



Pure Water/Potable Reuse

Message Workshop

July 1, 2015

Workshop Goals

- ✓ Understand key messages
- ✓ Deliver effectively
- ✓ Practice Q&A

Message Management

GOAL

Deliver strong, consistent and concise key messages that inform the public and protect the integrity and reputation of the organization.

Message Plan Contents

- All issues/topics
 - 3 Key Messages
 - Supporting facts and data
- Messages are NOT spin
- Messages summarize issues
- Messages must be backed by facts
- Facts are NOT messages

Messages: Q&A Planning

- All the (nasty) things people can ask
- Goal – never to be asked a question you haven't heard before
- Review and practice in words comfortable for you
- Result – an updatable “bible” for spokespersons

Why Focus on Messages?

- Helps audience understand
- Cuts through the clutter
- Prevents others from creating messages for you

Effective Messages Are....

- Grounded in research
- Brief and to the point
- Stated in natural language
- Ideally limited to three
- Supported by the facts
- A framework for an interview
- Key to soundbites and takeaways

Statewide Potable Reuse Messages

- Potable Reuse provides a safe, reliable and sustainable water supply.
- Using purified recycled water is good for the environment.
- Potable reuse provides a locally controlled, drought-proof water supply.
- Water reuse – including potable reuse – happens naturally all over the planet.

Key Messages

1. Pure Water uses **proven technology** to produce **safe, reliable** and a high quality water supply for San Diego.

Key Messages

2. Pure Water is **drought proof** and **locally-controlled** to significantly improve our water **reliability.**

Key Messages

3. Pure Water is a **cost effective investment** for San Diego's future water needs.

Optional Key Message

- Pure Water San Diego eliminates the need for expensive upgrades to the Point Loma Waste Water Treatment Plant.

(For select audiences only)

The Message Track

**Cost-
effective
investment**

Transition

**Proven
technology/safe/
sustainable**



Transition

Transition

**Locally controlled &
drought proof**

Packaging Your Response

- Always lead with key message
- Get all in by hook or crook
- Reinforce with facts, examples, statistics
- Limit answers to 30 seconds

How to Bridge

- Redirect, Focus and Reinforce
- Pick a Phrase
- Answer the Question
- Then Bridge Back to Your Messages

Sample Bridging Techniques

- What is more important is ...
- The key point is ...
- That's a good question ...
- On the other hand ...
- The real question/issue is ...

Handling Questions

Handling Questions

- Repeat the question/rephrase if needed
- Talk to the intended audience
- Work in a key message
- Don't be afraid to say "I Don't Know"
- Don't "Over-Answer"

Attack the Premise

“Is this being done to address water needs or to avoid paying more to treat our wastewater?”

Attack the premise

“First and foremost this project is being done to address San Diego’s water needs. Pure Water San Diego is a cost effective investment that produces a safe.....”

Underscore the Purpose

“ Why can’t we just continue to import our water as we have done for so many years?”

Underscore the Purpose

“Imported water costs have doubled since 2005 and are expected to double again by 2020. Pure Water (Potable Reuse) is a cost effective and locally controlled, drought-proof water supply.”

Affirm Position

“Are there other ways to meet our future water needs besides Pure Water San Diego?”

Affirm the agency's position

“The City has and continues to consider all water supply options, but Pure Water San Diego provides a locally controlled and drought-proof water supply. It is also one of the most cost-effective options to meet our future water needs.”



Helpful Information

“If I don’t like this program, who can I speak with to voice my opposition?”

Provide helpful information

“The San Diego City Council makes the ultimate decision on implementing this program. You can contact your councilmember to have your voice heard. If you have general or technical questions about Pure Water, there is a great deal of information on our website at purewatersd.org”



Set the Record Straight

“Is this the same Toilet to Tap program you tried to sell to us years ago?”

Set the record straight

“It’s a disservice to describe this as toilet to tap. Pure Water (Potable Reuse) uses proven purification technology to produce a safe and high quality water supply. This is the exact same technology that has been successfully used in Orange County since 2008 and currently provides water to nearly 600,000 people.”



Hostile or Emotional Individuals

- ◆ Oil Your Back (don't take it personally)
- ◆ Allow for Venting
- ◆ Acknowledge Feelings
- ◆ Demonstrate Empathy (not sympathy)
- ◆ Verify Understanding

If the individual is CALM....



Provide
Information/Develop
Solutions

If the individual is STILL ANGRY....



Try
Again

Conflict Management Behaviors

- Acknowledge emotions
- Avoid right-wrong paradigm
- Listen as well as you speak
- Put yourself in their shoes
- Move from positions to interests
- Reframe inflammatory statements
- Understand and respect values

Questions?

