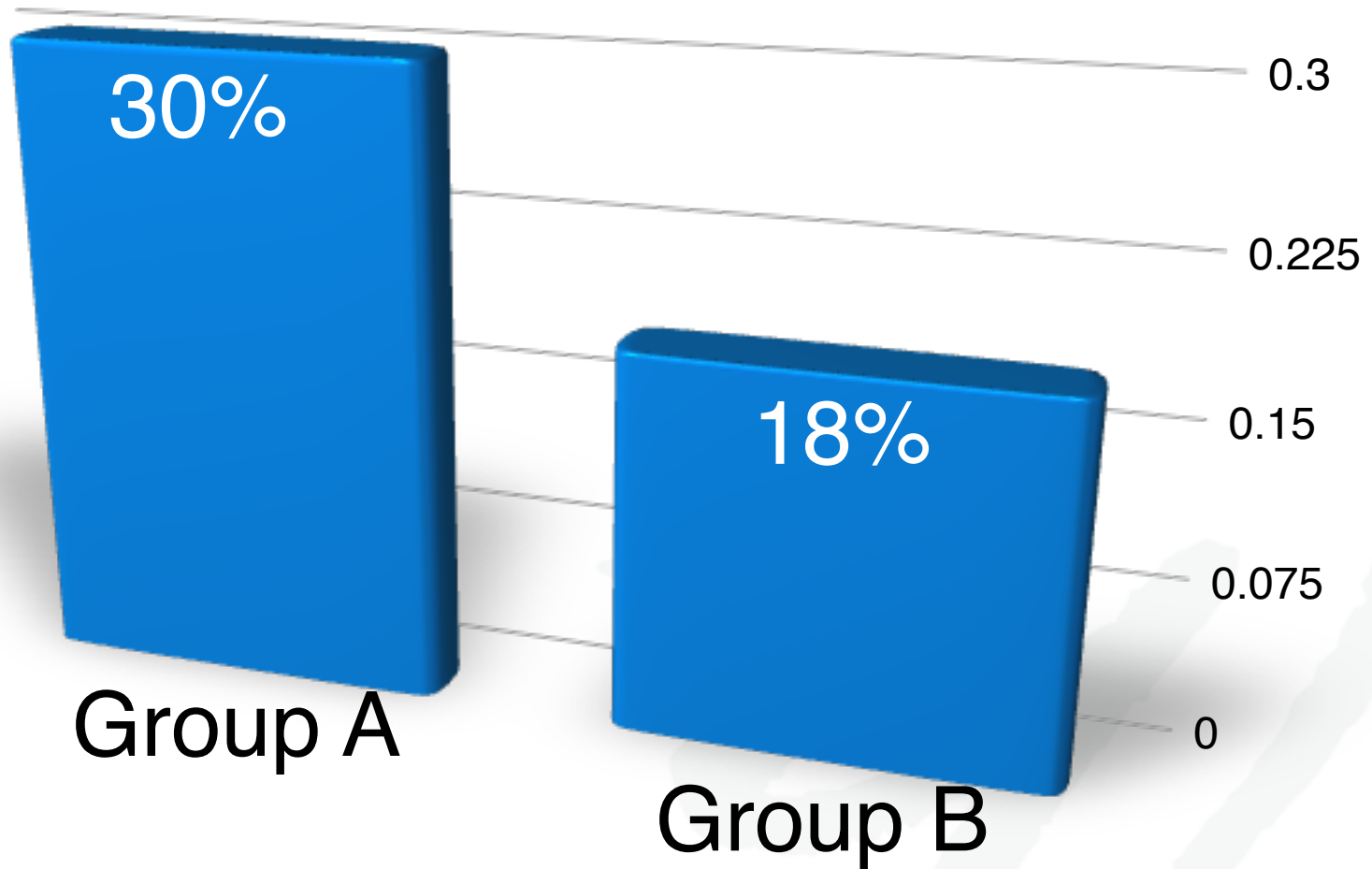


■ Voted for the candidate with the best environmental record 10

What's the X Factor?

- Recently donated to environmental causes

What's the X Factor?



■ Recently donated to environmental causes

What's the X Factor?

- Recently donated to environmental causes



Confidence in *Themselves*



Group B agrees with this statement:

“The actions of a single person like me
won’t make any difference...”

Group B agrees with this statement:

“The actions of a **single person like me** won't make any difference...”

Group B agrees with this statement:

“The actions of a single person like me
won't make any difference...”

Key Point



Key Point

- If you can convince your audience that:



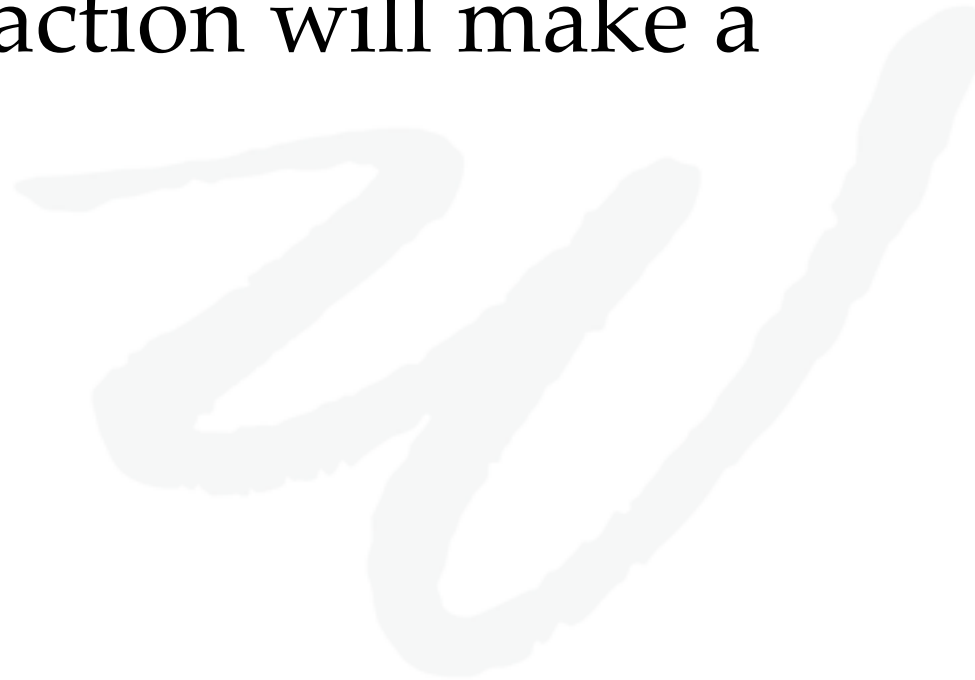
Key Point

- If you can convince your audience that:
 - ✓ Others will do their part, too



Key Point

- If you can convince your audience that:
 - ✓ Others will do their part, too
 - ✓ Their collective action will make a difference



Key Point

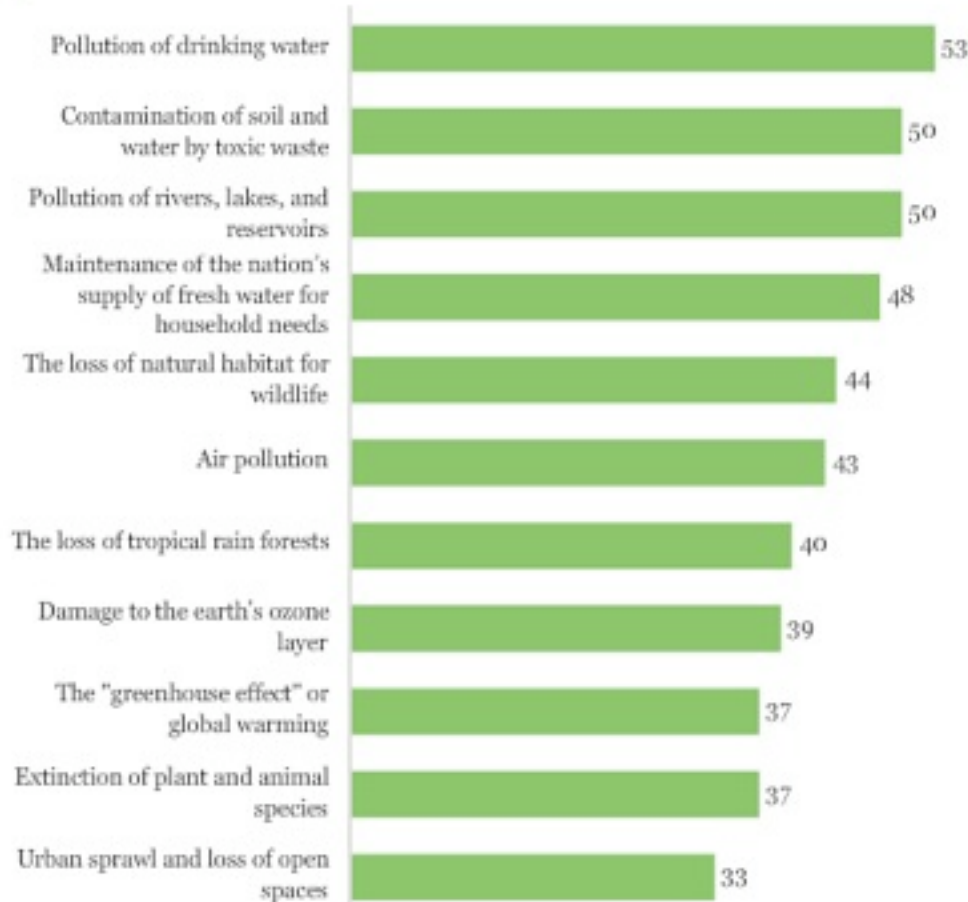
- If you can convince your audience that:
 - ✓ Others will do their part, too
 - ✓ Their collective action will make a difference
- Then they are *twice as likely* to take action for the environment than if you fail to convince them of these things

**Local residents think
what you do is
important and they
want you to succeed.**

Water is a High Priority

I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all.

■ % Great deal

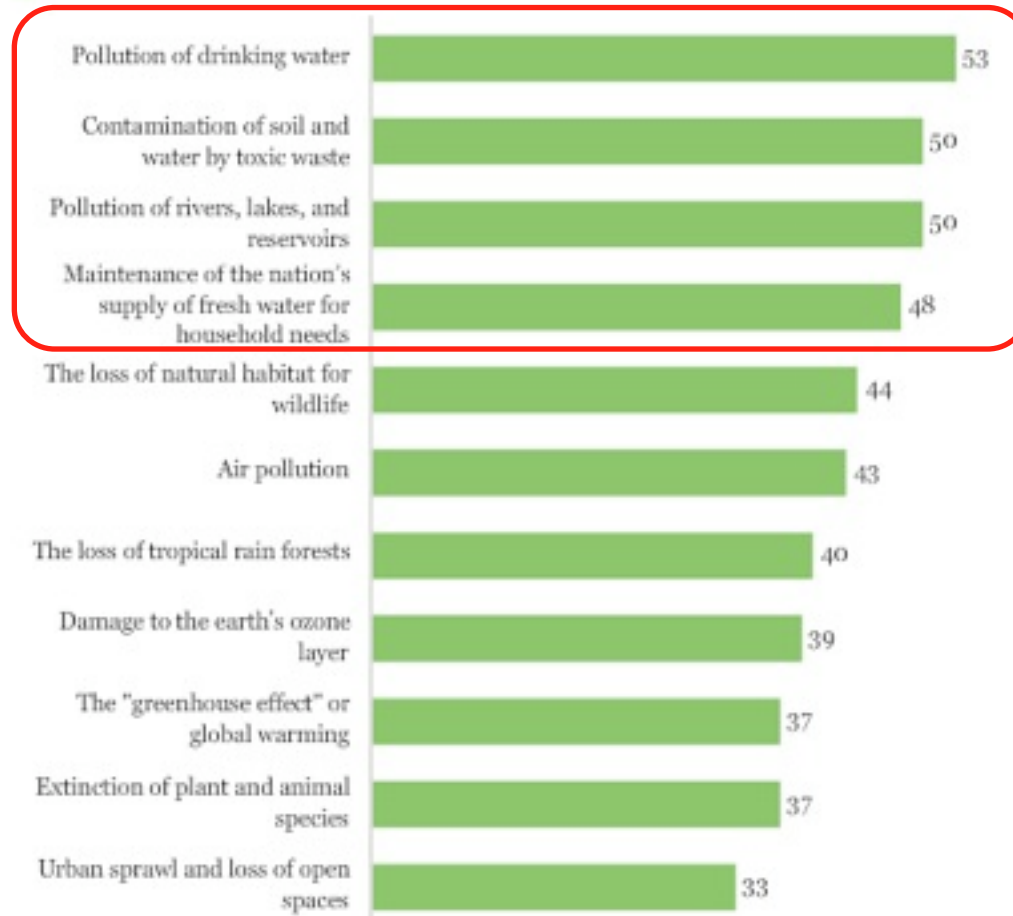


GALLUP POLL

Water is a High Priority

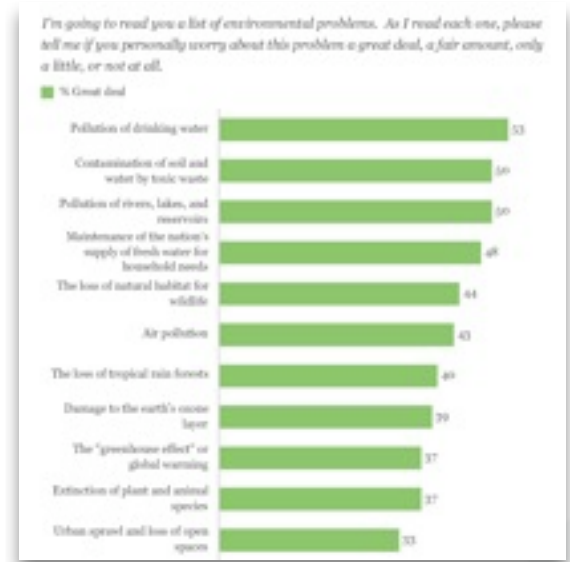
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GALLUP POLL

Water is a High Priority



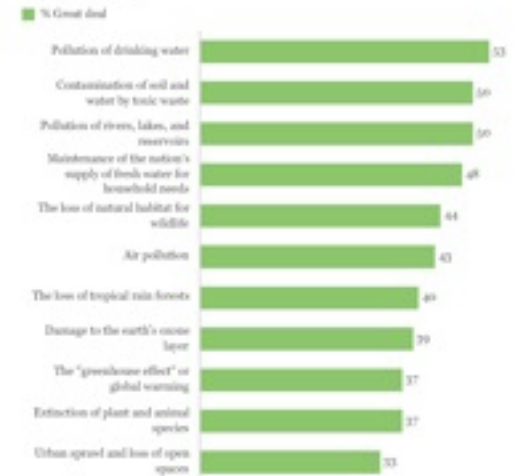
Water is a High Priority

Top Environmental Concern, 1989-2008 Gallup Polls

	Top concern	%
2008 Mar 6-9	Pollution of drinking water	53
2007 Mar 11-14	Pollution of drinking water	50
2006 Mar 13-16	Pollution of drinking water	50
2004 Mar 8-11	Pollution of drinking water	48
2003 Mar 3-5	Pollution of drinking water	44
2002 Mar 4-7	Pollution of drinking water	43
2001 Mar 5-7	Pollution of drinking water	43
2000 Apr 3-9	Pollution of drinking water	40
1999 Apr 13-14	Pollution of drinking water	39
1991 Apr 11-14	Pollution of drinking water / Pollution of rivers, lakes and reservoirs	37
1990 Apr 5-8	Pollution of drinking water	37
1989 May 4-7	Pollution of rivers, lakes and reservoirs	33

GALLUP POLL

I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all.



Poor communication saps the audience's confidence *in themselves*. That's one way we preach to the choir.

pccntmon.exe - Entry Point Not Found

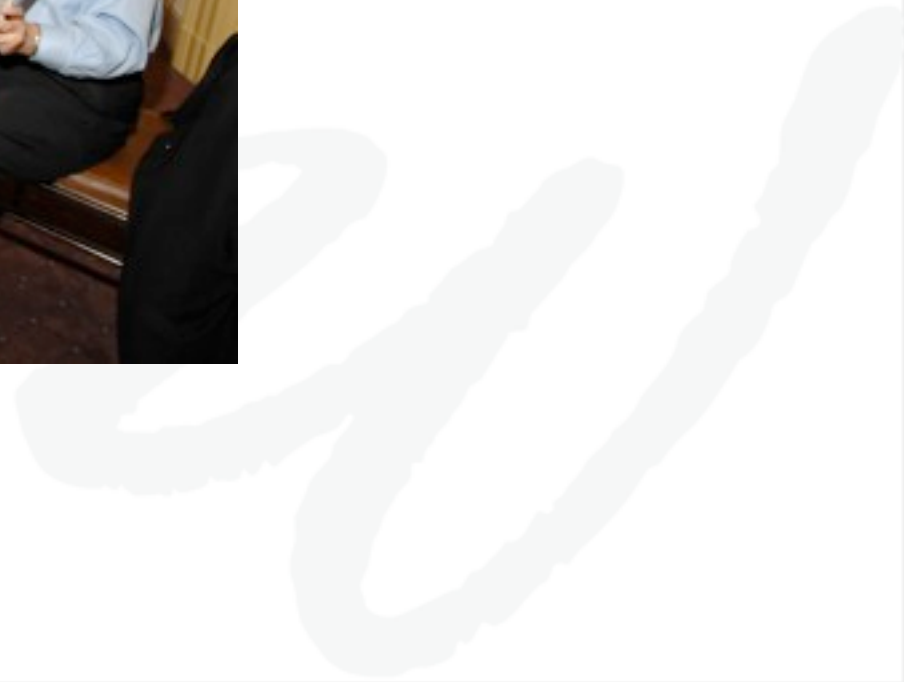


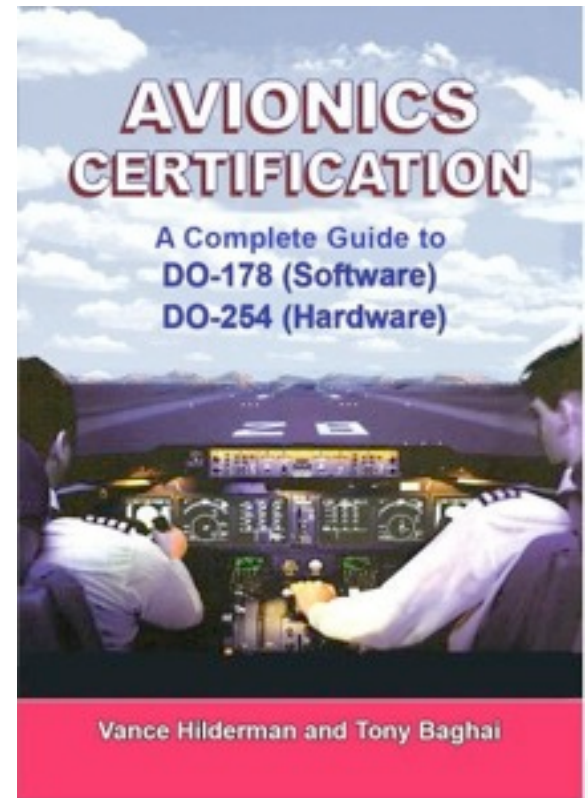
The procedure entry point ?_tmGetDateTimeStringW@@YAXPBUTm@@@PAGHH@Z could not be located in the dynamic link library TimeString.dll.

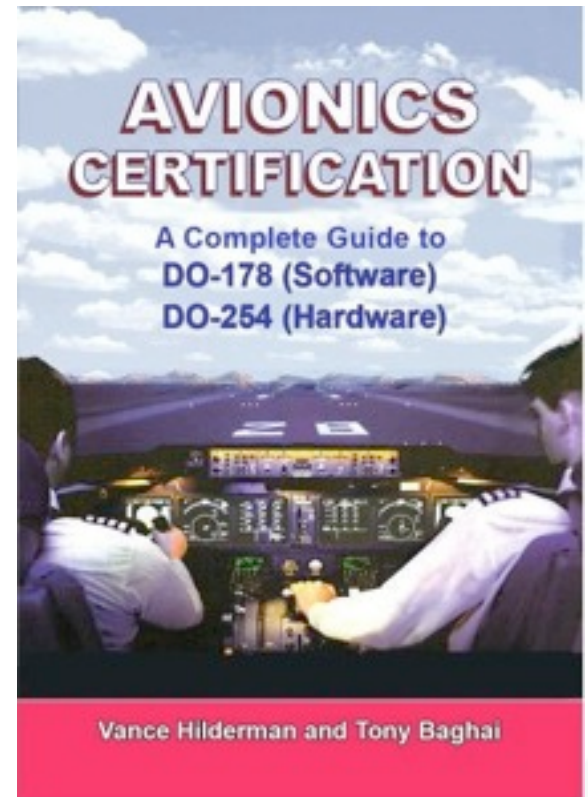
OK



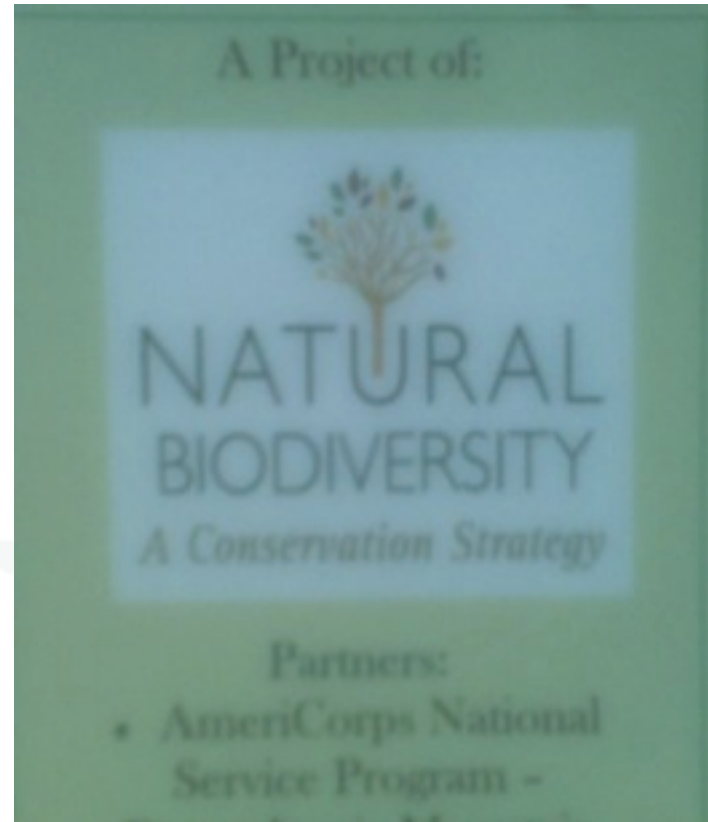
American Jobs Are Sailing Away . . .
 ***Stop Reflagging!***
Support YOUR U.S. Merchant Marine  MEBA













**The 2004 Survey of Kentuckians'
Environmental Knowledge,
Attitudes and Behaviors**

Survey Conducted
by
the Kentucky Environmental Education Council
and
the University of Kentucky Survey Research Center

Released, January 2005



**The 2004 Survey
Environmental
Attitudes :**

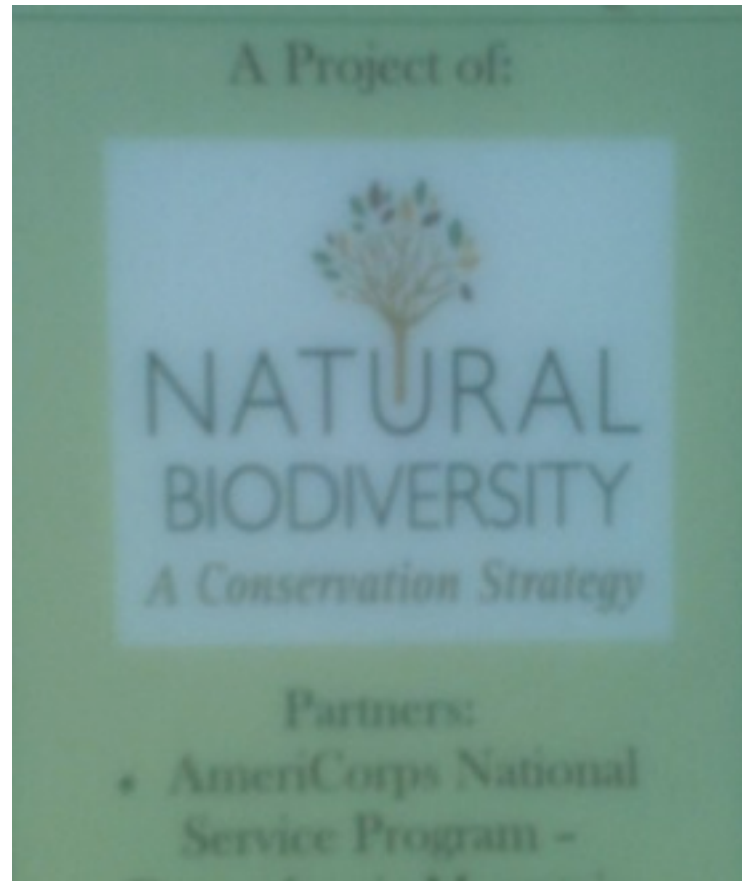
Survey
the Kentucky Environ
the University of Kent
Released

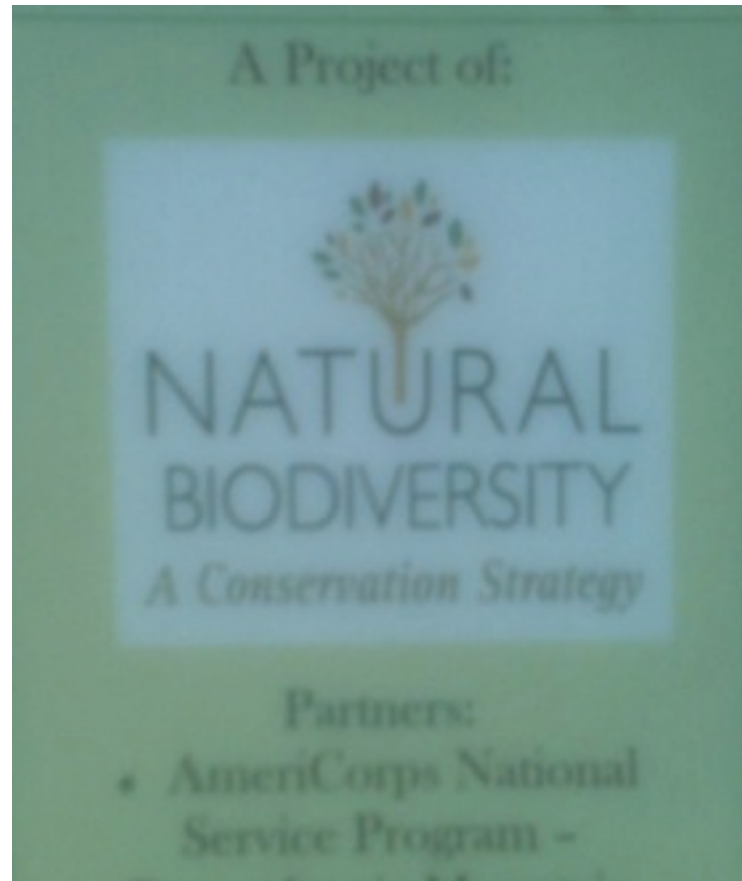


**The 2004 Survey
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pccntmon.exe - Entry Point Not Found



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OK

Potomac Basin

REPORTER

Vol. 42, No. 1 Interstate Commission on the Potomac River Basin Jan./Feb. 2006



C. Deen

Looking down the fall line across the Potomac in the background, ICPRB staff is conducting research activities with regard to development and restoration.

ICPRB a Partner in Restoration Plans, Research, Outreach in 2006

As the states of the Potomac basin continue to update their assessments of overall stream health in their jurisdictions, the Interstate Commission on the Potomac River Basin is assisting with its growing expertise in restoration plans.

This year, the ICPRB member states and the District of Columbia are updating the federal master lists of waters in their jurisdictions—streams, rivers, and lakes—that are unable to meet their designated water quality standards. The lists of noncompliant streams will be reviewed and used to create total maximum daily load plans (TMDLs). These plans assess the levels of a problem pollutant and its sources, and develop implementation concepts and programs to bring the water body back into acceptable levels of quality. The ICPRB is assisting with a number of these plans, some of which are interstate watersheds requiring

close cooperation between jurisdictions.

The human side of stream restoration also is being covered by the commission through outreach to schools and citizens groups. Commission staff are increasingly engaged in contact with many watershed groups and schools to educate and activate groups in the challenge of preserving the Potomac's many values. The commission supports many activities to foster public support, from organizing tree plantings and stream cleanups, starting and supporting citizen watershed groups, assisting with the acquisition of grant funds for these groups, supporting basin-wide initiatives to draw the river and fostering connections between these groups throughout the basin states.

The ICPRB will pursue many other technical programs in 2006. In addition to its TMDL work, ICPRB is building understanding of the basin's groundwater resources, how they are being used currently and their viability in the future.





ICPRB a Partner in Restoration Plans, Research, Outreach in 2006

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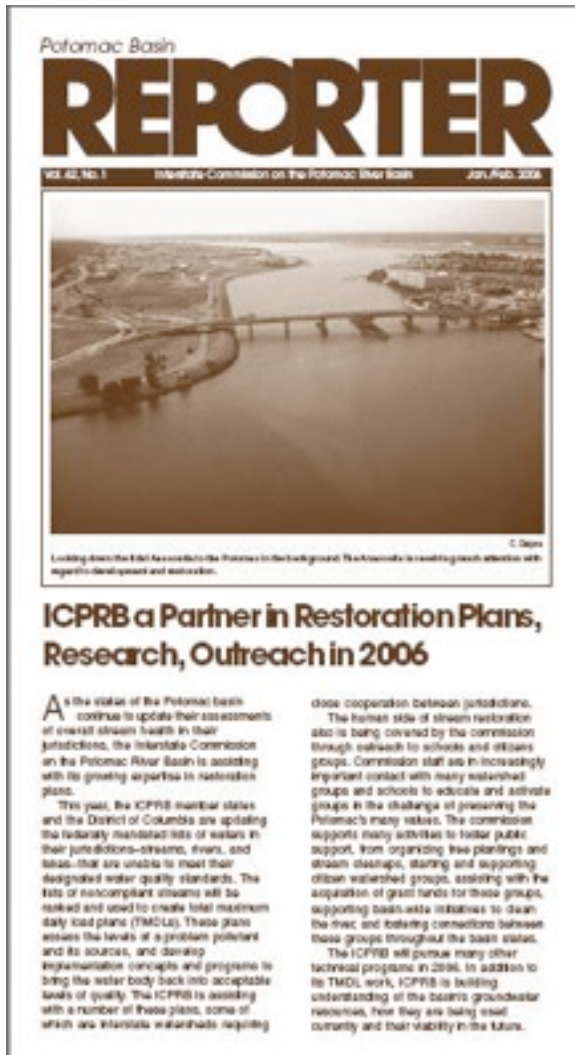
This year, the ICPRB member states and the District of Columbia are updating the federally mandated lists of waters in their jurisdictions—streams, rivers, and lakes—that are unable to meet their designated water quality standards. The lists of noncompliant streams will be ranked and used to create total maximum daily load plans (TMDLs). These plans assess the levels of a problem pollutant and its sources, and develop implementation concepts and programs to bring the water body back into acceptable levels of quality. The ICPRB is assisting with a number of these plans, some of which are interstate watersheds requiring

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The ICPRB will pursue many other technical programs in 2006. In addition to its TMDL work, ICPRB is building understanding of the basin's groundwater resources, how they are being used currently and their viability in the future.





TMDL
Impervious surface
Hydrograph
Nonpoint source pollution
And so forth...
And so on...



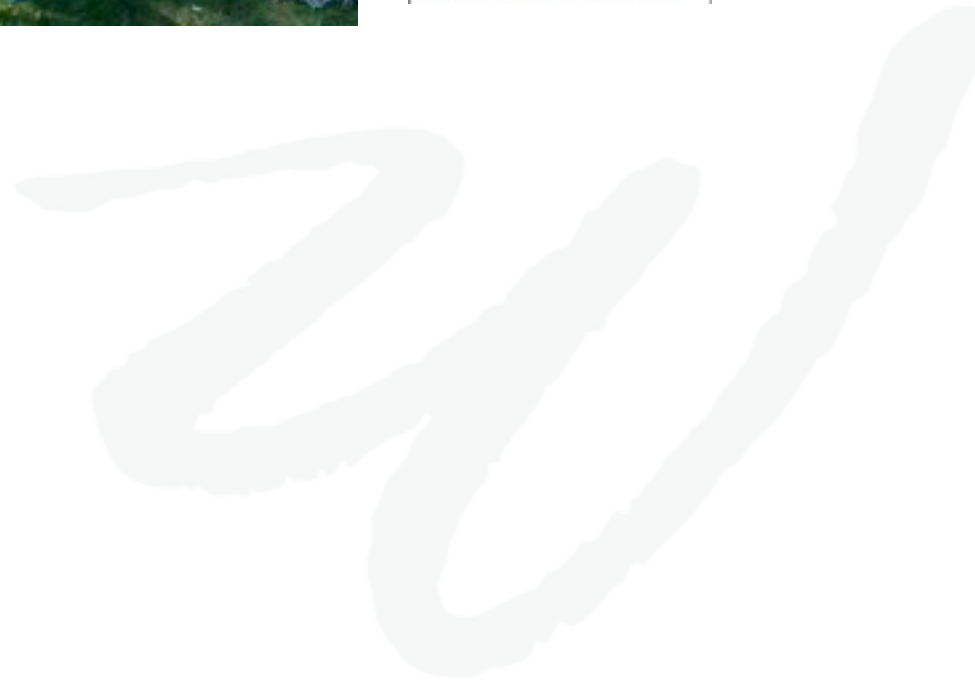
Advance from
REPORTER

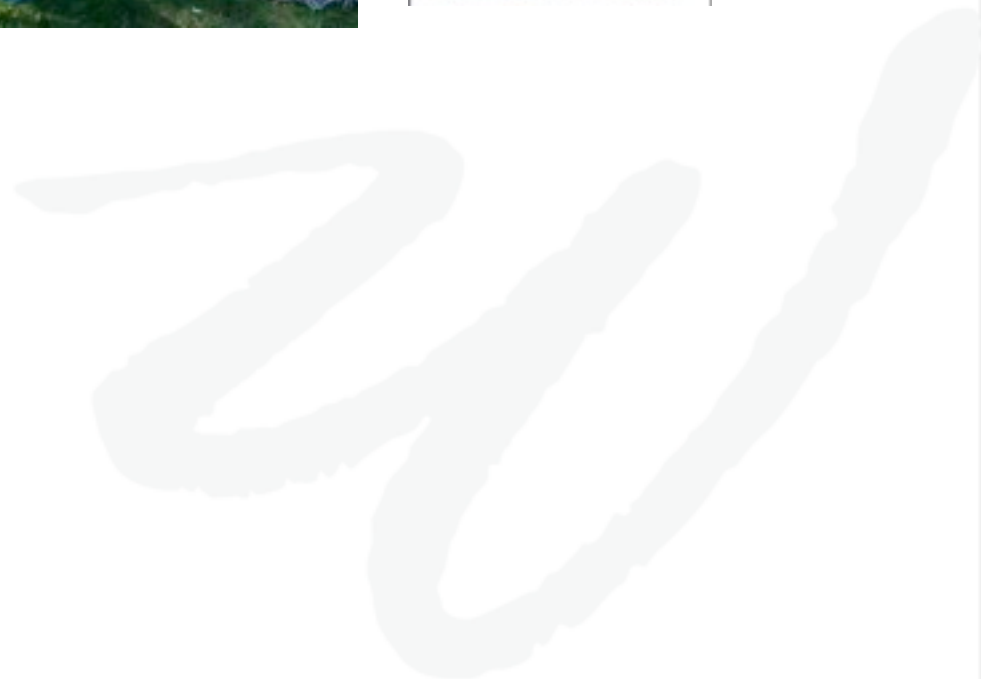


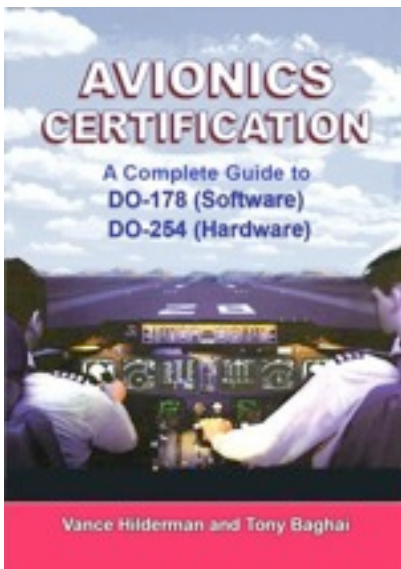
A large dam in the Colorado River Basin is being replaced by a series of smaller dams to improve water management.

ICPSB a Partner in Restoration Plans, Research, Outreach in 2006

A partnership between the Colorado River Interagency Council on Science and Policy (ICRISCP) and the International Center for Policy Studies in Business (ICPSB) was formed in 2006 to address the water quality and quantity issues in the Colorado River Basin. The partnership is a result of a joint effort by the Colorado River Interagency Council on Science and Policy (ICRISCP) and the International Center for Policy Studies in Business (ICPSB). The partnership is a result of a joint effort by the Colorado River Interagency Council on Science and Policy (ICRISCP) and the International Center for Policy Studies in Business (ICPSB).







Entering

**CHESAPEAKE BAY
WATERSHED**

Please Treasure the Chesapeake



What's A Watershed?



What's A Watershed?

Final Report for

A SURVEY OF CHESAPEAKE BAY WATERSHED RESIDENTS

**KNOWLEDGE, ATTITUDES AND BEHAVIORS TOWARDS
CHESAPEAKE BAY WATERSHED WATER QUALITY ISSUES**

CMI-HDD-02-01
Submitted: September 11, 2002

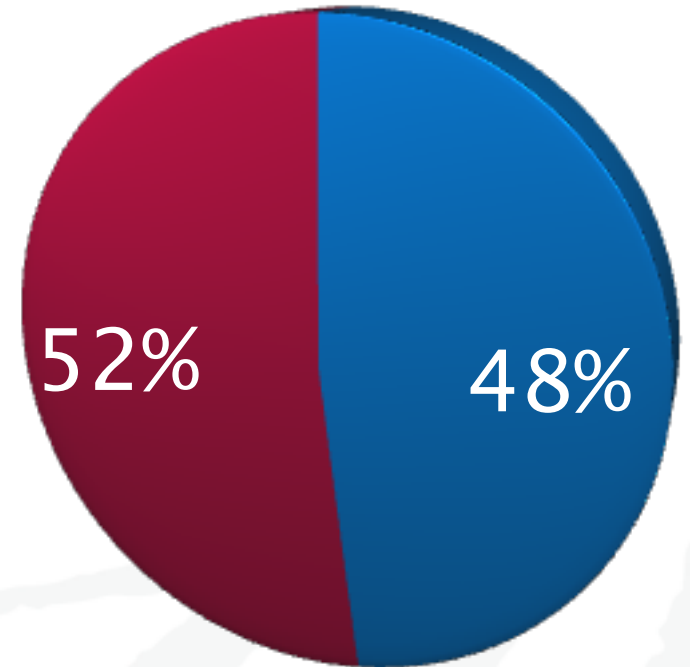
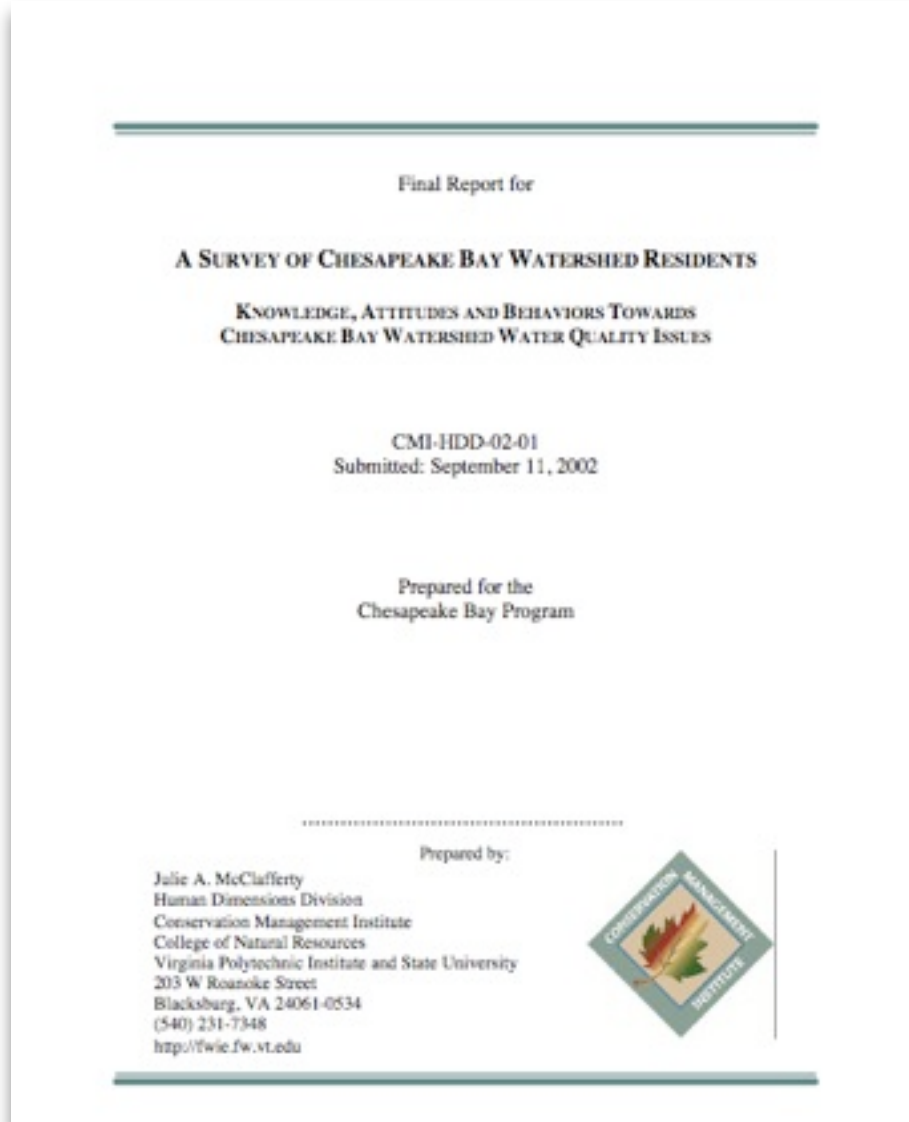
Prepared for the
Chesapeake Bay Program

.....
Prepared by:

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What's A Watershed?



- Correct Answer
- Incorrect Answer

Poor communication *excludes*
many taxpayers and voters.
That's another way we preach
to the choir.

What's A Watershed?



What's A Watershed?

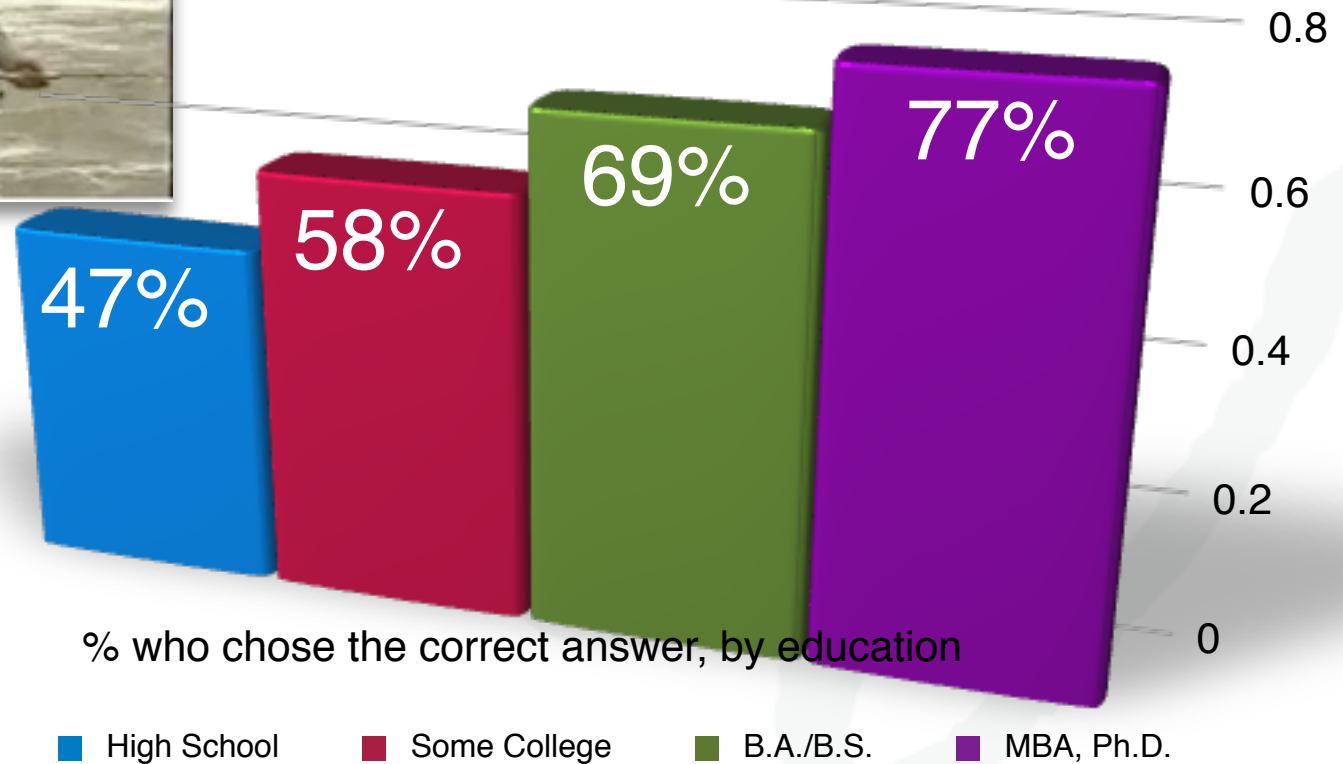


It's a drain pool!

What's A Watershed?



What's A Watershed?



What's A Watershed?



What's A Watershed?

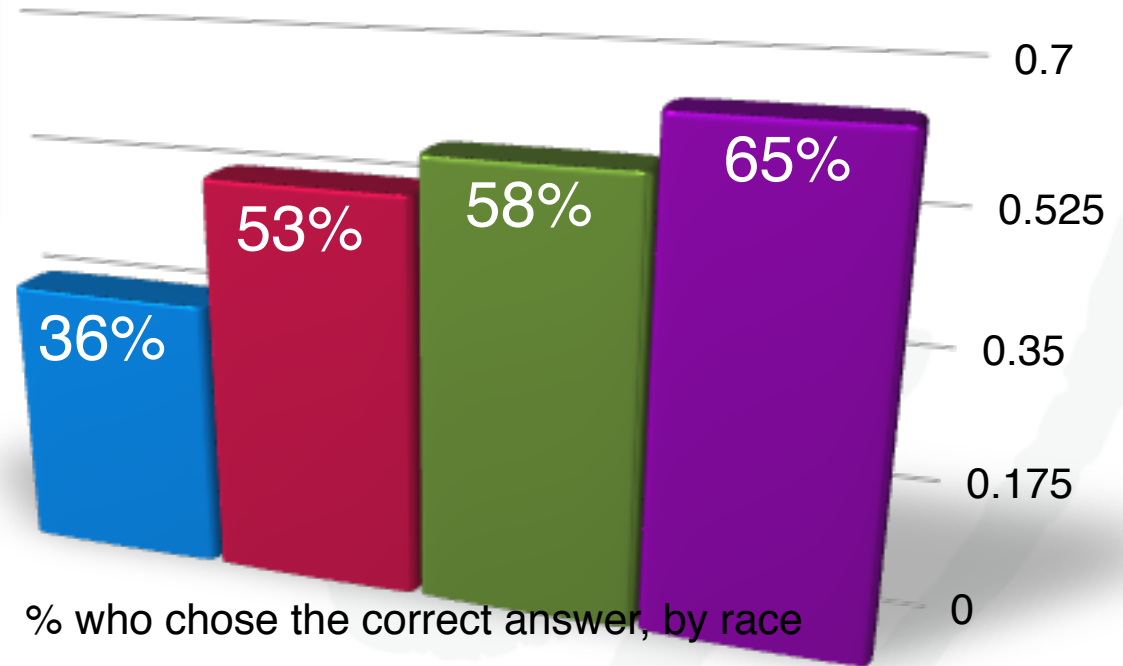


Water...Shed...?

What's A Watershed?



What's A Watershed?



% who chose the correct answer, by race

■ Black ■ Asian ■ Hispanic ■ Caucasian

What's A Watershed?



What's A Watershed?

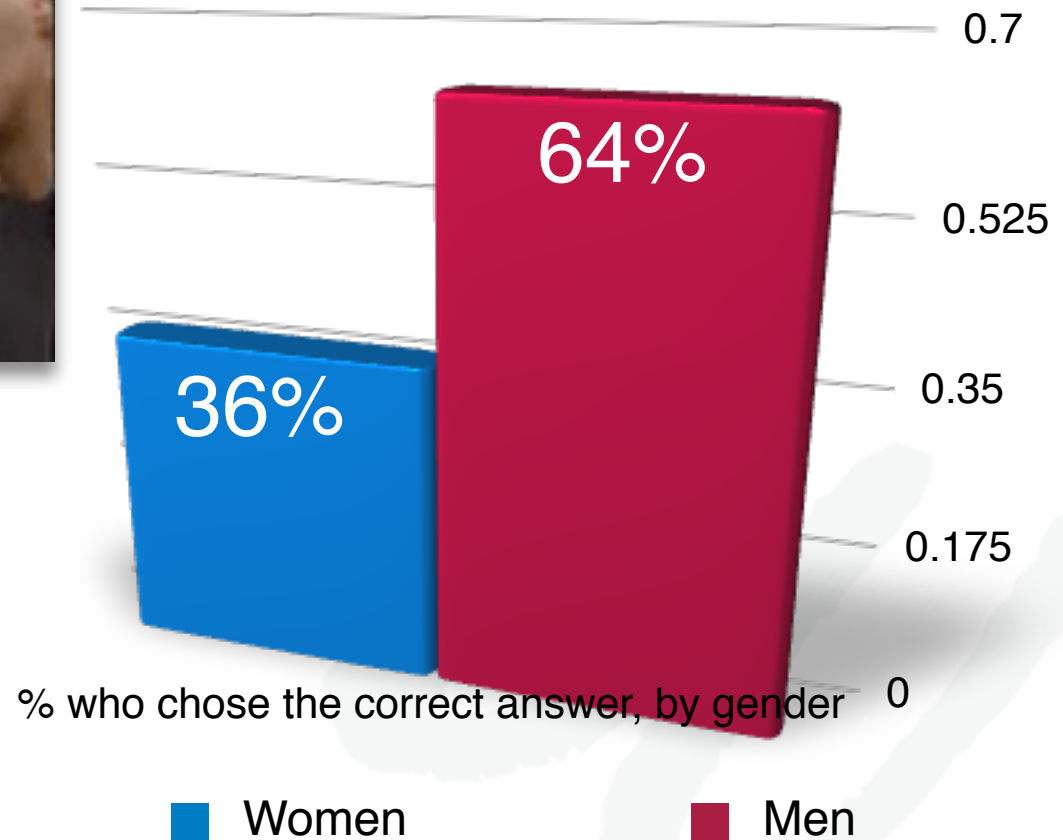


Where
you go to the bathroom?

What's A Watershed?



What's A Watershed?



What's a Watershed?



What's a Watershed?

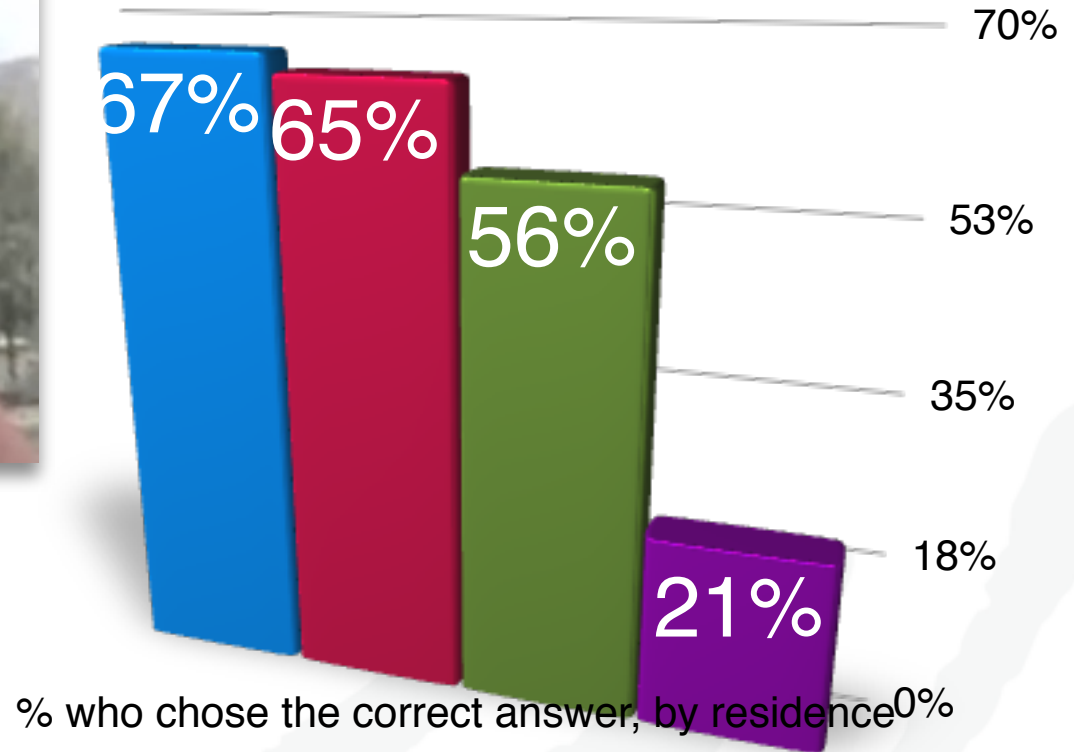
I don't
Know



What's a Watershed?



What's a Watershed?



What's a Watershed?



What's a Watershed?



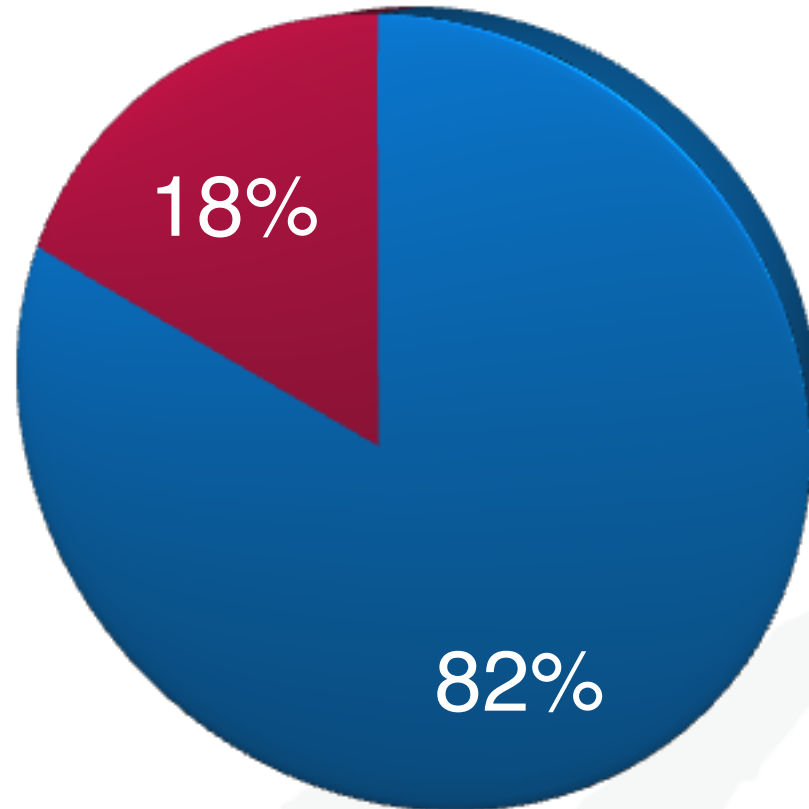
Sweating, I guess?

What's a Watershed?



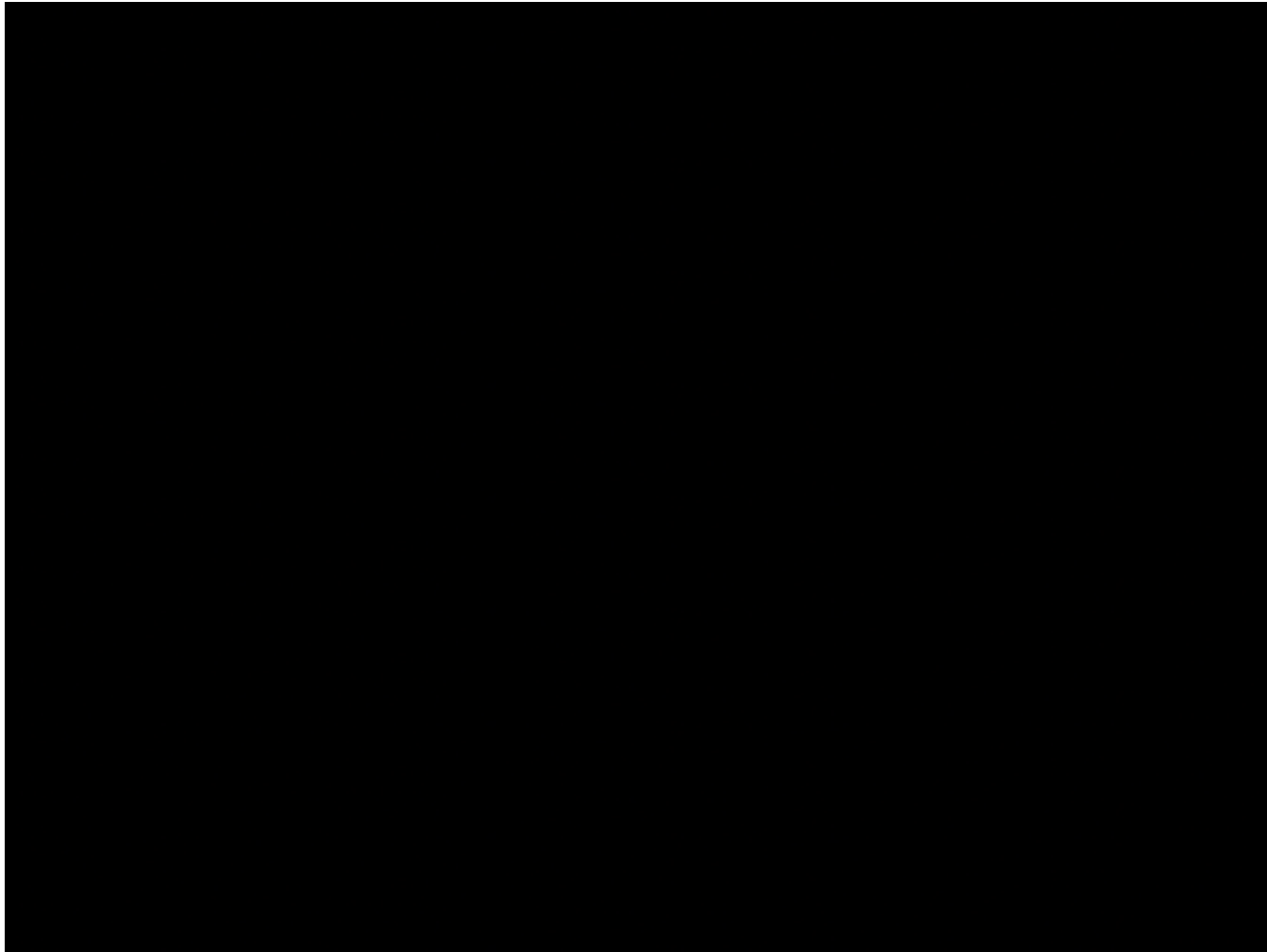
- English First Language
- English Second Language

What's a Watershed?



- English First Language
- English Second Language

Sustainable Development



**To communicate
successfully, you must
calibrate your
message to your
intended audience**

Meet Your Citizens





Taxpayers & Voters



Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important



Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities



Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters



Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters
- 5 men, 5 women



Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters
- 5 men, 5 women
- 5 with below average intelligence and/or education

Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters
- 5 men, 5 women
- 5 with below average intelligence and/or education
- 4 follow news

Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters
- 5 men, 5 women
- 5 with below average intelligence and/or education
- 4 follow news
- 3 college grads

Taxpayers & Voters

- 8 would tell a pollster that clean water is either “somewhat” or “very” important
- 6 Caucasians, 4 minorities
- 6 voters
- 5 men, 5 women
- 5 with below average intelligence and/or education
- 4 follow news
- 3 college grads
- 2 speak English as a second language



Taxpayers & Voters



Taxpayers & Voters

- No scientists or engineers (just 4%)



Taxpayers & Voters

- No scientists or engineers (just 4%)
- Nobody lives on a farm (just 2%)



Taxpayers & Voters

- No scientists or engineers (just 4%)
- Nobody lives on a farm (just 2%)
- No National Geographic Magazine readers (just 1.4%)



Taxpayers & Voters

- No scientists or engineers (just 4%)
- Nobody lives on a farm (just 2%)
- No National Geographic Magazine readers (just 1.4%)
- No NPR Science Friday listeners (just .04%)

Taxpayers & Voters

- No scientists or engineers (just 4%)
- Nobody lives on a farm (just 2%)
- No National Geographic Magazine readers (just 1.4%)
- No NPR Science Friday listeners (just .04%)
- No conservation professionals (just .01%)

Exercise #1

Demographic Factor	Statistically Higher Vocabulary/Confidence	Statistically Lower Vocabulary/Confidence
Gender	Male	Female
Age	Middle Aged	Younger, Older
Education	B.A. and Higher	Junior College and Less
Race	Caucasians	All Others
Income	Higher	Lower
Residence	Rural, Suburban	Urban

Exercise #1: Anticipate Confidence Levels

- Review the piece of professional shoptalk provided
- Get to know your 10 everyday citizens, imagine them reading this piece
- Put them in order from **#1 (Least Intimidated)** to **#10 (Most Intimidated)** reading it
- *It's not about whether they agree with it.*
- *You* decide whether their demographic traits or personal story are more important

Before You Go...

- Please put your characters in a neat stack
- Please put your Shop Talk piece on top of the stack
- You will work with these materials again in our next session.
- **When you return, sit with your same group at the same table.**

QUESTIONS

