

Real-world public outreach

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Power to the People: Transmission and Distribution in the 21st Century
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RBCI helps clients engage the public in significant projects and decisions.



Setting yourself up for successful public outreach:

Think strategically.

Plan and prepare.

Anticipate the worst possible scenario.

Write talking points and clear materials.

Be willing to change the plan!

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Power to the people: Helping them understand the process

Tell them how their input will be used.

Show them the public outreach process.

Remind people that no decision has been made – yet.

In the moment:

Listen first.

Don't take it personally.

Pause.

Tell the truth: "I don't know the answer."

Visualize your grandmother.

Remember your body language will give you away.

A few things to steer clear of:

Jargon. *(Ask others who are not involved to read your materials.)*

Open mics.

Humor.

Forgetting that emails are news releases.

Forgetting when to step aside.

Questions?

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