



Public Information Committee Report

Winter Trustees Meeting

February 22, 2018

Public Information Activities in 2018 - 2019

- **Excellence in Communication Awards:** The award program continues to generate member interest. The judging meeting was held on February 13, 2019. Awards will again be presented during a technical session so that we can learn more about the projects. This year we added CEU worthy criteria to the award entry application. This change secured CEUs for the technical session.
- **Vancouver 2019:** The Public Information Committee will sponsor two technical tracks at this year's annual conference:
 - **May 2, 2019 2:30 – 4:15: Decision Maker Outreach**
Vancouver, WA Hilton Room: Discovery E
 - What do your people really know? Public knowledge and understanding of drinking water issues in today's information rich world – Sean Thompson
 - Communicating about risk – Jaymee Cuti
 - The Power of "We" – Nicki Pozos
 - **May 3, 2019 8:30 – 11:30: Emergency Preparedness**
Vancouver, WA Hilton Room: Pine
 - Get your kit together – Bonny Cushman
 - Disaster Sanitation: What can water utilities do? – Libby Barg
 - Using planned events to normalize ICS activation – Jill Hoyenga and Jeannine Parisi
 - Excellence in Communication Awards – Award winners to be announced
- **Promote Public Information Officer (PIO) Training:** Our committee continues to feature PIO training by other organizations in the Public Information monthly e-newsletter. Our challenge regarding committee sponsored training is that the states of Washington and Oregon offer free FEMA sponsored training. In addition, utility coalitions in Portland, OR and Seattle, WA offer public information trainings for members only. Many (or all) of those coalition members are also members of the Section. Our committee is still working on developing training that we can offer that complements rather than competes with other regional training.

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- **Webinars:** We have been discussing sponsorship of another webinar during the next service year. We are waiting to see if there are any suitable abstracts for presentations that don't get accepted by any committees in the Vancouver 2019 program.

- **Public Information Leadership Succession Planning**

Using the newly developed charter and other leadership guidance materials we successfully recruited a vice-chair who has agreed to serve a two year term. The leadership for the 2019-2020 service year was announced at the business meeting following the judging meeting on February 13, 2019.

- **Public Information Committee Officers May 2019 – May 2020**

Robin Pedersen, Chair

Kerry Aden, Vice-Chair

Jill Hoyenga, Past Chair

Respectfully Submitted by Jill Hoyenga, Chair and Robin Pederson, Vice-Chair