



communicating



to non-scientists

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JUNE 2025 - ELI WORKSHOP

Why?





**Facts alone don't
change minds —
stories do**

**Your role as a communicator is
just as important as your role as a scientist**



Drop One Word In The Chat

**What makes
communicating
your work hard?**

agenda

SIMPLIFYING

**KNOW YOUR
AUDIENCE**

**COMBATTING
INCORRECT INFO**

SOCIAL MEDIA

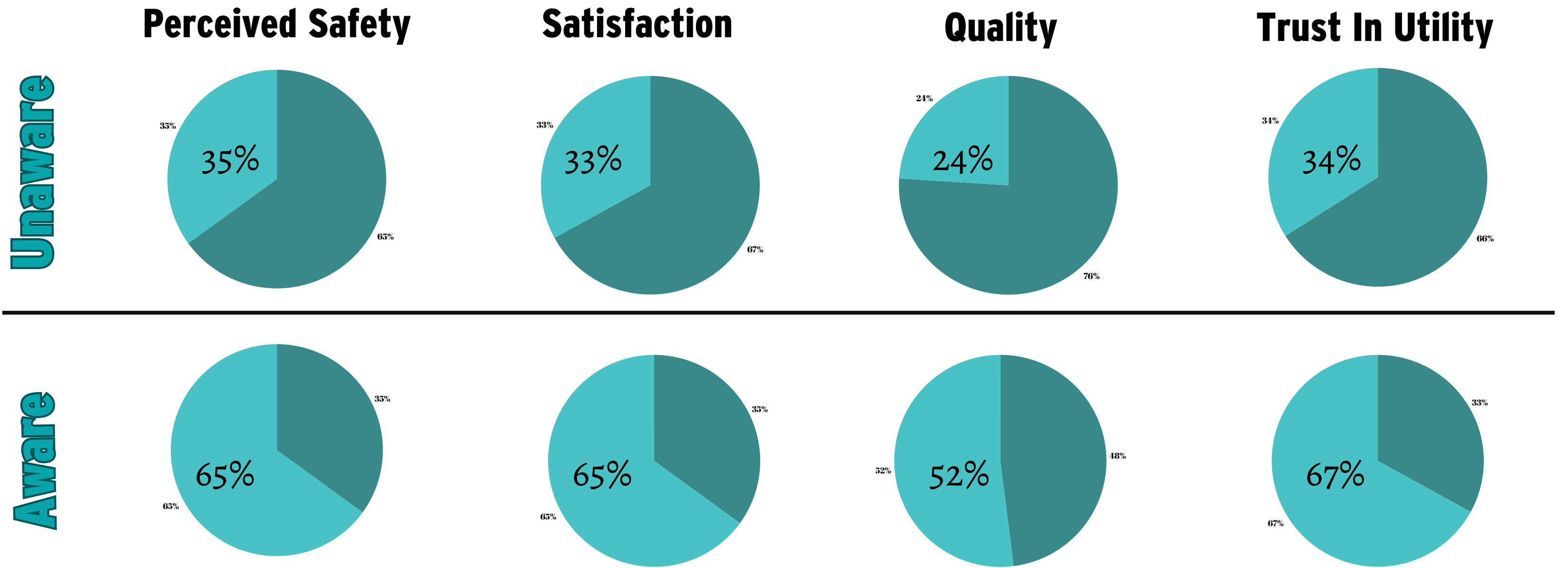
Residents want to hear from you

CUSTOMERS WHO HEARD
FROM THEIR UTILITY WERE
3X MORE LIKELY
TO SAY THEIR WATER'S
SAFETY HAD IMPROVED

- AWWA 2023 Morning Consult Study



Customers who are aware of a utility's water testing frequency have a more positive view of tap water.



- AWWA 2023 Morning Consult Study

WHEN YOU DO THIS



Engage



Educate



Tell Your Story

THIS HAPPENS



Gain Trust



Build Ambassadors



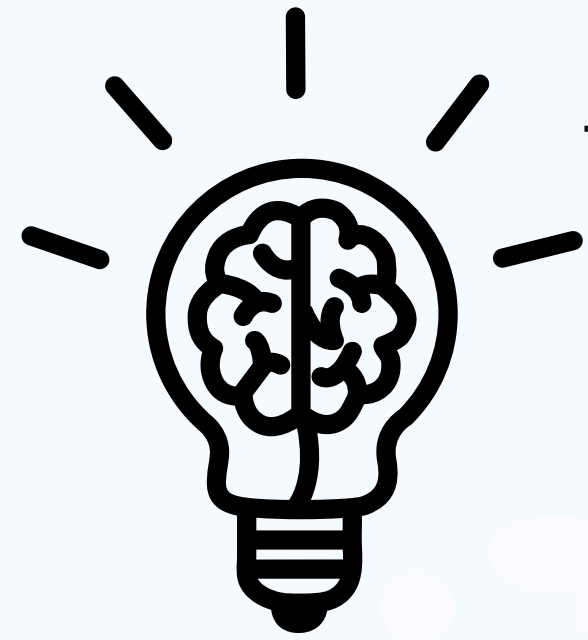
Provide Better Service

agenda

SIMPLIFYING



**You know too much
to imagine what it's like
to not know**



the curse of knowledge



Leads to:

- jargon
- over-explaining
- skipping basic info

Instead:

- start at 5th grade level
- start with why it matters *to them*
- use plain language with less details to start

Switch the Mindset: Technical to Conversational

Your message to the consumer	The consumer hears
I want to talk with you about lead in drinking water	
Our research shows levels of PFOA at 8 ppt	
We will commence with a project to install a 20-inch pipe on your street	
I need you to flush the lines	

Switch the Mindset: Technical to Conversational

Your message to the consumer	The consumer hears
I want to talk with you about lead in drinking water	<i>There's lead in my drinking water.</i>
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We will commence with a \$5 million project to install a 20-inch pipe on your street	<i>You're blocking my street? Can I get my kids to school? Will I have water? Will my bill go up?</i>
I need you to flush the lines	<i>Flush the toilet?</i>

simplification strategies

ONE THING RULE

CAP METHOD

27/9/3 RULE



One Thing Rule

**If your audience only remembers
one thing **from your message,**
what should it be?**



One Thing Rule

Before crafting a message, ask:

- What's the most important idea here?
- What action or feeling do I want the audience to do/have?
- How do I say it in one sentence?



One Thing Rule

“Due to increased nutrient loading from non-point sources, we anticipate an exceedance of algal biomass thresholds in Lake Michigan this summer.”

“If nothing changes, the lake will likely experience a harmful algae bloom this summer, threatening fish and swimmers.”



One Thing Rule

“Due to increased nutrient loading from non-point sources, we anticipate an exceedance of algal biomass thresholds in Lake X this summer.”

“If nothing changes, the lake will likely experience a harmful algae bloom this summer, threatening fish and swimmers.”

simplification strategies

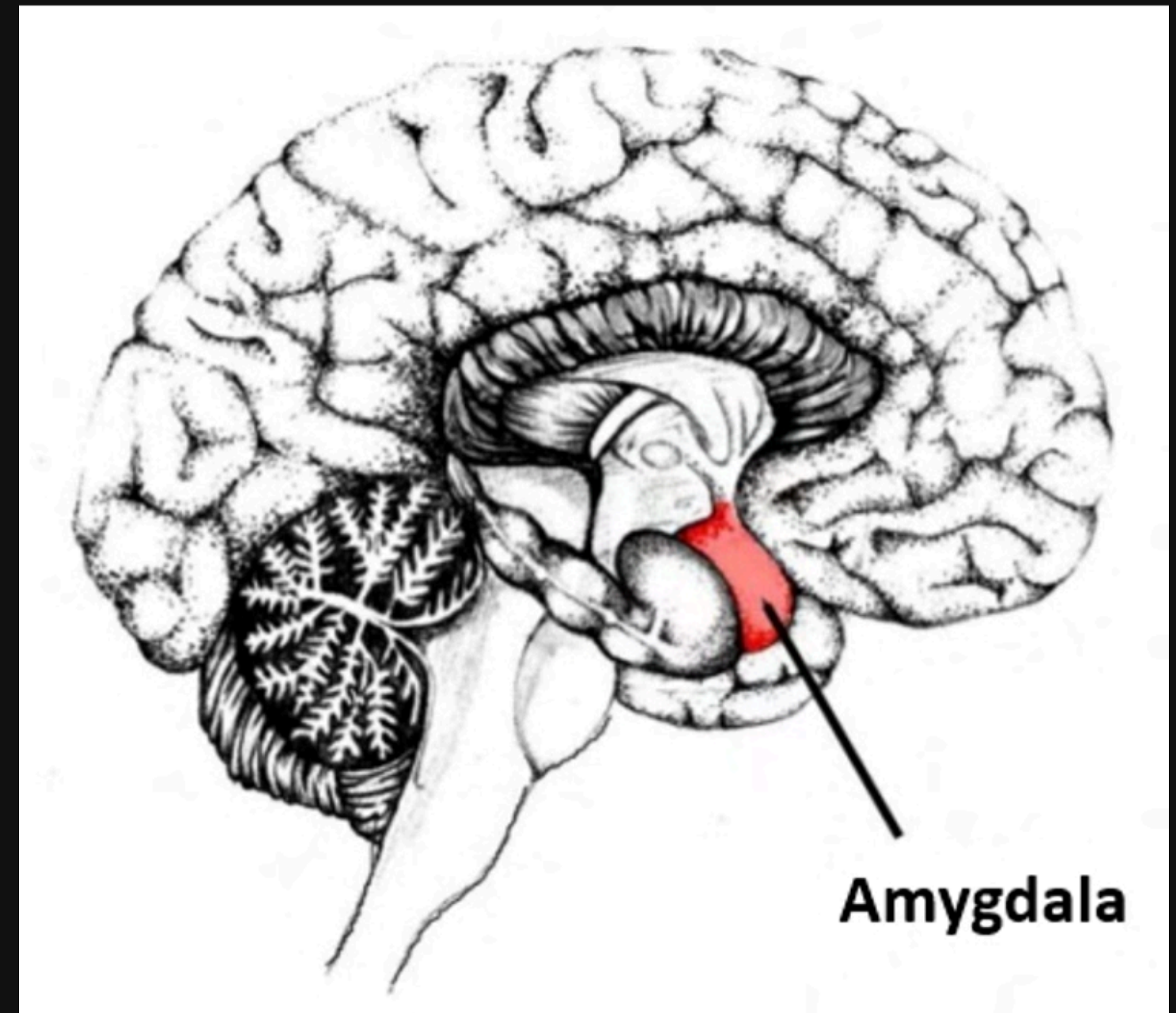


CAP METHOD



RISK & CRISIS COMMUNICATIONS

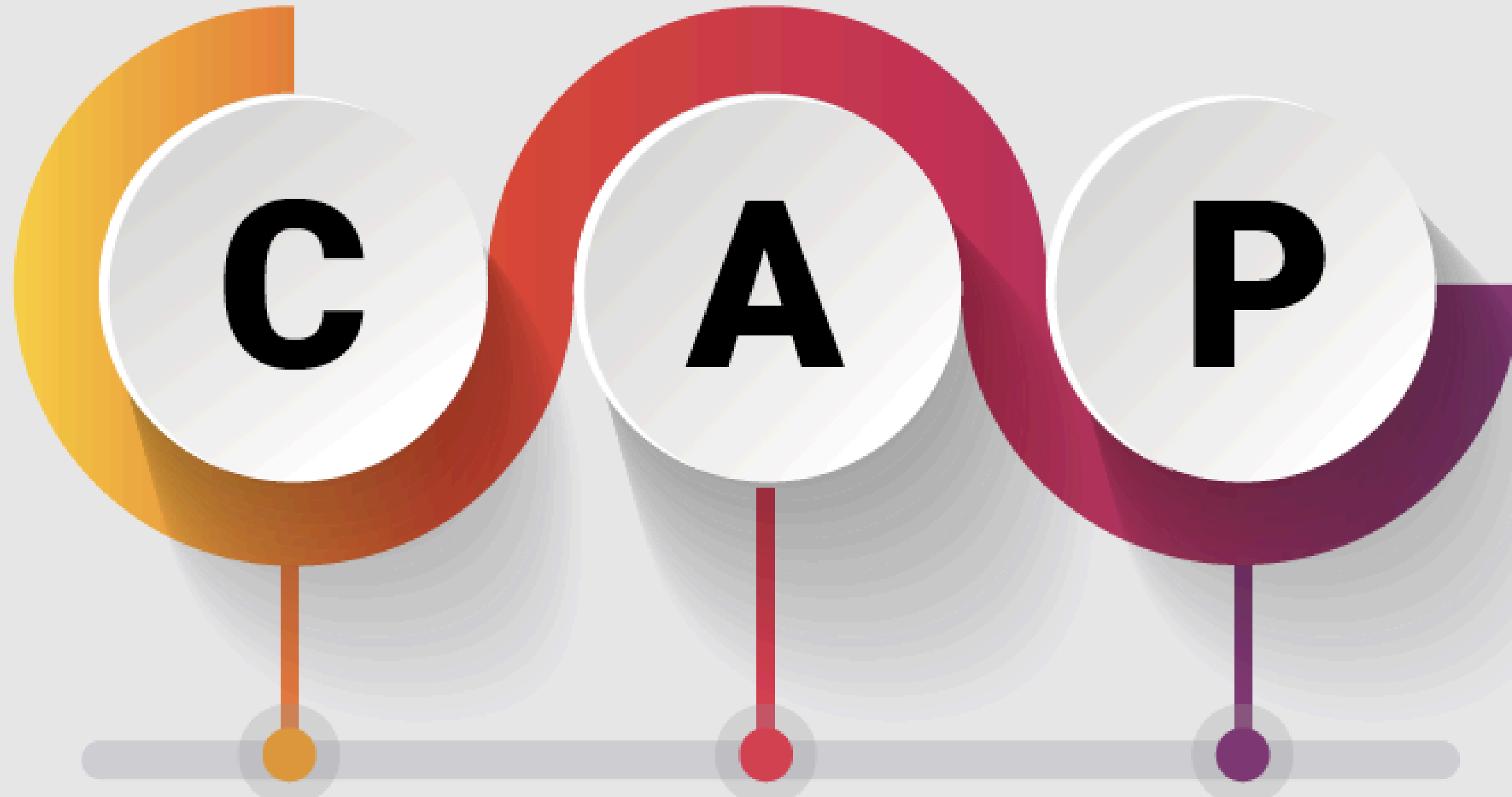
- Tool for communicating where fear, anxiety and high emotions are present
- Help return conversation to reasoned discourse and help build trust
- Based on neurological and psychological science



**People don't care
how much you
know, until they
know how much
you care**



Use when responding to a high-concern question or statement.



Caring Message:
Provide a message indicating caring, concern, empathy or compassion. The message should communicate the seriousness of the situation.

Action Message:
State actions you have, are or will take to address the issue or problem. For example, the message might indicate you are cooperating with other organizations or investigating the situation.

Perspective Message:
Provide information that puts the issue in perspective or context.

CARING

“We all want our kids to be able to splash in clean streams and feel safe doing it.”

ACTION

“That’s why we’re partnering with local farmers to reduce nutrient runoff.”

PERSPECTIVE

“Because when we protect our water, we’re protecting public health, wildlife, and our shared future.”

Draws the audience in emotionally before moving into technical or policy content.

Helps connect facts to meaning – **so it’s not just data, but a story.**

More effective **than leading with data..**

Waterbody Assessment & Monitoring



“We’re conducting use support determinations using ambient water quality monitoring data to identify 303(d)-listed impaired waters in accordance with Section 305(b) reporting requirements.”



Caring: “Every community deserves clean rivers and lakes where families can fish, boat, or simply enjoy the outdoors without worry.”

Action: “We’re analyzing data from local monitoring stations to identify waters that need protection or restoration — and partnering with local groups to turn that data into action plans.”

Perspective: “This work helps protect not just the water, but the people and wildlife that depend on it — and ensures federal and state resources go where they’re needed most.”

TMDLs (Total Maximum Daily Loads)



“We’re developing TMDLs for nutrient-impaired segments to establish pollutant load allocations between point and nonpoint sources consistent with Clean Water Act Section 303(d).”



Caring: “No one wants to live near a river choked with algae, or where fish are dying because the water is out of balance.”

Action: “We’re using science to figure out how much pollution a river can handle and still stay healthy — and working with farmers, utilities, and cities to reduce what’s going in.”

Perspective: “These pollution ‘budgets’ guide cleanup efforts and help bring lakes and rivers back to life — for wildlife, recreation, and future generations.”

Nutrient Management (Non-point Source Pollution).



“We’re implementing nutrient reduction strategies through BMP adoption in priority HUC-12 subwatersheds to mitigate nonpoint source runoff and reduce hypoxia risk in downstream watersheds.”



Caring: “We all want healthy rivers and lakes that aren’t overrun by algae or unsafe for swimming and fishing.”

Action: “We’re helping landowners use better practices — like planting cover crops or adjusting fertilizer timing — to keep nutrients in the soil and out of the water.”

Perspective: “When we manage nutrients smarter, we improve water quality, strengthen farms, and protect entire ecosystems — from small streams to the Gulf of Mexico.”

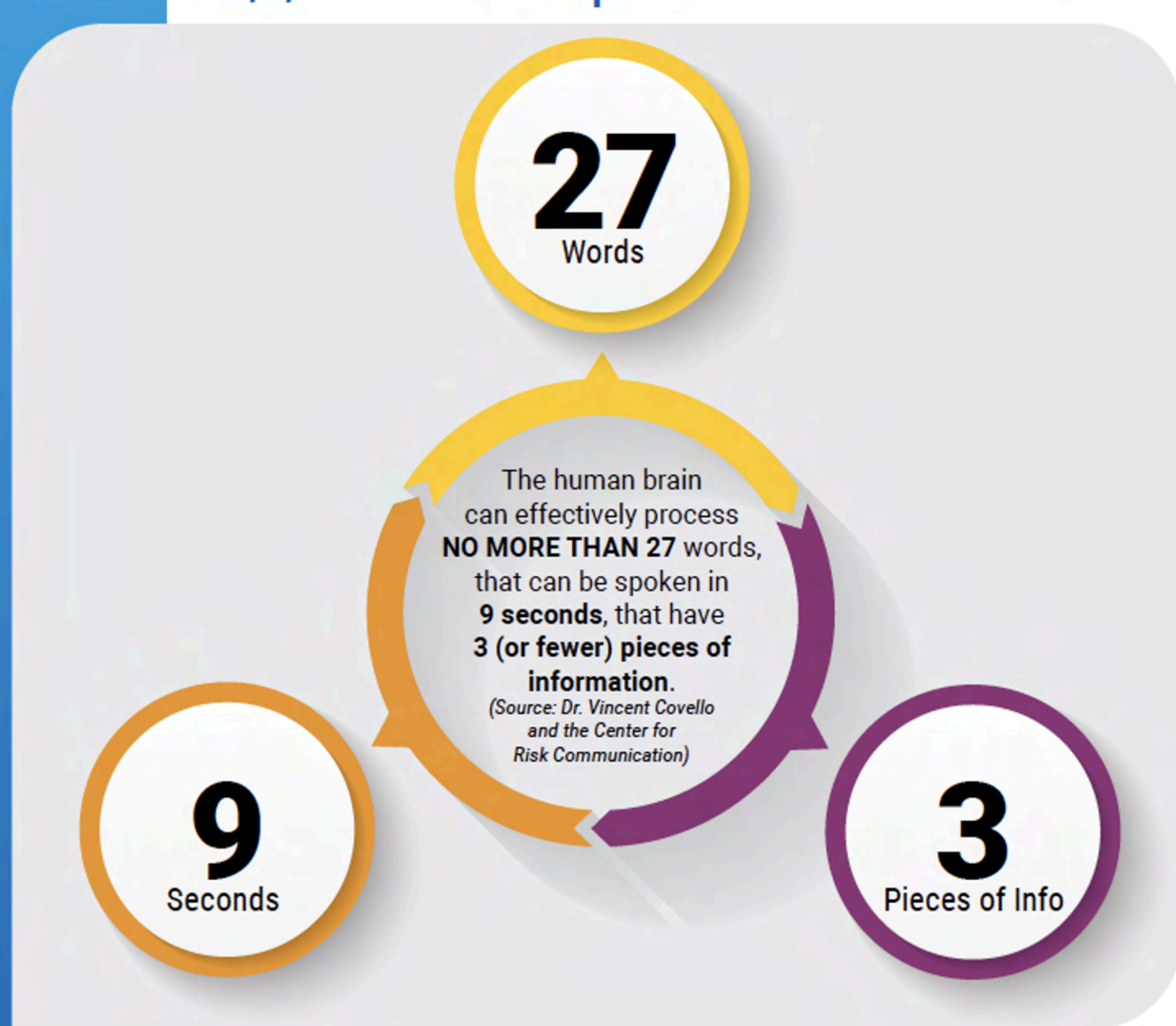


simplification strategies



27/9/3 RULE

27/9/3 Rule





27/9/3 Rule



When To Use It:

- Public meetings and hearings
- TV/radio Interviews or short videos
- Quick-hit social media captions or headlines
- In moments of urgency or confusion (when the key takeaway is the most important)
- When crafting core talking points or elevator pitches

Waterbody Assessment & Monitoring

“We test local rivers to find out if they’re clean, safe, and healthy — and restore the ones that aren’t.”

✓ **22 WORDS**

✓ **~8 SECONDS**

✓ **3 CLEAR POINTS:**

TEST WATER

CHECK SAFETY

RESTORE PROBLEMS

TMDLs

“We calculate how much pollution a river can handle, then work with communities to bring it back to a healthy balance.”

✓ **25 WORDS**

✓ **~9 SECONDS**

✓ **3 CLEAR POINTS:**

SET POLLUTION LIMITS

PARTNER W/ COMMUNITIES

RESTORE BALANCE

Nutrient Management

“We help farmers keep nutrients in the soil and out of streams — protecting clean water, strong farms, and local wildlife.”

✓ **23 WORDS** ✓ **~9 SECONDS** ✓ **3 CLEAR POINTS:**
STOP RUNOFF
PROTECT WATER
SUPPORT FARMING & WILDLIFE



REGULATIONS ARE CHANGING. YOUR QUALITY WATER IS NOT.

Due to revisions made by the Environmental Protection Agency, all water systems must comply with the Lead and Copper Rule Revisions requirement by **October, 2024**.



All homes built prior to 1991
must have their service verified.

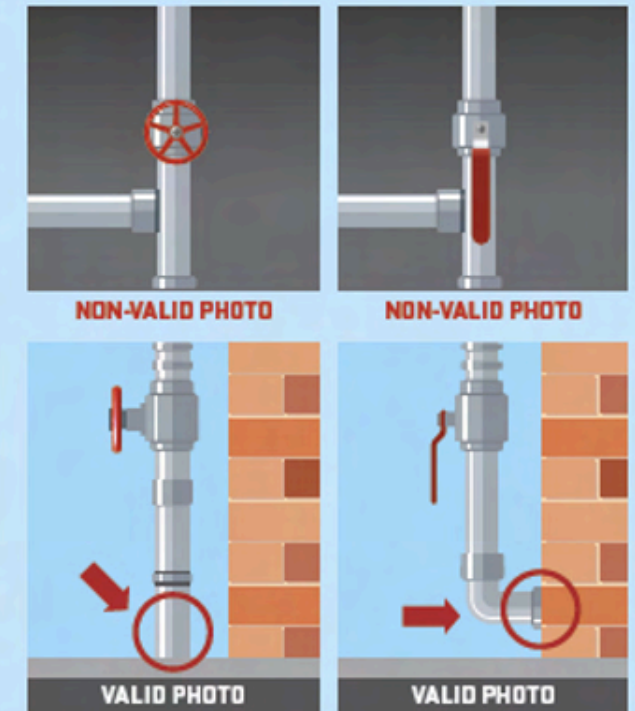
Help get a handle on lead.

Use the QR code below to send us a photo of your water service line, to help us send required lead warning only to those with lead plumbing.

What does the pipe entering your home look like?

See the photos showing types of pipe that enter from the basement or lowest floor.

Find the water shut-off valve, and trace back to where it punches through the wall or floor.



Option 1:

Aim your phone's camera at the QR code to submit a photo of your service line and required information, so we know what address this information pertains to.



Option 2:

Obtain pictures of the service coming into your home using the guidelines pictured above and email them to help@mawc.org. Please make sure they are well lit and clear.

Option 3:

Contact MAWC Customer Service to schedule a day for one of our service technicians to visit your home and verify your service.

Service #: _____



**Write a 27/9/3 on
one of these topics:**

“Why community members should report pollution or spills.”

“Explain why a fish advisory was issued and what people need to know.”

WE [DO SOMETHING], TO [BENEFIT], SO THAT [IMPACT].

agenda

KNOW YOUR
AUDIENCE

AUDIENCE PERSONAS

Understanding and
Leveraging Personas for
Effective Messaging

Presented by:
Chelsea Boozer
Executive Director



ROGUE
WATER
LAB



INTRODUCTION TO AUDIENCE PERSONAS

Personas are semi-fictional characters based on your target audience.

They are created using data and research to represent different segments of who you interact with.





IMPORTANCE OF USER PERSONAS

Enhanced Customer Understanding

“71% of B2B companies that exceed revenue and lead goals have documented personas vs. 37% that simply meet goals and 26% that miss them.”

2016 Cintell Research Report

Personalized Marketing

75% of consumers are more likely to buy from brands that recognize them.

Brands that can tailor their communications, offers, and services to individual preferences build stronger relationships and foster loyalty and trust.

Akoonu Research Study



IMPORTANCE OF USING PERSONAS

Greater public trust

When people feel seen and understood, they're more likely to trust the messenger.

Center for Risk Communication (Covello)

More effective science communication

Tailored messaging increases understanding and retention, especially in high-stress or low-trust environments.

National Academies of Sciences,
“*Communicating Science Effectively*” (2017)

Better behavior change outcomes

Public health campaigns that segment audiences and adapt messaging are significantly more likely to achieve desired outcomes.

CDC's Health Communication Playbook



HOW TO CREATE USER PERSONAS



01. Research

Gather data from surveys, interviews, and public. Use web and social media analytics, plus population demographics in your area.



02. Segmentation

Divide customers into distinct groups based on demographics, behaviors, and needs.



03. Persona Development

Create detailed profiles including name, age, job, interests, and challenges.

DATA SOURCES FOR PERSONA CREATION

- Community Listening Sessions/Public Forums
- Analysis of Public Comments on Regulations and Notices
- Interviewing Frontline Staff
- Partnerships with Local NGO
- Demographic & Behavioral Data (Census)
- Social Media & Website Analytics
- Local News & Media Monitoring
- Community-Based Participatory Research

CREATING PERSONAS

Walk in the shoes of
your target audience
to understand
who they are,
what they do, and
why they do it.





Name

Brad

Darlene

Taylor

Description

Skeptical Suburban
Dad

Community Activist
Grandma

Curious but Cautions
College Student

Age

42 years old

68 years old

20 years old

Location

Suburban St. Louis, MO

Fresno, CA

Athens, GA

Occupation

HVAC Technician

Retired Teacher

Student

Income Range

\$60,000 - \$80,000

\$25,000 - \$40,000

<\$10,000



Brad



Darlene



Taylor

Goals

Keep his family safe and informed about what's in their water.

Ensure her underserved neighborhood has safe, affordable water.

Understand environmental risks and make informed choices.

Motivations

Wants practical, no-nonsense information he can act on.

Feels a deep sense of responsibility to protect and uplift her community.

Values transparency, science, and social responsibility.

Frustrations

Feels government messaging is vague, overly technical, or sugarcoated.

Believes officials don't listen to or communicate clearly with her community.

Overwhelmed by inconsistent information and hard-to-navigate resources.

Quotable Quote

"I don't trust government water data – show me local proof."

"I care about clean water, but no one talks to our neighborhood."

"I just want to understand what's safe and what's not."



Brad

Darlene

Taylor

Personality

Practical, Independent,
Protective

Outspoken, Nurturing,
Justice-oriented

Inquisitive, Thoughtful,
Socially aware

Influences

Neighbors, Coworkers,
Local Facebook groups

Church leaders, local
nonprofits, neighborhood
council

Professors, TikTok
creators, climate activists

Brands/Apps

YouTube, Home Depot,
Nextdoor

Facebook, WhatsApp,
Univision

Instagram, Reddit, TikTok,
Google Scholar

Interests

DIY projects, sports radio,
grilling

Community events,
education, family health

Sustainability, public
health, civic engagement

Sources
of Info

Local news, utility mailers,
YouTube explainers

Flyers, town halls, ethnic
media, word of mouth

Social media, campus
events, science podcasts

Summary Statements



Brad is a hands-on, middle-class dad who wants to protect his family but is wary of government reassurances and overwhelmed by scientific jargon.



Use plain, direct language and show local data or comparisons he can trust—ideally through short videos or visuals shared via neighborhood-focused channels like Nextdoor or utility newsletters.

Summary Statements



Darlene is a retired teacher and trusted neighborhood advocate who champions environmental justice but often feels overlooked by official outreach.



Build relationships through trusted community intermediaries like churches or grassroots groups, and ensure materials are available in multiple languages with clear, empathetic tone.

Summary Statements



Taylor is a digital-native student passionate about science and social impact, but often frustrated by inaccessible or outdated government communication.



Meet Taylor where he is – online and on campus – with transparent, engaging content (infographics or short-form video) that links science to everyday decisions and environmental justice.

MATCH THE MESSAGE TO THE LISTENER



Community Member

Simple. Focus on benefit. Use visuals for easier consumption.



Elected Officials

Urgency. Focus on impact. Include the budget link.



Media

Sound bites. Address conflict. Ensure quotable takeaways.

Action Items: Creating and building user personas takes time.

- 01 Identify which audience persona variations are in your 'public' and prioritize who to address first
- 02 Analyze your research & data to support the personas.
- 03 Create persona template. Review through focus group discussions.
- 04 Encourage each team to develop their own audience personas.
- 05 Update and refine.
- 06 Work with other departments that could play a role in addressing those audience concerns.
- 07 Create a timeline and plan for the solution or messaging you will implement in response.
- 08 Observe the performance of that policy or outreach, tweak action plan for further improvement.
- 09 Talk to your personas as if they were real when planning any public outreach.

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- 07 Create a timeline and plan for the solution or messaging you will implement in response.
- 08 Observe the performance of that policy or outreach, tweak action plan for further improvement.
- 09 Talk to your personas as if they were real when planning outreach. Practice messaging to different personas.

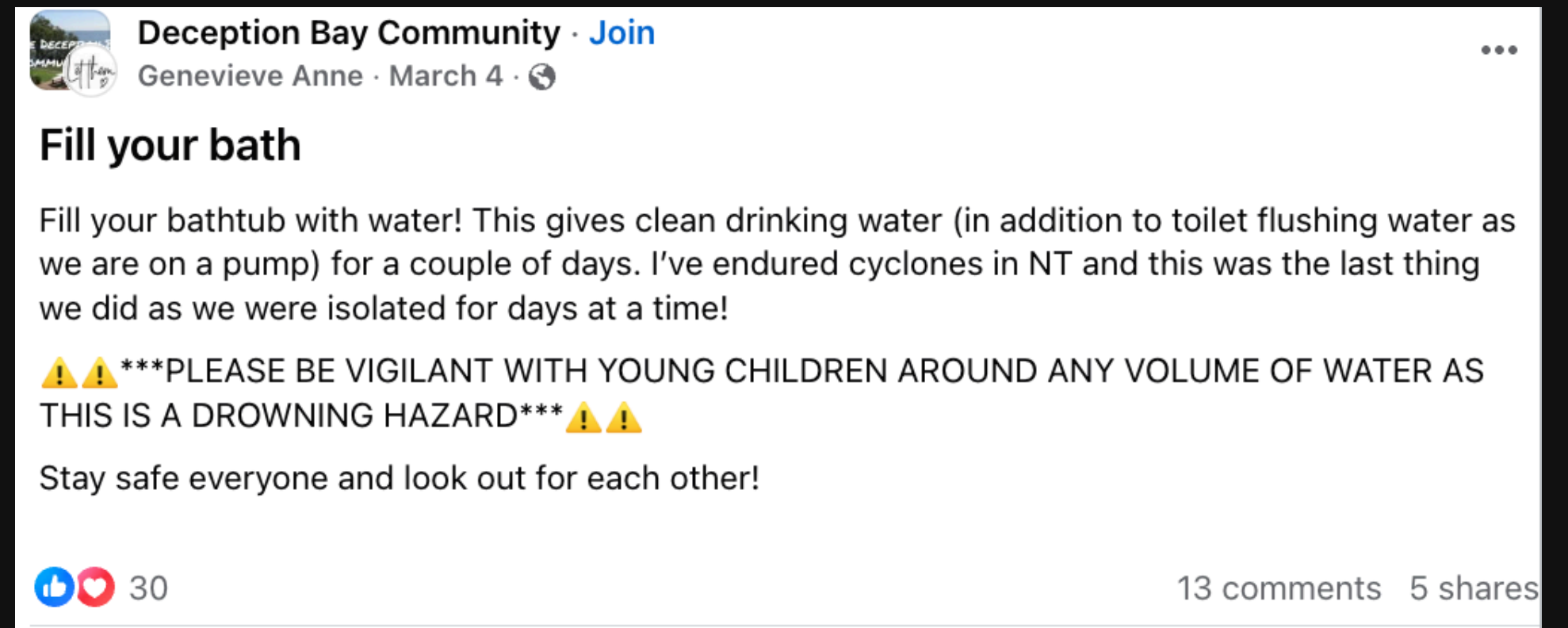
agenda



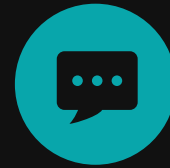
**COMBATTING
INCORRECT INFO**



COMMON PITFALLS IN THE WATER SPACE



Safety Fears
(even if unfounded)



Oversimplified
memes/social posts

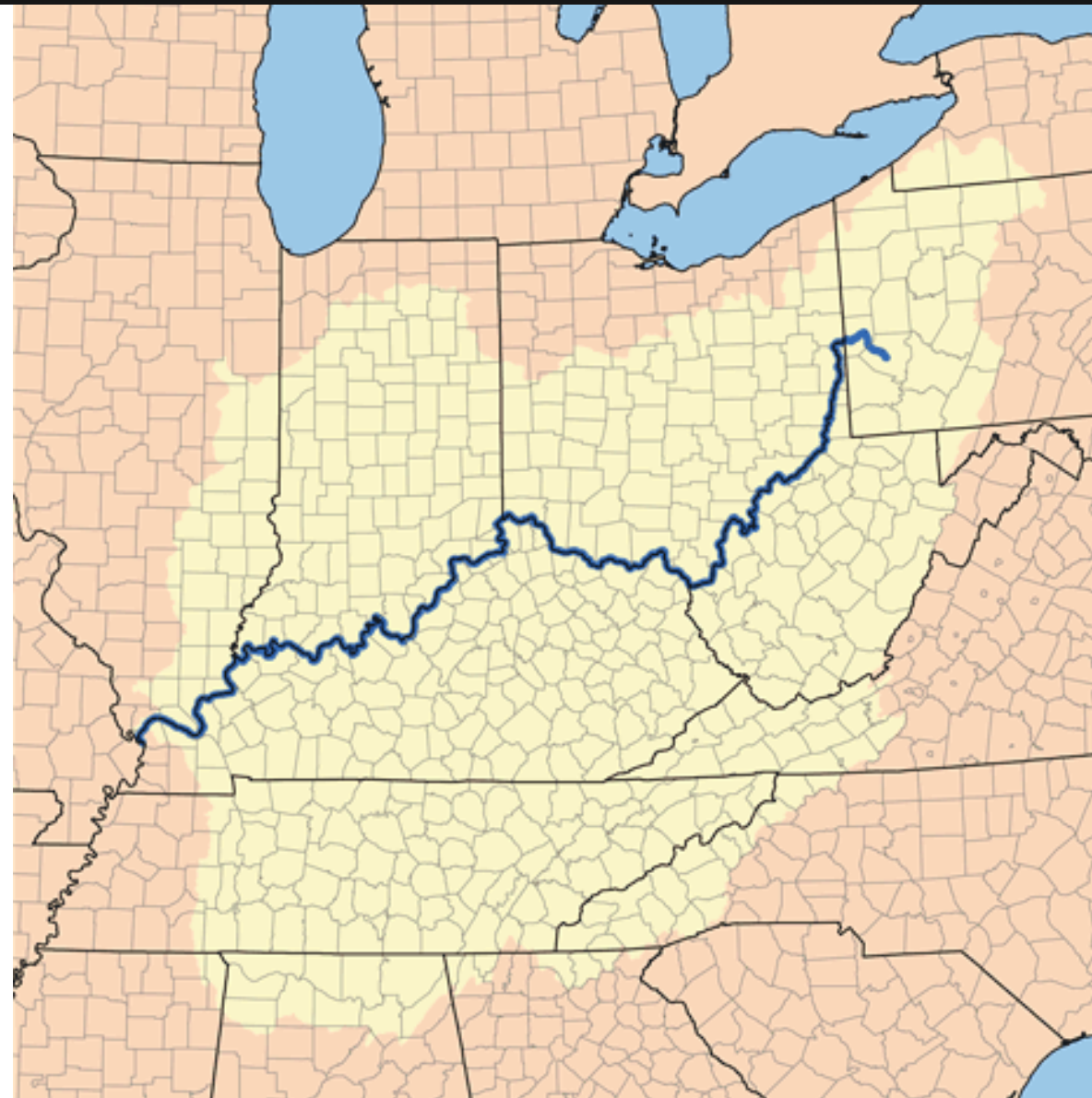


“They’re hiding something”
mindsets & narratives

WHEN FALSE INFO SPREADS ONLINE

AP FACT CHECK

Posts misuse Ohio River map to distort contamination area



WHEN FALSE INFO SPREADS ONLINE

AP

**NOT REAL NEWS: A look at what didn't
happen this week**

HOW OHIO EPA RESPONDED

1. Proactive Public Information Dissemination
2. Utilization of Digital Platforms
3. Collaboration with Federal Agencies
4. Community Engagement and Transparency
5. Monitoring and Addressing Misinformation

COUNTERING

INCORRECT

INFORMATION



Pre-bunking
(naming false info
early)



**Pair Facts w/
Feelings**



**Use Trusted Community
Messengers**



**Visual
corrections**



**Central
Message Hub**



**Real-time
Myth Busting**

COUNTERING



INCORRECT

INFORMATION



Pre-bunking (naming false info early)

What to do: Proactively identify and address likely misconceptions before they arise.

Application: Before maps and memes began spreading, Ohio EPA could have said: “You may see maps online that make the contamination seem widespread — remember, not all areas in the basin are impacted.”

Why it helps: Pre-bunking creates a psychological “inoculation” against misinformation, increasing public resistance to false narratives.



COUNTERING



INCORRECT

INFORMATION



**Pair Facts w/
Feelings**

What to do: Start with empathy, then share your data.

Application: Instead of saying, “contaminants are below thresholds,” say: “We understand how scary this situation feels. That’s why we’re monitoring constantly — and so far, the science shows the water is safe.”

Why it helps: People don’t trust what they can’t connect to. Emotionally neutral facts can come across as dismissive or out of touch in emotionally charged situations.

COUNTERING



INCORRECT

INFORMATION



Use Trusted Community Messengers

What to do: Partner with **trusted local voices** (mayors, school leaders, local doctors) to deliver the message.

Application: A community video of a local official saying “Here’s what we know, here’s what’s safe, and here’s what we’re watching” could have gone viral with far more trust than a press release.

Why it helps: Studies show that messenger trust often matters more than message content.

COUNTERING



INCORRECT

INFORMATION



Visual Corrections

What to do: Provide accurate visuals with simple captions that explain what people are seeing.

Application: When misleading maps began to circulate, Ohio EPA could have released an annotated map or infographic saying: “This is the drainage basin — not the area where contamination has been detected. Water is being monitored carefully downstream.”

Why it helps: Visual disinformation spreads fast — the antidote is equally compelling, accurate visuals.



COUNTERING



INCORRECT

INFORMATION



Central Message Hub

What to do: Direct the public to a single, easy-to-find, frequently updated landing page with monitoring results, FAQs, and myth-busting.

Application: A short URL or QR code (e.g. “epa.ohio.gov/eastpal”) could have been promoted on every press conference slide, map, and handout.

Why it helps: Reduces confusion and improves message consistency across agencies and news outlets.

Quick Response Sheet

TOPIC: Per- and polyfluoroalkyl substances (PFAS)

Core Messages

- Protecting community health is our highest priority.
- We protect community health by regularly testing our water sources to ensure our water quality meets or exceeds all EPA regulations.
- We are closely following the emerging research about PFAS and public health.
- Additional information about PFAS and drinking water can be found on our website.

What are PFAS?

- PFAS are a group of man-made chemicals that can be found in products like nonstick pans, stain repellents and fire-fighting foam.
- PFAS have been manufactured and used in a variety of industries since the 1940s.
- PFAS in drinking water is typically localized and associated with a specific facility that used a PFAS-containing product (manufacturing and firefighter training (fire foam)).

COUNTERING



INCORRECT

INFORMATION



Real-time Myth Busting

What to do: Assign a team to monitor social media in real-time and directly address viral false claims within 1–2 hours.

Application: When the drainage basin map began trending, an Ohio EPA tweet or post saying: “This map is being misinterpreted. Here’s what it really shows — and here’s what the science says,” could mitigated its impact.

Why it helps: The first voice people hear often becomes the “anchor” — and the longer a false narrative spreads unchallenged, the harder it is to reverse.

COUNTERING

INCORRECT

INFORMATION

Action	Purpose
Pre-bunking misinformation	Reduces the persuasive power of lies
Context-rich visual corrections	Counters memes with better visuals
Trusted messengers	Builds emotional trust and credibility
Central message hub	Increases clarity and consistency
Real-time myth-busting	Minimizes spread of viral falsehoods
Pair facts with feelings	Connects emotionally while maintaining accuracy

agenda

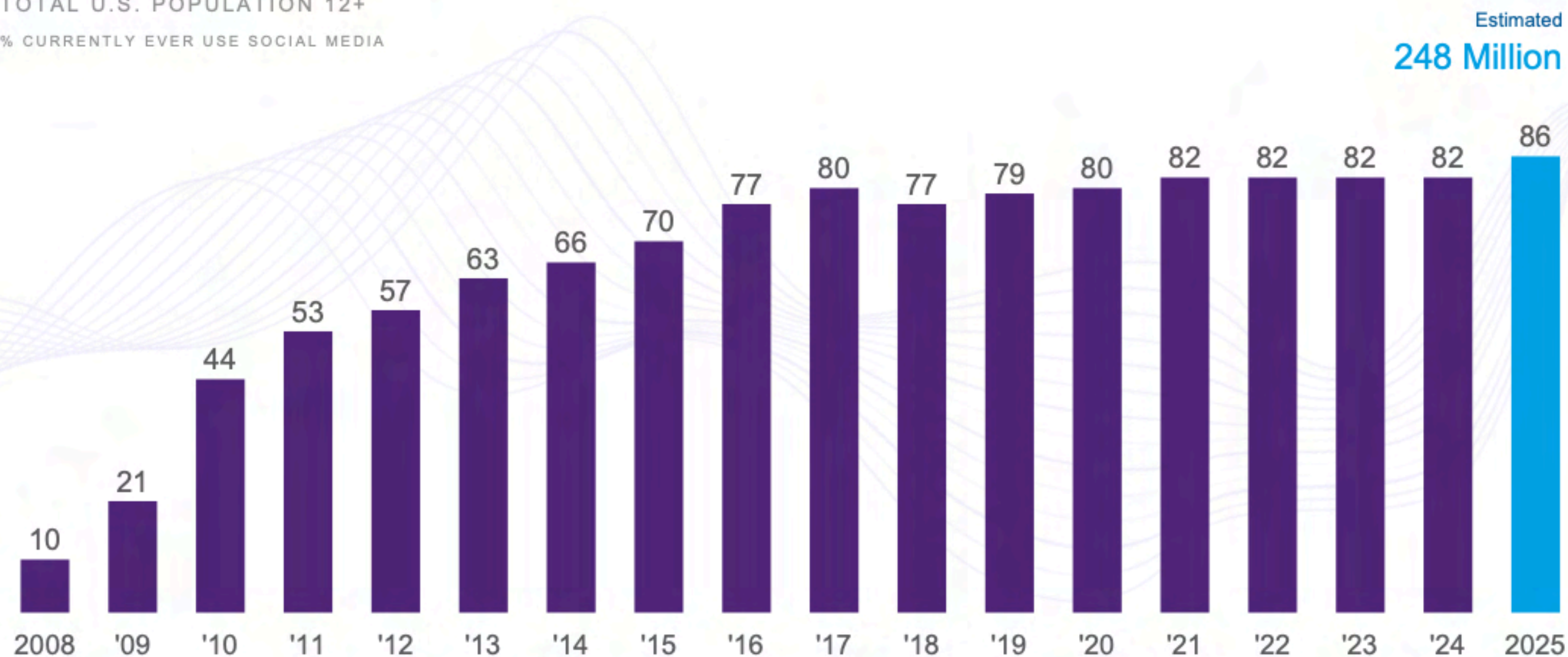
SOCIAL MEDIA

Why Connect Online?

Social Media Usage

TOTAL U.S. POPULATION 12+

% CURRENTLY EVER USE SOCIAL MEDIA



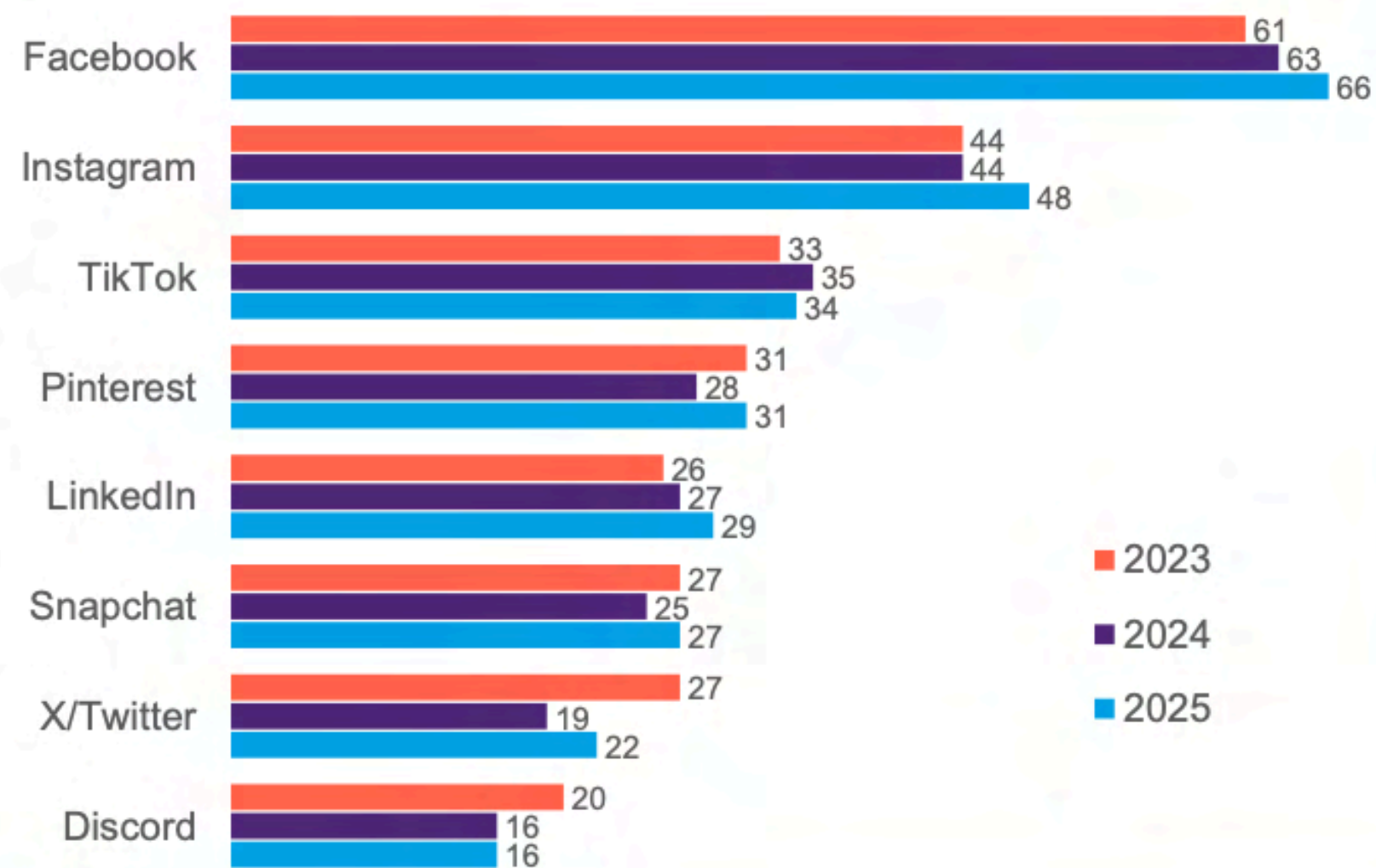
Why Connect Online?



Why Connect Online?

Social Media Brand Usage

TOTAL U.S. POPULATION 12+
% CURRENTLY USE SOCIAL MEDIA BRAND



How to respond to negative social media?

Respond quickly. Respond in short order even if you must provide a "hold message" to the commenter letting them (and those who are watching) know you are looking into the issue.

1

Use a human tone. Upset customers need empathy and a friendly, caring tone. The words you use when you are communicating in the spotlight matter a lot.

2

Tailor your responses. It is very tempting to quickly respond to a complaint or concern with a link to your website. Instead, acknowledge the concern directly.

3

Take responsibility. Ignoring a customer's concern will aggravate them and potentially others who may be watching for your response. Take responsibility if this situation is something under your control.

4

How to respond to negative social media?

Be visible. Unless the comments you are receiving contain violent or offensive language, be transparent and open when responding to negative social media.

5

Pause scheduled social media posts. If you are dealing with a risk communication situation on social media, nothing is worse than having a fun, quirky post pop up in the middle of it.

7

Try to move commenters offline. When responding to comments that would be better handled by phone or in-person, offer to do just that.

6

Communicate internally about your social media interactions. Ensure everyone in your organization is on the same page about who will speak and what will be said to prevent misinformation from spreading.

8

Do's and Don'ts for responding to a social media attack

Social Media Spotlight Do's and Don'ts

Do

- Respond quickly – within hours
- Take the conversation offline
- Use a human tone, expressing empathy
- Tailor your responses to the comment
- Assume good intent
- Look into the issue quickly and post the resolution
- Allow negative comments to be posted (if it meets your policy)
- Monitor all your comments
- Thank positive commenters

Don't

- Wait and see, and respond days later
- Engage with the customer extensively about their concern on the platform
- Respond in "corporate speak"
- Make the same generic response to every comment
- Take comments personally and respond in kind
- Ignore the issue
- Delete negative comments
- "Set it and forget it" and check on your social media accounts infrequently
- Ignore those who take the time to tell you you're doing a good job

people
connect
with
people



Tell Your Story --> Gain Trust




Jasmine Forney
Customer Service Representative

- Employed at CAW since 2018
- Loves To: Create. Cook. Read.
- Something Unique: Can Eat Anything Without Gaining Weight
- Hobbies: Eating and Trying New Food. Making Art. Playing With Her Daughter.
- Makes Sure To Bring Out the Bright Side In Every Situation.
- Favorite Place to Be: Outside -- As Long as the Sun is Out
- Advice to Young People: "Stay focused. Learn Money Management. Be Open Minded. Keep Your Head Up."
- Wanted To Be a Chef When She Grew Up.
- Bucket List: Bungee Jumping. Swimming With Sharks. Sky Diving.
- Most Proud Of: Being a Mother.
- Ability She Wishes She Had: Telepathy
- Would Most Likely Be Famous For: Comedy or Cooking
- Least Favorite Chore: Folding Laundry




Ben West
Foreman

- Employed at CAW since 2005.
- A school bus driver once stopped at a work site to pick him up because the driver thought he was a student.
- Equipment Rodeo Chair of Arkansas Water Works & Water Environment Association.
- Arkansas Committee Member for Water for the People.
- Hobbies: Racing, fishing, kayaking, being outside.
- Favorite Place to Be: Anywhere with water.
- Personality: Caring.
- Advice to Others: "Learn from my mistakes. I'm telling you from experience."
- What Did He Want to Be When He Grew Up? "Still working on that one."
- Bucket List: Travel more.
- Ability He Wishes He Had: "To predict lottery numbers."
- Weirdest Job: Worked as a vet tech for a friend who was a horse vet.
- Least Favorite Chore: "All of them."




Don Murphy
Facilities Operate

- Employed at CAW since 1988.
- Past recipient of the Employee of the Year award.
- Volunteers with the American Heart Association, Jingle Bell Run, Foam Fest Food Festival.
- Worked for Winthrop Paul Rockefeller.
- Has been on 12 cruises with his wife.
- Loves his BMW convertible. (Once Keys with the top down the whole way.)
- Adores his two granddaughters.
- Hobbies: Canoeing, camping, hiking.
- Collects: coins, stamps, paper money.
- Has never broken a bone. ("Which risks I've taken doing motocross or water skiing I've done.")
- Most Prized Possession: "My grand raise me and was very special. Her name was Caliente. (Rich Little, Dan Caliente, Mel Blanc.)"




Bridgette J. Buy

- Employed at CAW since 2012
- When not at work, she can be found watching HGTV "and will decorate the way Chip and Joanna like."
- Collects vacation brochures and thinks of where to go for a weekend getaway.
- Her favorite place to be is Missouri.
- She sums up her personality as loves to have fun and enjoy life.
- Her advice to a young person is: "You can accomplish anything if you set your mind to it."
- When she was younger she was a technician at a hospital.
- The top of her bucket list is to work up enough nerves to go to a telepathy.
- Least favorite chore? Du to?"




Ro

- Started at CAW (if Works) part time in 1987.
- A typical work day along pipeline row release valves - yet something people hope there's a lot of me! (I guess that I)
- Hobbies: Hunting.
- What sets you apart from anybody else said, "Lord knows thank God I'm as I"
- What'd you want Who said I ever gr
- Something unique Tough Man Contest whooped.
- Advice to young p up a cigarette!



Shunda Bo
Billing Account

- Employed at CAW since 1988.
- Was the Customer Service and 2010.
- Serves on CAW's Safety Team.
- Membership Secretary and church.
- Played Clarinet and Bass on the Flag Line and Marc.
- Loves working in her yard.
- "I don't collect anything."
- Says she's a homebody.
- Favorite Movie: "Love and a Planner and organize things do not run on time."
- Is a great cook.
- Advice to Others: "Never make great choices."
- Is most proud of raising her.
- Will graduate college this



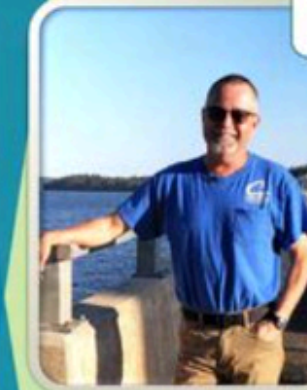
Mary D
Management

- Employed at CAW since 1997.
- Loves to go to yard sales and would be a party planner could. I can hardly pass and I like to redo furniture.
- Collects Ironstone dishes.
- Favorite movie? Pride and Prejudice.
- Her advice to a young person is to stay focused on what you want to accomplish.
- She wanted to be a nurse.
- Going to Hawaii is at the top of her bucket list.
- She once worked on a clothing manufacturer.
- She says her greatest blessing is her family.
- Loves Mexican food.
- What motivates her? "I please God and the people."




Sh

- Employed at CAW since 1997.
- Loves Oaklawn Racing. Attend
- Something People Don't Know: I was a bee and Gov. Bill Clinton press
- Favorite Memory: "When I met a golfer and drank a beer with him."
- Something Unique: "I wear a with my left hand, but throw it with my right hand."
- Loves: Being outside! St. Louis.
- Hobbies: Working in the garden (and cooking and eating.)
- Favorite Place to Be: The beach.
- Personality: Fun-loving.
- Something Surprising: "I am a mother."
- Advice to a Young Person: "All on every task! Also, don't let you could do today."
- When She Grew Up She Wanted to be a nurse.
- Bucket List: Visit Australia. Attend the Cardinals' Spring Training Blossom Festival World Champ



Dan

- Employed at CAW since 1988.
- Loves: Riding Motorcycles.
- Harley Owners Group.
- Something People Don't Know: I was a band for 20 years the Beach Boys.
- Something Unique: I was a band for 20 years the Beach Boys.
- Favorite Place to Be: "That's what I want."
- Most Prized Possession: "That's what I want."
- What Did He Want to Be When He Grew Up? "I didn't really grow up."
- Bucket List: See the world.
- Ability He Wishes He Had: "I wish I could fly."



Ma

- Employed at CAW since 1988.
- T-ball Coach with Perry.
- His team is undefeated.
- Arkansas Trappers Association.
- Helped found Fourche Mountain Man - But I C
- When He Grew Up He wanted to be a Mountain Man.
- Bucket List: Musky Fish Canada ... Striper Fishing ... Bass Fishing in Florida.
- Once wrote a ticket to a boat in the middle of many folks can say the from a boat.
- Personality: Humble.
- Something That Would Surprise Me: Football and Baseball.
- Greatest Life Accomplishment: I am smarter than I was, than I did and make better did."



Cool

- Employed at CAW since 1988.
- Active in Arkansas Water Works Association. (Activities Committee Hospitality & Prize Committee)
- Was on the first women's professional American Water Works Association.
- Member of the Porsche Club.
- Favorite Place to Be: The cruise.
- Collects: Hats! Has about 100 do my hair. Lol."
- Most Prized Possession: Her 50th birthday. "It was it car that I can drive fast and off my face. Lol."
- Something Surprising: "I wish I could fly."
- When She Grew Up She Wanted to be a nurse.
- Ability She Wishes She Had: Musical instrument.
- Least Favorite Chore: Cleaning.

Tell Your Story --> Gain Trust

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

Project Engineer



LITTLE ROCK
Water Reclamation
Authority ONE WATER.
ONE FUTURE.

CLOSES 6/18/21 4:00 PM

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

Inspector



LITTLE ROCK
Water Reclamation
Authority

CLOSES 6/30/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

**Part-time
Environmental Assessment Division
Assistant**



LITTLE ROCK
Water Reclamation
Authority

CLOSES 5/21/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

Utility Worker



LITTLE ROCK
Water Reclamation
Authority ONE WATER.
ONE FUTURE.

CLOSES: 5/21/2021 4:00 PM

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

Storekeeper



LITTLE ROCK
Water Reclamation
Authority

CLOSES 6/18/21 4:00PM

APPLY AT WWW.LRWRA.COM/CAREERS

**WE ARE
HIRING!**

Crew Leader



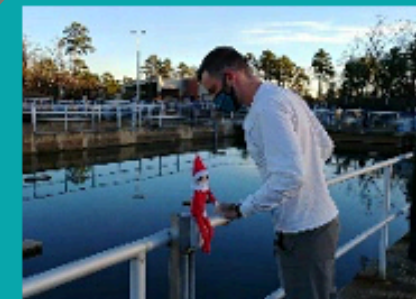
LITTLE ROCK
Water Reclamation
Authority ONE WATER.
ONE FUTURE.

CLOSES 6/4/21 4:00 PM

Tell Your Story --> Be Fun



Tell Your Story --> Collaborate w/ Community



Tell Your Story --> Engage Brands



edgar
@justedgarnow

Thank me later



Tell Your Story --> Engage Brands



Louisville Water  @louisvillewater · Jun 8

Shout out to our BFFs on [#BestFriendsDay](#) 💧 🍷

Here's why Louisville Water is bourbon's best friend: bit.ly/3ir17c4

[#NationalBestFriendsDay](#) [#NationalBestFriendDay](#)



4



CentralArkansasWater @CARKW · Oct 10, 2018

No water? You know what that means. 💧 ☕ 🍷 🍹

[#nowaternocoffee](#)

[#nowaternobeer](#)

[#nowaternolemonade](#)

[#imagineadaywithoutwater](#)

[#valuewater](#)

[#valuewaterAR](#)



1



3



Drop It In The Chat



**What
will you
take
away?**

CAP METHOD

ONE THING RULE

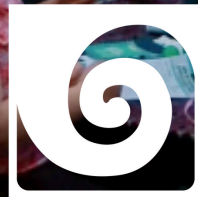
27/9/3 RULE

**AUDIENCE
PERSONAS**

**COMBATting
INCORRECT INFO**

SOCIAL MEDIA TIPS

CATALYST



ROGUE
WATER
LAB



CATALYST 2025

WELCOME TO THE SHOW

SEPT. 22-24. | MILWAUKEE, WI



NAVIGATING THE MODERN MEDIA LANDSCAPE

APPLICATIONS CLOSE JUNE 16



SCAN TO
APPLY



chelsea@roguewaterlab.org

