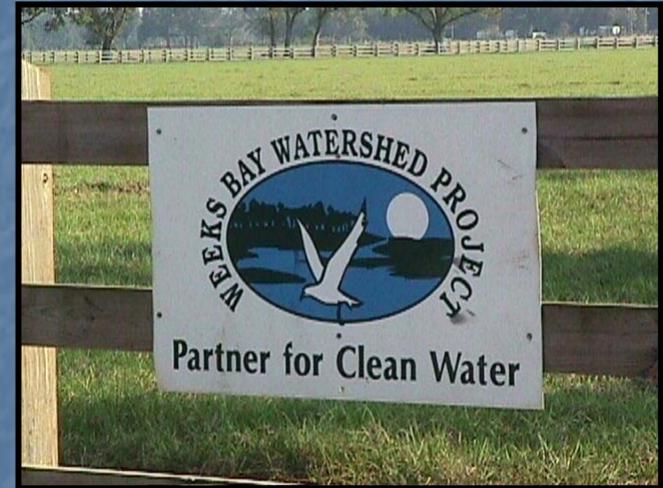
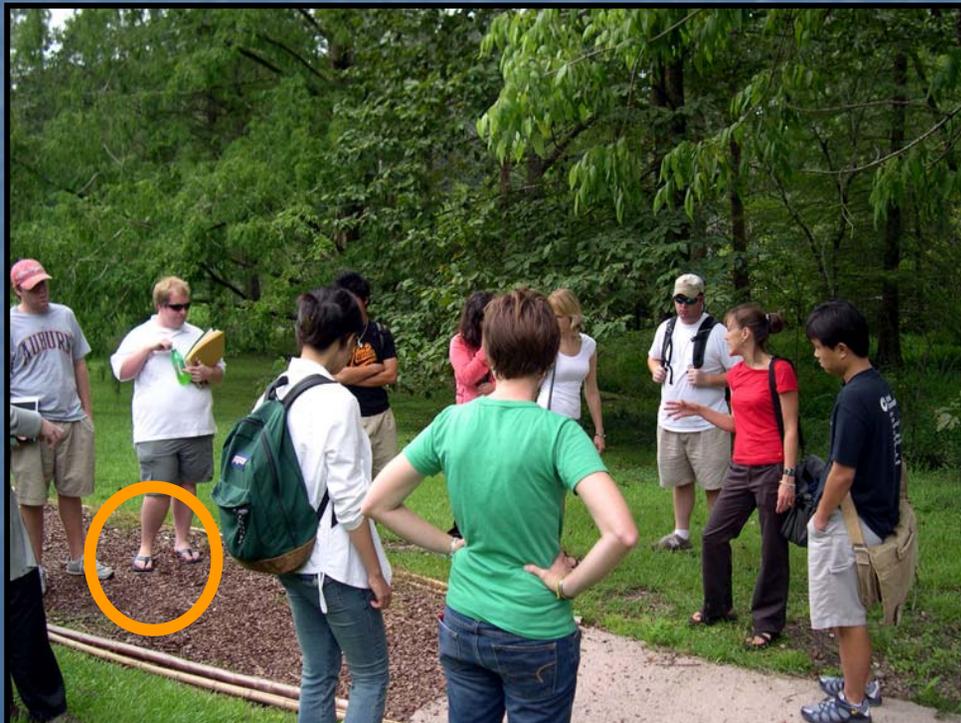


# Effective Communications Skills: *Essential for Building NPS Pollution Partnerships*



Or ... my experiences  
at keeping people  
awake, listening and  
learning



# Why is communication important?

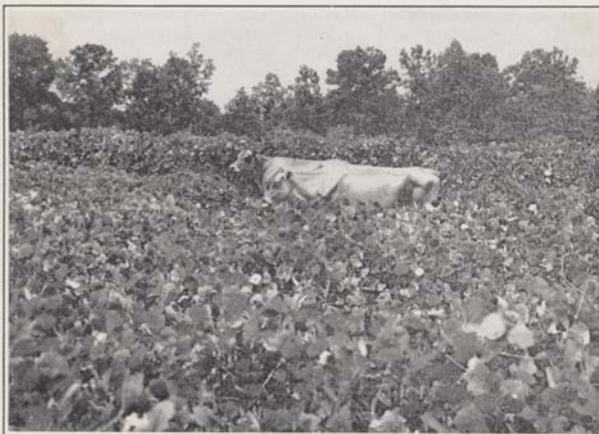
- Besides that it's our job ...
- Share new technologies and ideas that may improve our quality of life and protect our natural environment
- Make sure it is the right information

# Kudzu

## Its Value and Use in Alabama

By

D. G. STURKIE  
J. C. GRIMES



AGRICULTURAL EXPERIMENT STATION  
OF THE  
ALABAMA POLYTECHNIC INSTITUTE

M. J. FUNCHES, *Director*  
AUBURN

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### KUDZU AS A PEST

Some farmers have opinions that kudzu may become a pest, may not be eradicated, and may spread into fields where it is not wanted. Such ideas are unfounded. It may be easily eradicated by grazing or by plowing. Kudzu has been confined to the edges of fields at Auburn for a period of 35 years and has never become a pest or spread to areas where it was not wanted. It may be confined indefinitely to terrace ridges in a field simply by cultivating the field in row crops.

If you're laughing, you're listening.

If you're listening, chances are you're learning.

### In the garden



Staff photo by Cameron Adams

Georgia Perimeter College volunteer David Funderburk shows Rockdale County resident Ellen Woodruff the Carolina Moonseed Vine at the school's wildflower outdoor luncheon last week.

# Who is the public?

People will want to join in at different times

## ■ Usual suspects:

- Local watershed groups
- Clubs or social organizations
- Neighborhood groups
- Schoolchildren
- Development community
- Business / industry representatives
- Local, state, and federal agency representatives



# Interest Continuum



Radical

Apathetic

It takes all kinds.

# How do I find the Public?

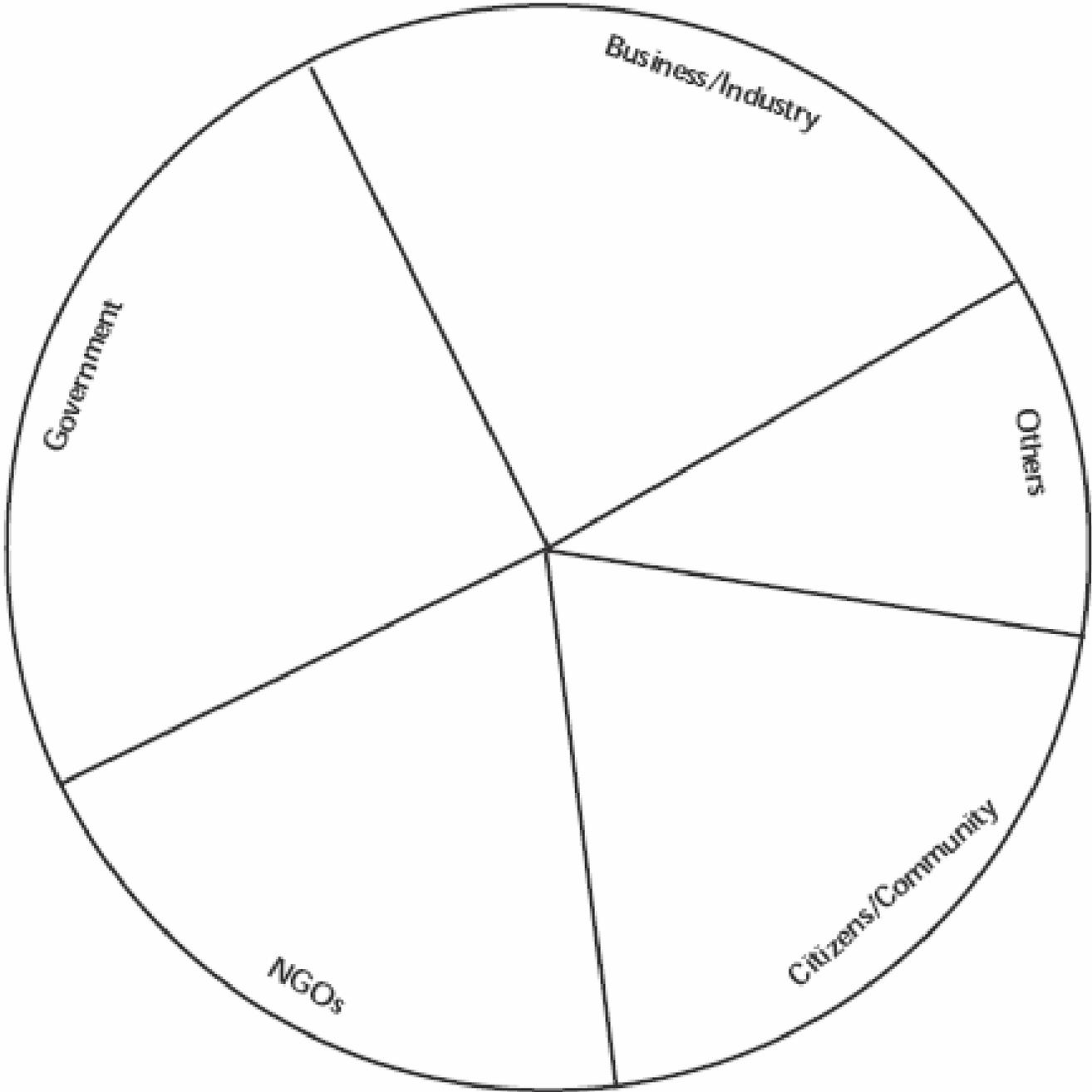
- Stakeholder analysis



# Stakeholder Analysis

- Questions that can help answer who you need to target ...
  - Who caused the problem?
  - Who in the community is affected (directly or indirectly)?
  - Who cares?



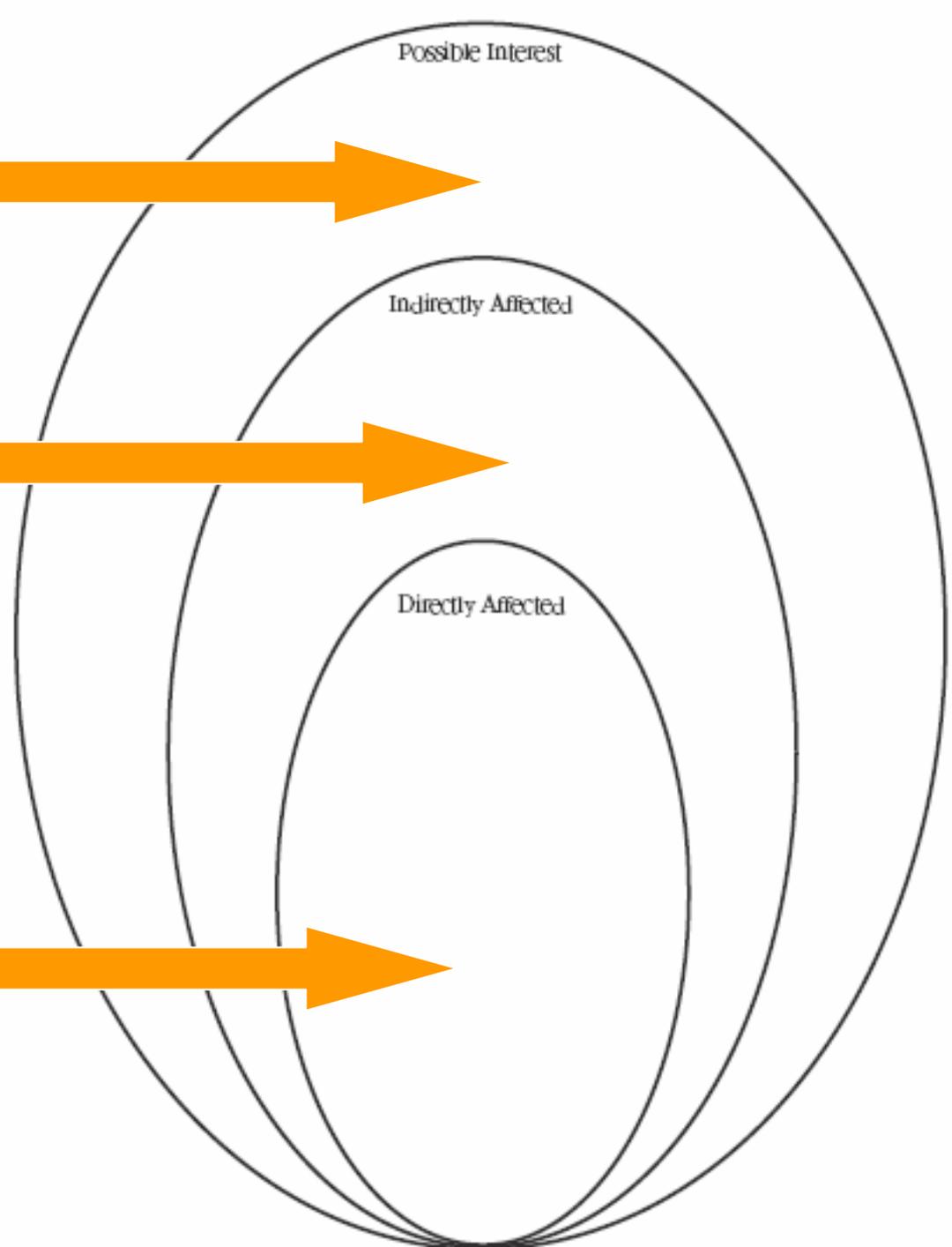


**Awakening Participation:**  
Building Capacity for  
Public Participation in  
Environmental  
Decisionmaking

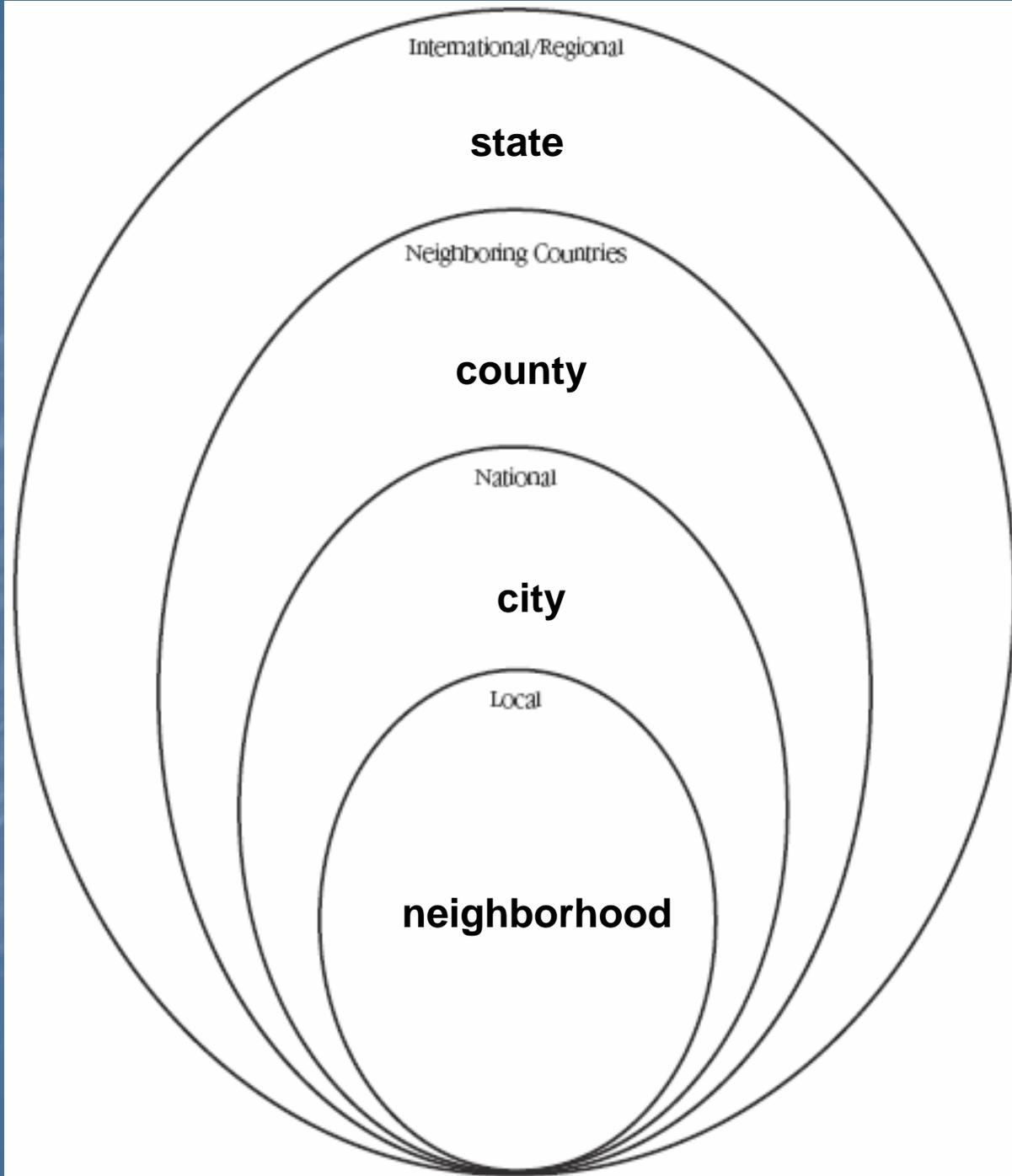
**This used to be a pretty crick.**

**I don't catch as many fish as I used to.**

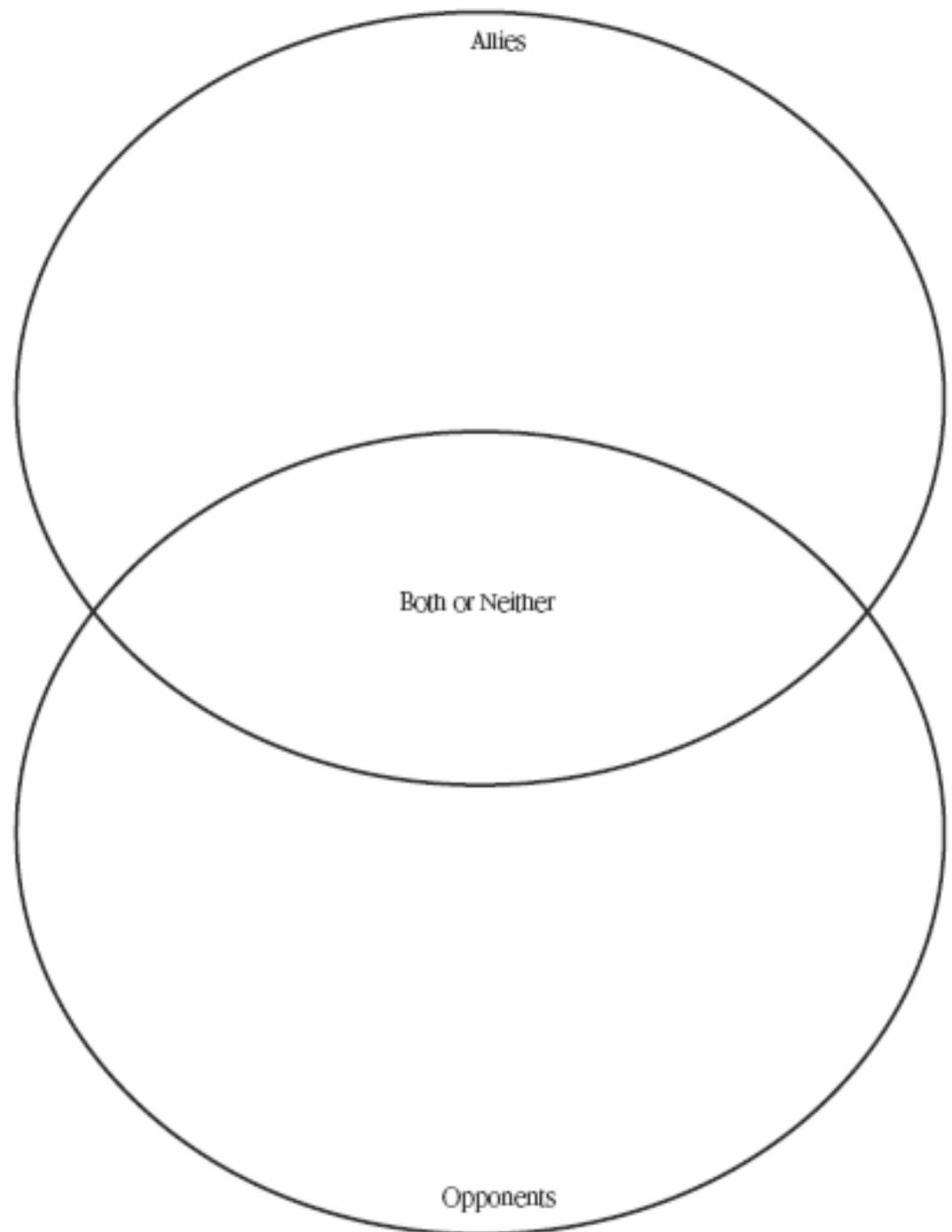
**I'm losing my backyard to the stream.**



Ok – maybe  
you don't have  
a project that is  
an  
international  
concern ...



Actually,  
you may  
not want to  
write this  
down ...



# Involving Stakeholders

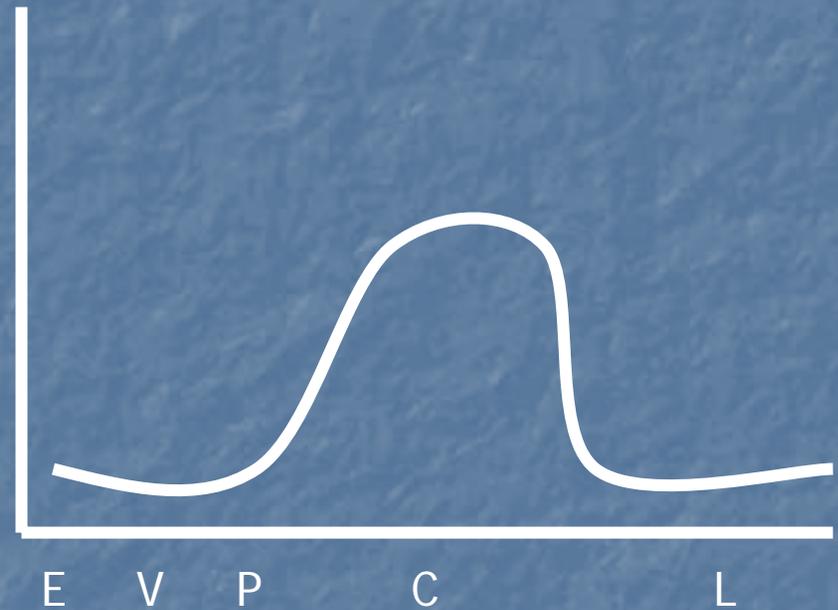
- Now that you know who they are – go and get them!



# Who is Interested?

## 5 Categories of People:

- 1) Enthusiast
- 2) Visionary
- 3) Pragmatist
- 4) Conservative
- 5) Laggard



# Enthusiasts

- Venturesome
- High education levels
- High social status
- Able to cope with uncertainty and high risk
- “Great – Let me at it!”



# Visionary

- Second only in the speed with which they adopt a new behavior
- Others view them as decisive and influential
- More practical than the Enthusiasts



# Pragmatist

- More deliberate in decision making
- Rely on friends' and colleagues' advice
- Seek a lot of information on an issue before making a decision\*\*



\*\* Need unbiased research to back up a decision

# Conservative

- Set in their ways – unwilling to change
- Skeptical about trying new things and adopting new behaviors\*\*



\*\* Need LOTS of unbiased research to back up a decision

# Laggards

- Most resistant to change – kicking and screaming!
- \*\*Least likely to adopt a new behavior, no matter what the science says



\*\* Need you to mind your own business

# Keys to Successful Outreach

- Know your target audience ...
  - Don't waste a lot of effort on the Conservatives and Laggards
  - Focus on the Enthusiasts or Visionaries



# Keys to Successful Outreach

- Get to know your target audience
  - You've got to know who you're talking to ...
    - Education levels
    - Age levels
    - Job (teachers, engineers, foresters, etc.)



# Keys to Successful Outreach

- Get to know your target audience

You've got to know what you're talking about ...

- What does your audience already know?
- What are their perceptions and attitudes?



# Keys to Successful Outreach

- Get to know your target audience  
You've got to know how to talk to them ...
  - Where do they get their information – newspapers, magazines, television



# Keys to Successful Outreach

- K.I.S.S. - Technology Transfer
  - Use terms that your grandmother can understand.
  - Package information in a friendly manner.





# Grandmother Terms

Nonpoint source pollution = dirty or unhealthy creeks





# Grandmother Terms

High Biochemical Oxygen Demand =  
fish may die because there's not  
enough oxygen





# Grandmother Terms

Excessive Sedimentation Rates =  
40 dump trucks of dirt





# Grandmother Terms

Watershed Management =  
using the land so that her great-grandchildren  
will also enjoy healthy forests and streams





# Grandmother Terms

**NO ACRONYMS OR JARGON**

**USDA NRCS**

**TMDL**

**implementation**

**Phase II**

**303(d)  
segment**

**MS4 – IDD**

**RCRA,  
CERCLA**

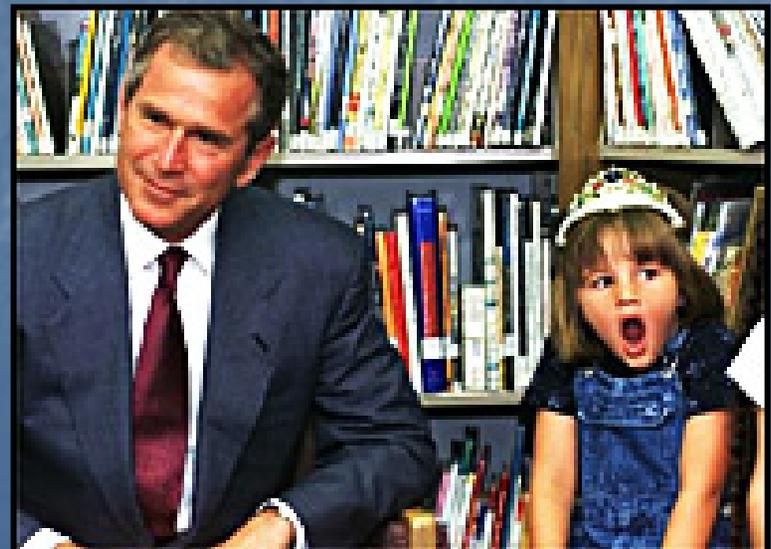
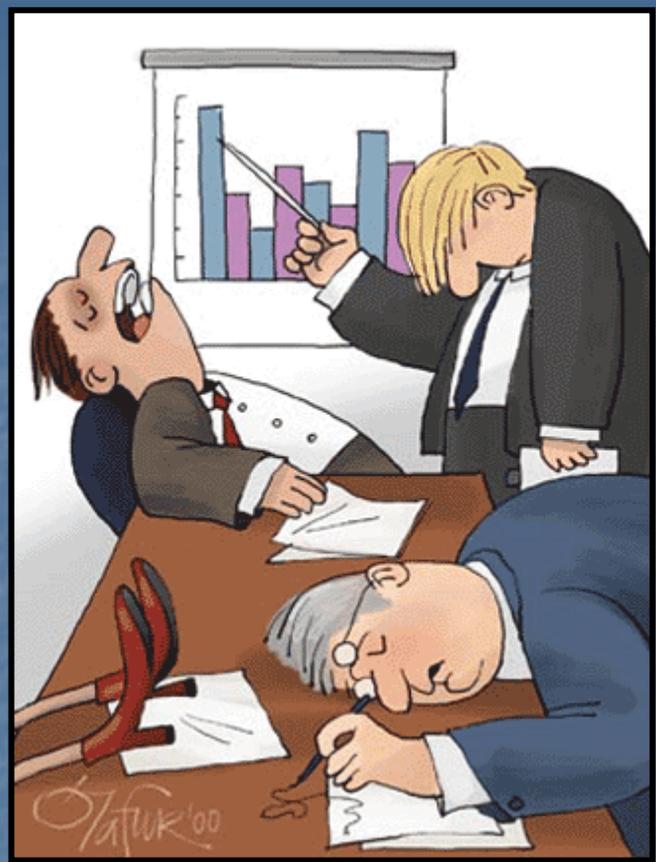
Lonely?

Bored?

Have a meeting!

What is the worst  
meeting you've  
attended?

*Why was it bad?*



# Meeting Tips

- Make meetings count – have a clear objective for what you want to accomplish
  - Be realistic about what can be accomplished in one meeting
- Set Ground Rules
- Have a REASON
  - Don't just meet to meet!



# Meeting Tips

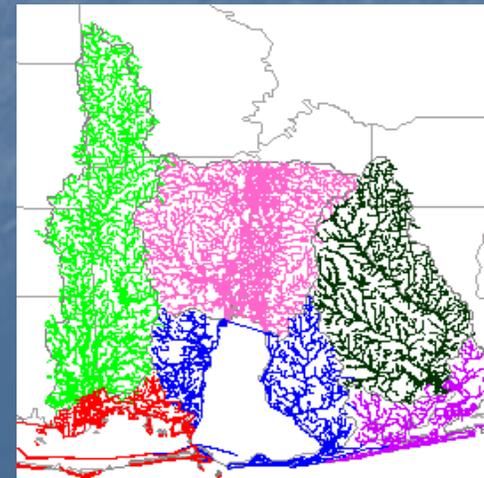
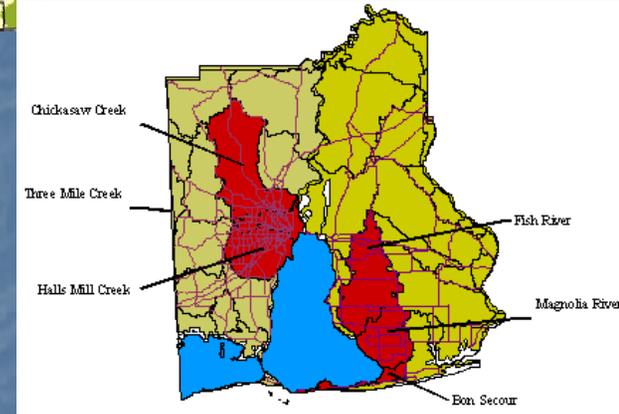
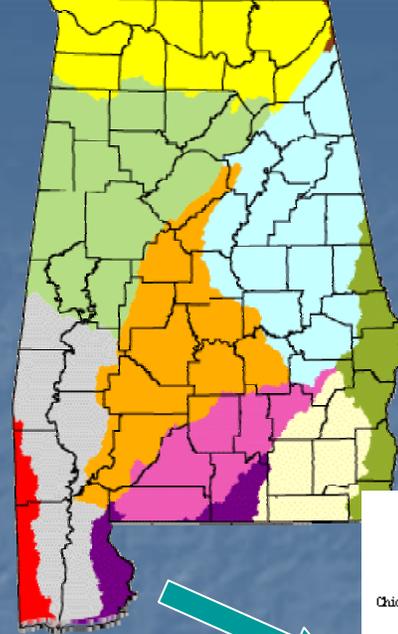
- Visuals and audience participation

## We remember –

- 10% of what we hear
- 20% of what we see
- 65% of what we see and hear
- 80 – 90% of what we see, hear and do

- Maps rule

- Get Outside and Look Around!



# Meeting Tips

- Make people feel at ease
  - Body language
  - Listen actively
  - Ask questions
  - Paraphrase
  - Summarize
- Break up meeting monotony – have fun every once in a while



# Meeting Tips

- Ask for feedback
- End on a positive note
  - Accomplished goals
  - Uncovered new concerns
  - New direction to take



# Planning is critical

- **What is your goal?**

- Define your message –

Example: Benefits of working together to implement stormwater BMPs





# Make it easy to understand

- One idea dominates the page
  - Don't skip around between messages

## Water Stuff Journal of Stuff

### Nutrients

When it comes to applying fertilizers and pesticides, read the directions. More is not always better. As a matter of fact, adding more than necessary may harm your prized plants and lawn. Not only that, but you are also using these chemicals at a rate faster than needed, which means spending more money than needed! For more information on fertilizer or pesticide tips, contact the Master Gardeners through your Alabama Cooperative Extension System county office. They have a wealth of knowledge to help improve your yards and gardens.

### Aquarium Care

Non-native or exotic plants and animals should never be released into the wild. Most aquarium plants and animals available for sale in pet shops are non-natives that are imported from Central and South America, Africa, and Southeast Asia. Releasing them into local waters can be very stressful for the aquarium pets. They commonly die in these new environments due to predation, starvation, temperature extremes or parasites and diseases.

## CAR WAS OR STREAMS

Do you have the words 'Wash Me' written on the back of your car? It is that time of year when people break out the buckets, soapy water, and old towels to wash cars at home. Along with each carwash in your driveway or street comes a host of potentially damaging pollutants to our local streams and rivers.

## Bald Eagles Are Great

The bald eagle (*Haliaeetus leucocephalus*), our national bird, is the only eagle unique to North America. The bald eagle's scientific name signifies a sea (*halo*) eagle (*aetos*) with a white (*leukos*) head. At one time, the word "bald" meant "white," not hairless. The bald eagle is found over most of North America, from Alaska and Canada to northern Mexico. About half of the world's 70,000 bald eagles live in Alaska. Combined with British Columbia's population of about 20,000, the northwest coast of North America is by far their greatest stronghold. They flourish here in part because the salmon. Dead or dying fish are an important food source for all bald eagles.



# Make it easy to understand

- One idea dominates the page
- Minimize different fonts
  - A variety of fonts is distracting *and annoying*, **NOT CLEVER!**

# Make it easy to understand

- One idea dominates the page
- Minimize different fonts
- Use bullets and short sentences for easy to read text
  - Don't make reading your information too much work

# Make it easy to understand

- One idea dominates the page
- Minimize different fonts
- Use bullets and short sentences for easy to read text
- Have a clear **Call to Action**
  - What is the next step you want your audience to take?

# Keep it moving

- Start small with successes - community participation projects
  - Volunteer monitoring, stream clean ups, water festivals



# ENERGI ZE

- Be the promoter and positive energy for the group
- Boat Anchors – We've all got 'em





*Join us for the next Watershed Academy*

**March 28 -30, 2006**  
**Hosted by University of Georgia**  
**[www.aces.edu/waterquality](http://www.aces.edu/waterquality)**

**Eve Brantley**  
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**334-844-3927**

