Water Words That Work

Make a splash with your communications

Eric Eckl

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How Many Are We?

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My Educated Guess

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

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Today's Topic

The 99.9% of Americans who are not our peers and do not speak our tribal dialect.

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How Well Do We Know Them?

A survey of 12,000 Americans

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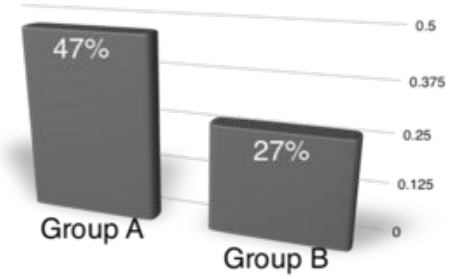
What's the X Factor?



■ Reminded others to be environmentally conscious

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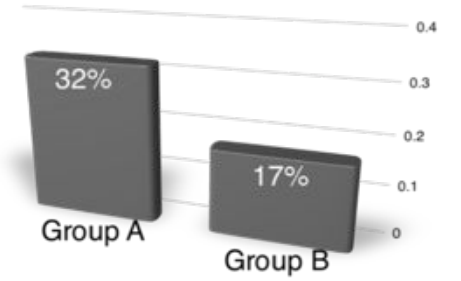
What's the X Factor?



■ Voted for the candidate with the best environmental record

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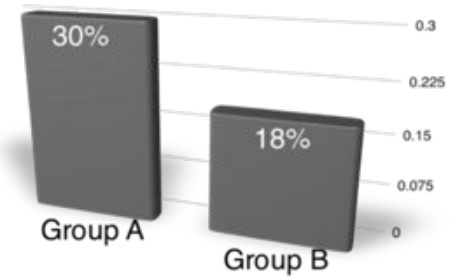
What's the X Factor?



■ Recently donated to environmental causes

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The Answer Is…

Group B agrees with this statement:

"The actions of a single person like me *won't make any difference*…"

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This Presentation

- **Encouragement** and **leadership** produce conservation action from citizens -- *not* information
- Local residents think what you do is important and they want you to succeed.
- But **our poor communications** saps citizens' confidence in themselves. It amounts to **elitism** that excludes many people
- The first step towards communicating more effectively is to clearly visualize who you are trying to reach

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

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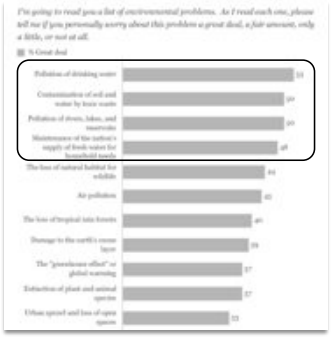
Water is a High Priority



GALLUP POLL

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Water is a High Priority

Top Environmental Concern, 1989-2008 Gallup Polls

	Top concern	% Worried a great deal
2008 Mar 6-9	Pollution of drinking water	53
2007 Mar 11-14	Pollution of drinking water	58
2006 Mar 13-16	Pollution of drinking water	54
2004 Mar 8-11	Pollution of drinking water	53
2003 Mar 3-5	Pollution of drinking water	54
2002 Mar 4-7	Pollution of drinking water	57
2001 Mar 5-7	Pollution of drinking water	64
2000 Apr 3-9	Pollution of drinking water	72
1999 Apr 13-14	Pollution of drinking water	68
1991 Apr 11-14	Pollution of drinking water / Pollution of rivers, lakes and reservoirs	67
1990 Apr 5-8	Pollution of drinking water	65
1989 May 4-7	Pollution of rivers, lakes and reservoirs	72

GALLUP POLL

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Water is High Priority Here, Too

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But our poor communications saps citizens' confidence in *themselves*

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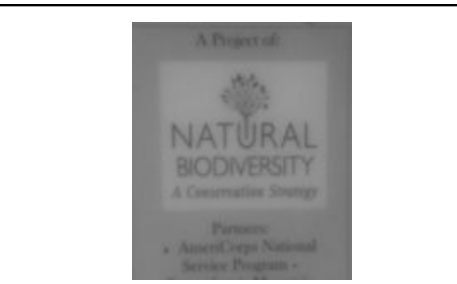
STROKE INDUCING!
2007 EDITION
?
_TMGETDATETI
MESTRING
DUMMIES
PULL OUT YOUR HAIR!
DECIPHERING CRYPTIC ERROR MESSGES MADE EASY!

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

AVIONICS CERTIFICATION
A Complete Guide to DO-178 (Software) DO-254 (Hardware)
Vance Hilderman and Tony Baghai
All Aboard AIRPLANES

A Project of:
NATURAL
BIODIVERSITY
A Conservation Strategy
Partners:


A Project of:
NATURAL
BIODIVERSITY
A Conservation Strategy
Partners:
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

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

What's A Watershed?

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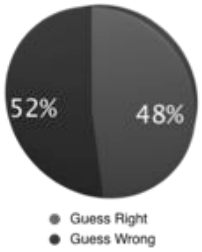
What's A Watershed?



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Poor communications amounts to de facto *elitism*

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What's A Watershed?

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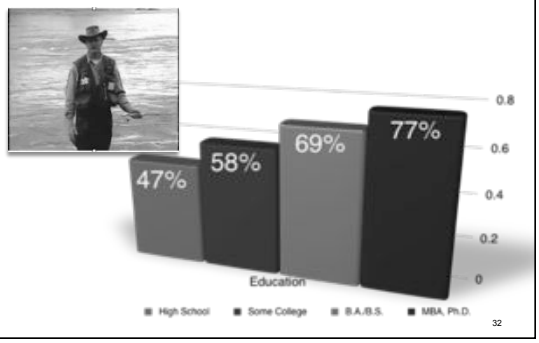
What's A Watershed?



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What's A Watershed?

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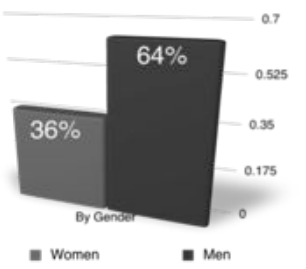

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What's a Watershed

I don't Know

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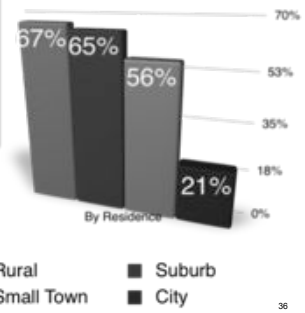
What's a Watershed



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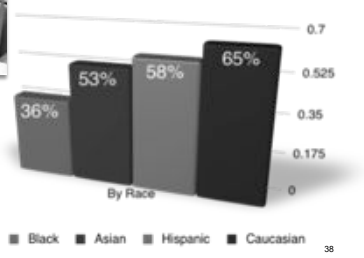

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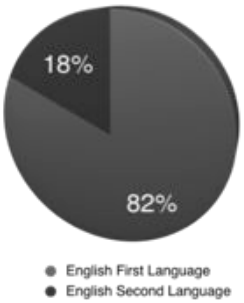

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Sustainable Development

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To improve our communications, we must reconnect with our fellow citizens

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Meet Your Citizens

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Your Everyday Citizens

- 7 Caucasians, 3 minorities
- 6 voters
- 5 men, 5 women
- 4 follow news
- 3 College grads
- 2 Speak English as a second language
- **No conservation professionals**
- **No avid outdoors enthusiasts**

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
- Rank them from **#1 (Most Confident)** to **#10 (Least Confident)** reading it
- *It's not about whether they agree with it.*
- *You* decide whether their demographic traits or personal story are more important

QUESTIONS

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