



Public Information Committee Report

Spring Trustees Meeting

March 22, 2018

💧 **Tacoma 2018: Public Information Technical Sessions**

The Public Information Committee organized four action packed hours of technical training on the following topics on Thursday, April 26:

- 💧 Morning Session 9:45 to 12noon:
 - Backflow Incident Notifications
 - Water System Notifications
- 💧 Afternoon Session 2:30 to 4:45:
 - Tapping Video to Tell Your Story
 - Leveraging Community Input on Water Reuse
 - Excellence in Communications Show & Tell

💧 **2018 Excellence in Communications Awards**

Six of ten worthy award winners were able to make presentations about their winning entries to the 2018 Excellence in Communications Awards. The Show & Tell session was warmly received by those who submitted entries for consideration. The technical session venue provided a room for us to gather for a committee social after the presentations while viewing table displays of all entries, not just the winners. We value this opportunity to learn from each other and hope to offer a similar Vancouver 2019 technical session.

💧 **Public Information Activities in 2018**

Committee members have indicated that they are eager to learn more about electronic communication channels. Our training themes for the year:

- 💧 Value of Water
- 💧 Crisis Communication
- 💧 Hot Topics

To this end committee leadership has reached out to Oregon Office of Emergency Management to learn about Public Information Officer training dates and prerequisites. The trainings are sponsored by FEMA and offered for free throughout the Pacific-Northwest. We plan to organize committee activities to help members to earn prerequisites to prepare to earn PIO certificates.

PI Committee 2018 Winter Trustee Report January 9, 2018

Public Information Leadership Recruitment

We have not yet identified a committee member willing to take on leadership for the next few years. Active recruitment continues. We hope to have a culture of rotating leadership established in the coming years.

To this end, the committee has drafted a charter that will be added to the officer roles document. Clear communication about and procedures for committee leadership tasks is expected to make it easier to ask potential leaders as well as help them make a case for committee leadership to their managers. We will convene a business meeting to consider the draft charter early in the next service year.

Respectfully Submitted by Jill Hoyenga and Libby Barg, Co-Chairs