

WORKSHOP C

Workshop C: Sharing Your Biosolids Story with the Public

Tuesday, May 7th, 2019

8:30 am – 12:00 pm

- 8:30 AM** **Introductions and Overview**
- 8:40 AM** **How to Build a Messaging “Stool” that Features Soundbites, Statistics, and Stories**
Travis Loop, Water Environment Federation
- 9:00 AM** **A Look at Public Opinion Research on Biosolids**
Sarah Mason-Renton, Lystek
- 9:20 AM** **Biosolids Messages in Practice**
Kate Kurtz, SRT Consultants
- 9:40 AM** **Panel Discussion and Q&A on Messaging and Public Opinion**
- 10:00 AM** **Networking Break**
- 10:30 AM** **Cultivating Third-Party Validators**
Saul Kinter, DC Water
- 10:50 AM** **Methods and Tools of Engagement with the Public**
Trevor Brown, Region of Waterloo
- 11:10 AM** **Responding to Critics and Building Support**
Manon Fisher, San Francisco PUC
- 11:30 AM** **Panel Discussion and Q&A on Public Education and Engagement**
- 11:40 AM** **Working with the Media**
David Fleshler, South Florida Sun-Sentinel