



## Communicating Our Message in the Language of Our Audience

**Bob Bauer, Education Specialist** 

**Chelan County PUD** 



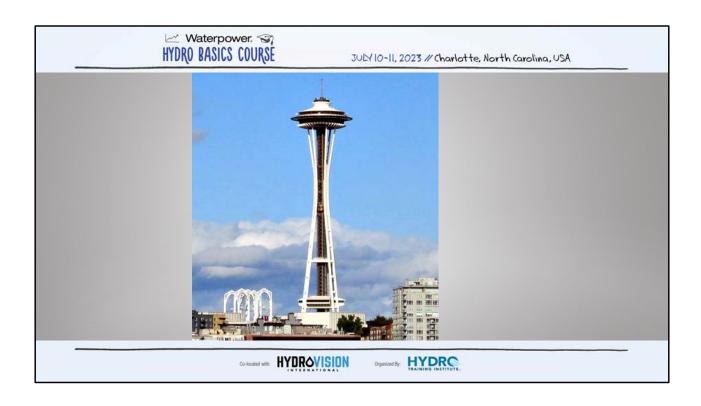


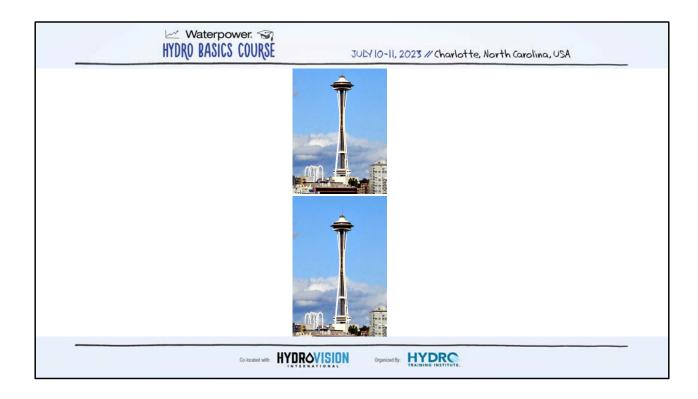


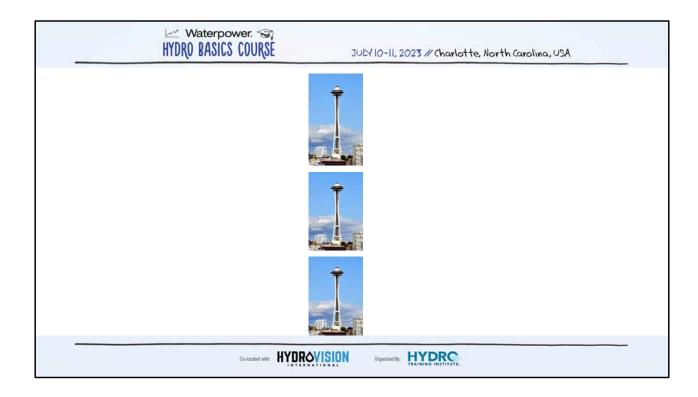


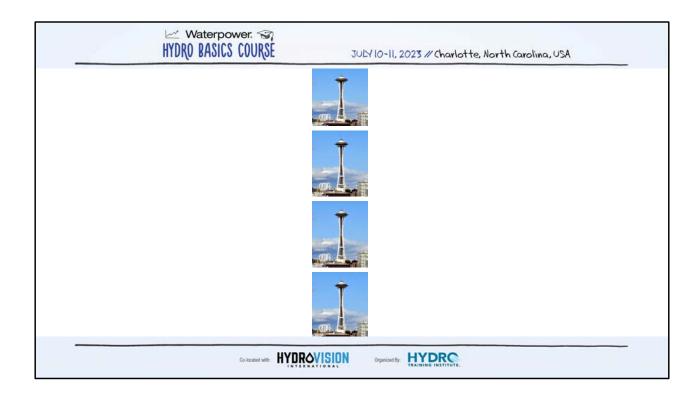
We have a Story to Tell "The Marvel of Hydropower"

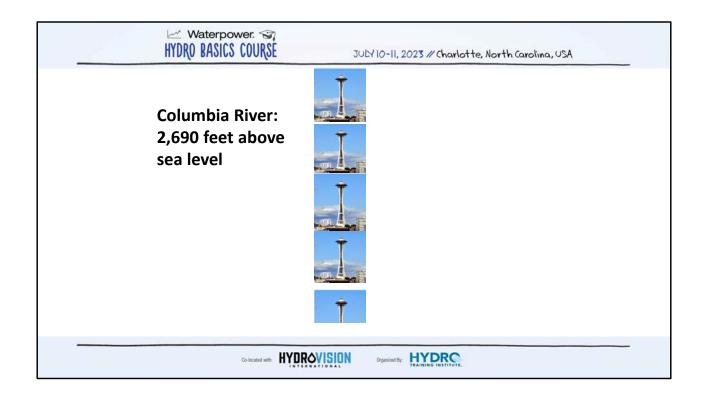
Co-located with: HYDROVISION

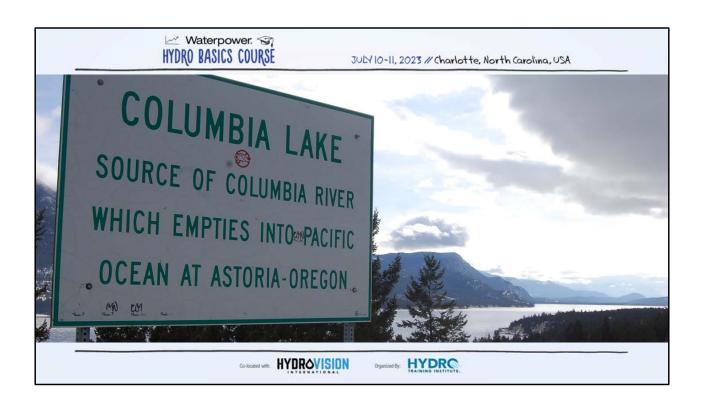


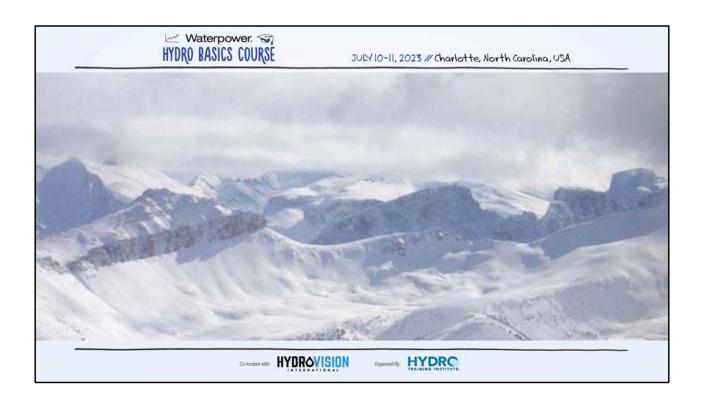


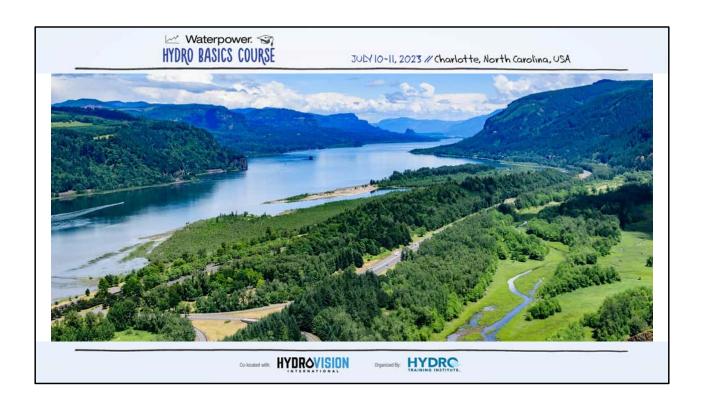










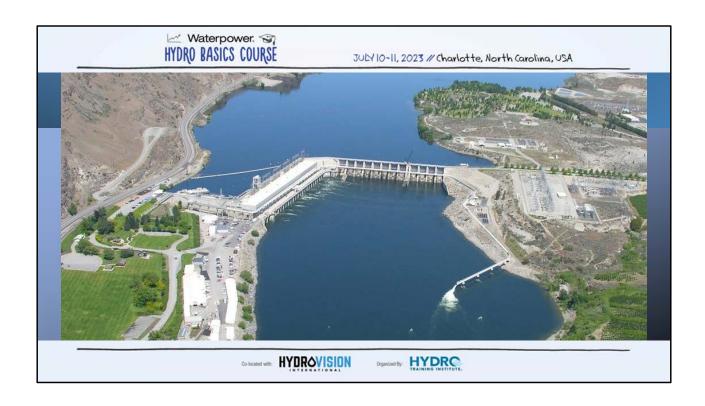


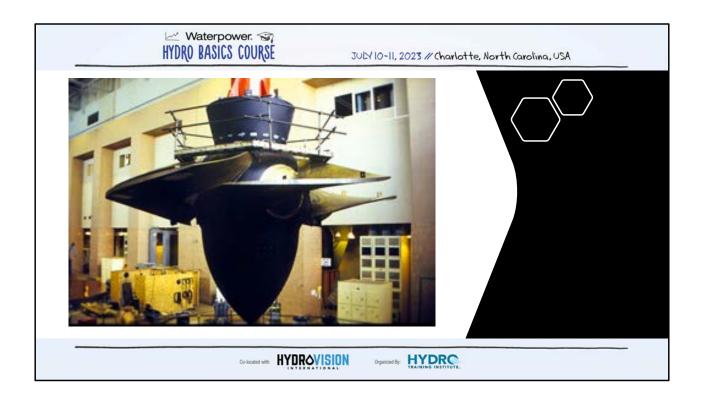


#### A River on a Hill 1,243 miles long

- Grand Coulee 14 Hydroelectric Projects
- Chief Joseph
- Wells
- Rocky Reach
- Rock Island
- Wanapum
- Priest Rapids
- McNaryJohn Day
- The Dalles
- Bonneville

Co-located with: HYDROVISION

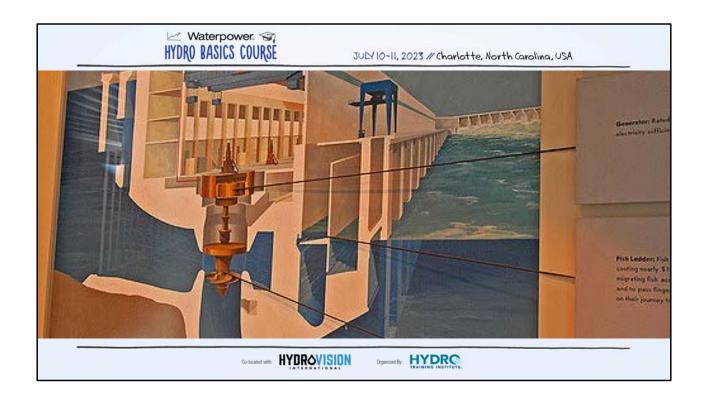


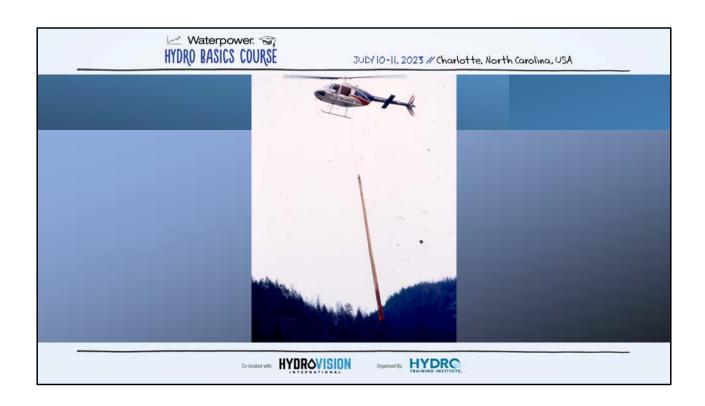














## Communicating Our Message in the Language of Our Audience

**Bob Bauer, Education Specialist** 

**Chelan County PUD** 





Massics course

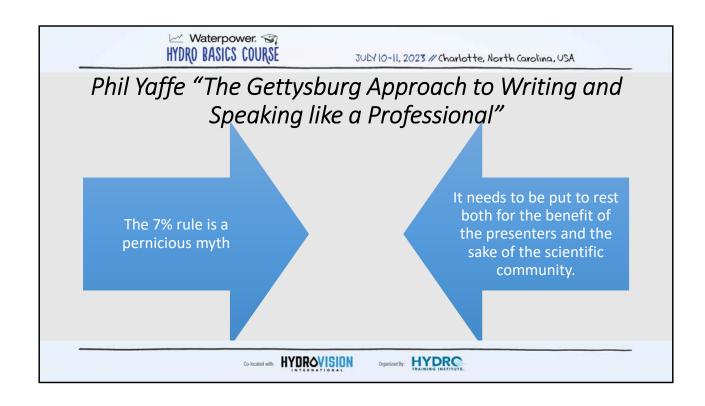
Albert Mehrabian – "Silent Messages" 1971

Communication is:

55% body language

38% voice inflection

7% verbal





The truth is: Both voice inflection and body language are significant parts of communication.

I didn't kiss your wife last night.

Co-located with: HYDROVISION

Waterpower. ST HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

#### Our Goal

•To communicate our message, our mission and our core values to the diverse populations (target groups) within our community in a language they understand.

Co-located with: HYDROVISION

Deganized By: HYDRO



Diverse or "Target Groups" are more than race, gender and national origin.

- •Elementary, Middle School, High School
  - College and Careers
    - Hispanic
    - Senior Adults
  - Special Interest Groups





Waterpower. The HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

# Example

• Our goal is to educate our audience about the "basics" of a hydroelectric dam.

Co-located with: HYDROVISION



### Elementary Students

Build your own dam









### Middle School

Build a hydro power dam that actually works



Co-located with: HYDROVISION



#### High School

Spend 40 hours at an accredited STEM Career Academy



Co-located with: HYDROVISION

Waterpower. ST HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

### Senior Adults

Get on a bus and travel across three dams.
(English/Spanish)



Co-located with: HYDROVISION



# The Rocky Reach Discovery Center Messages

to-located with: HYDROVISION



HYDRO

Co-located with: HYDROVISION



We have little magnets to teach about magnetic energy.



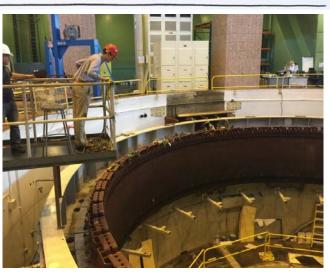
Co-located with: HYDROVISION



And we have

Great Big

Magnetic fields to generate power!









We celebrate the early peoples of the Columbia.



Co-located with: HYDROVISION

Waterpower. WATER BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

We invite our audience to watch them dance.



Co-located with: HYDROVISION



JULY 10-11, 2023 // Charlotte, North Carolina, USA

And we invite our audience to dance with them!







#### Waterpower. ST HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

Our guests learn tribal sports, tribal games, atlatl, flint knapping and most of all the importance of respecting and appreciating the Native American culture.



Co-located with: HYDROVISION

Organized By: HYDRO

Waterpower. ST HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

## Sharing our Message in Action – all ages, hands on, up close and personal! Here we go:

Co-located with: HYDROVISION

Organized By: HYDRO



### Summer Science Adventure Weeks

Co-located with: HYDROVISION

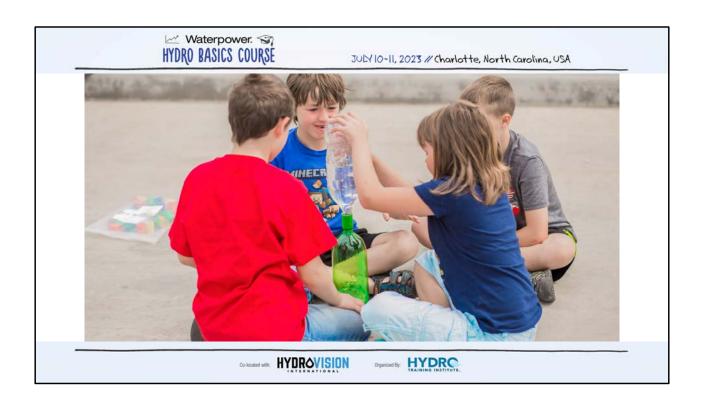
Waterpower. ST HYDRO BASICS COURSE

Deganized By: HYDRO











JULY 10-11, 2023 // Charlotte, North Carolina, USA

#### Waterpower. ST HYDRO BASICS COURSE

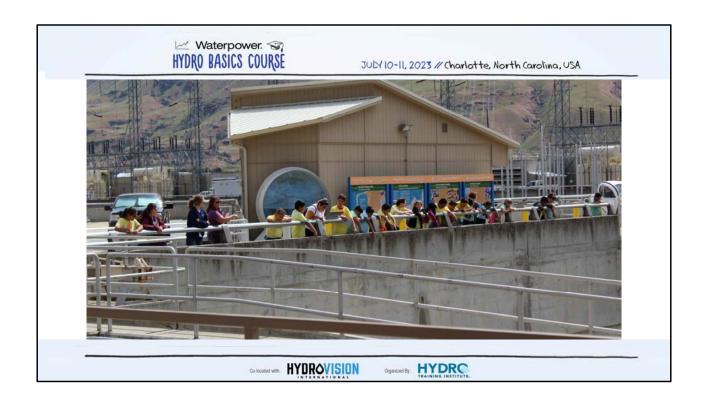
## River of Power hosts over 1,600 4<sup>th</sup> graders each year!

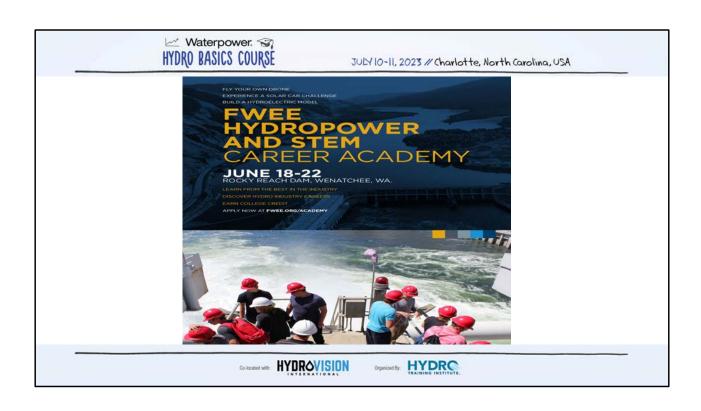
Co-located with: HYDROVISION

Deganized By: HYDRO



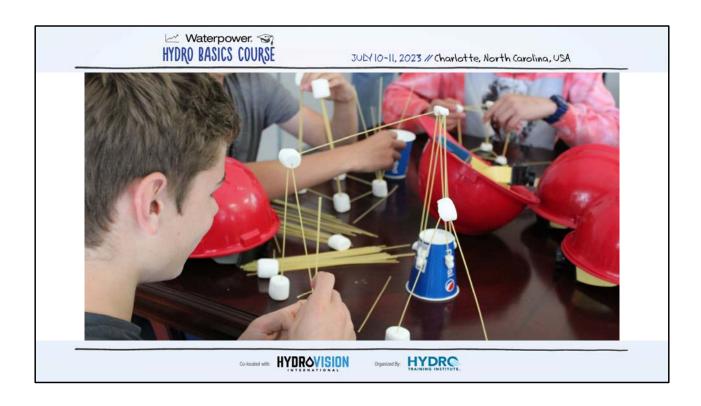




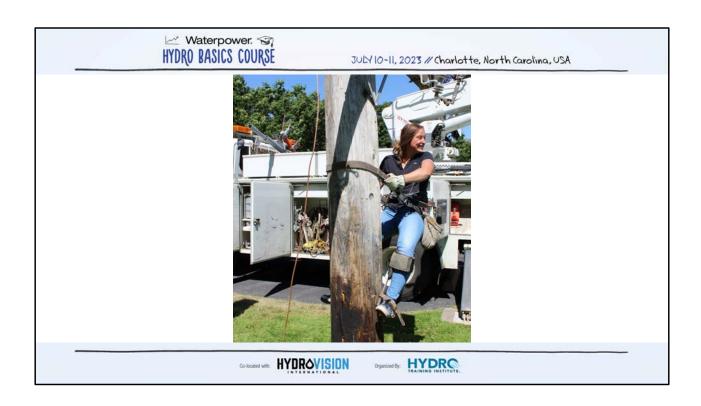


















Waterpower. ST HYDRO BASICS COURSE

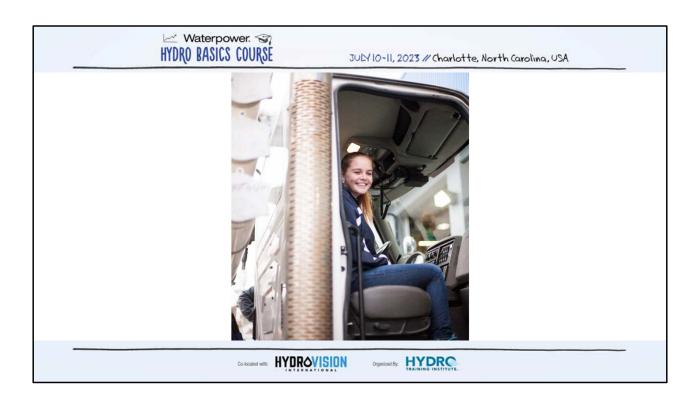
JULY 10-11, 2023 // Charlotte, North Carolina, USA

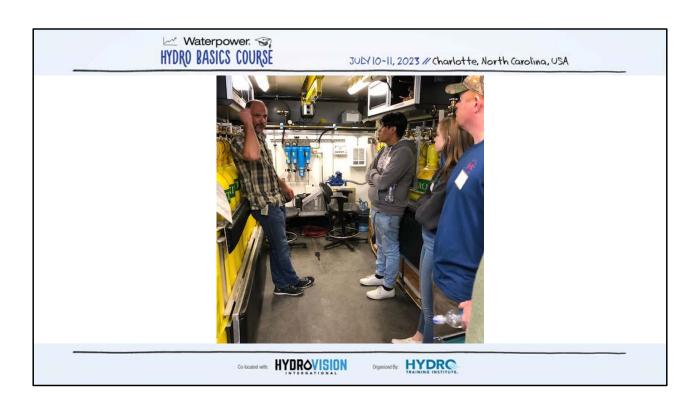
# CAREERS AFTER SCHOOL - JUNIOR AND HIGH SCHOOL STUDENTS

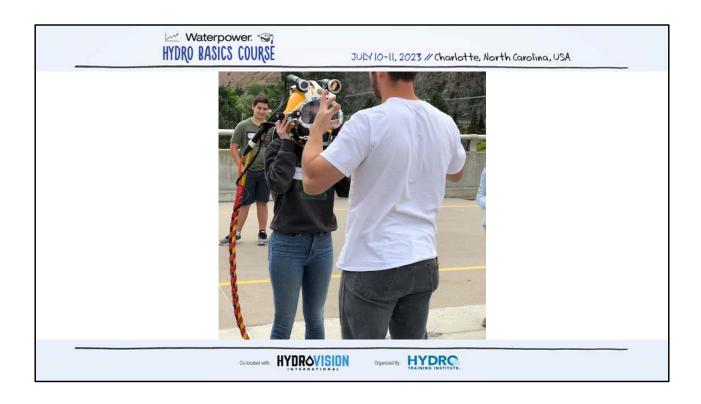
Co-located with: HYDROVISION

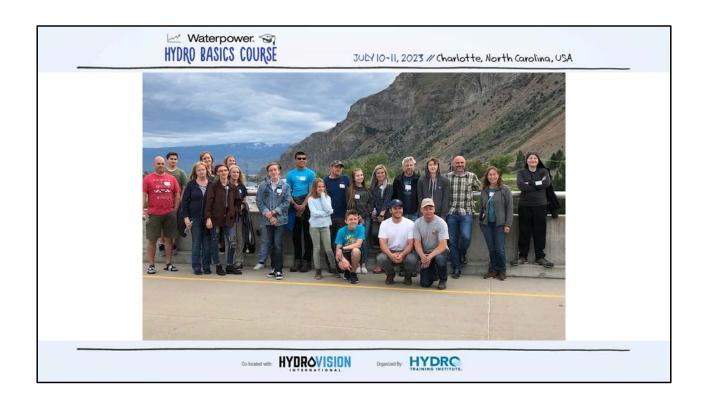
Organized By: HYDRO

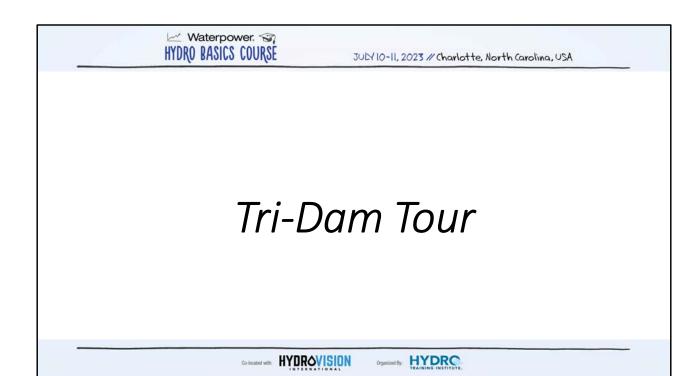




















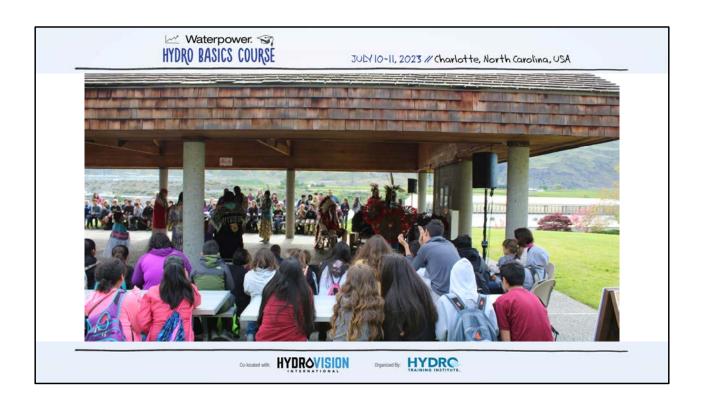


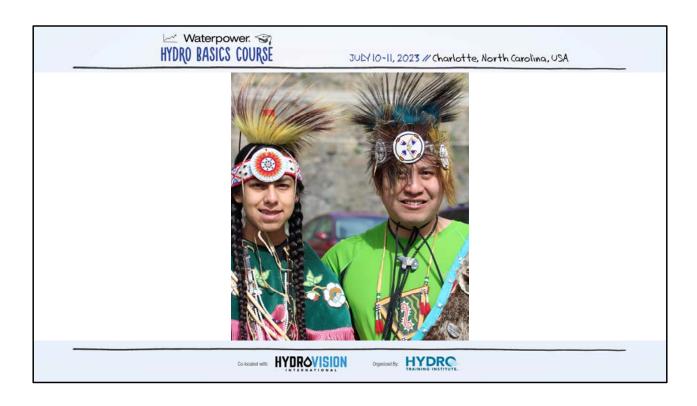
JULY 10-11, 2023 // Charlotte, North Carolina, USA

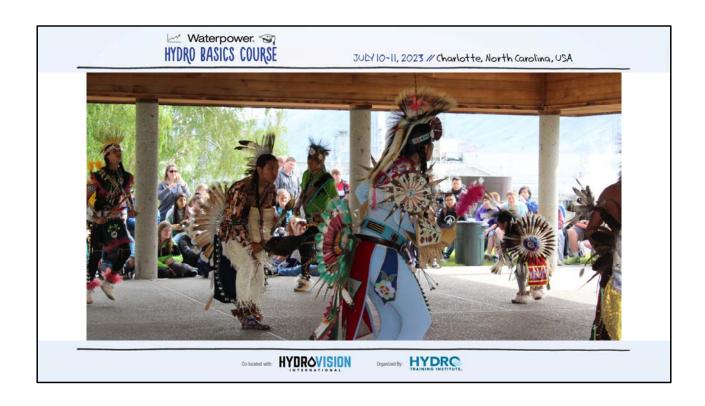
# River Ramble

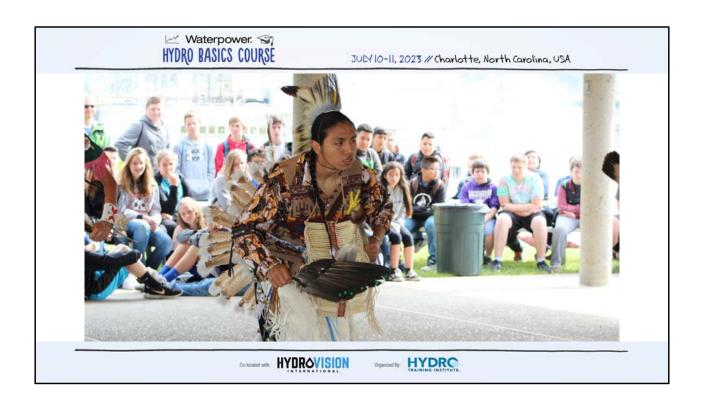
Co-located with: HYDROVISION

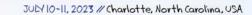
Deganized By: HYDRO











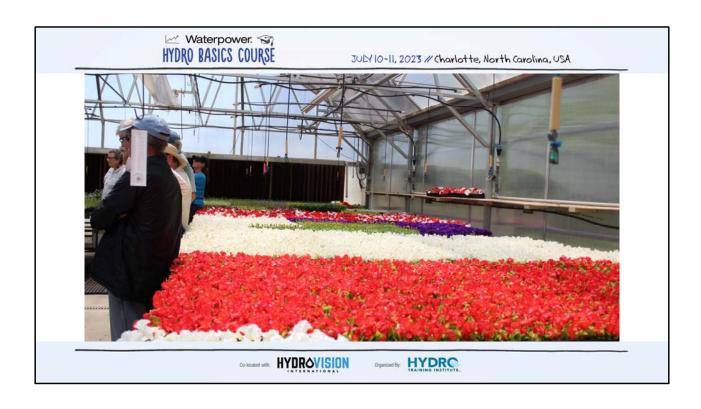
## Hydro Life Learners

Co-located with: HYDROVISION

Waterpower. ST HYDRO BASICS COURSE

Deganized By: HYDRO





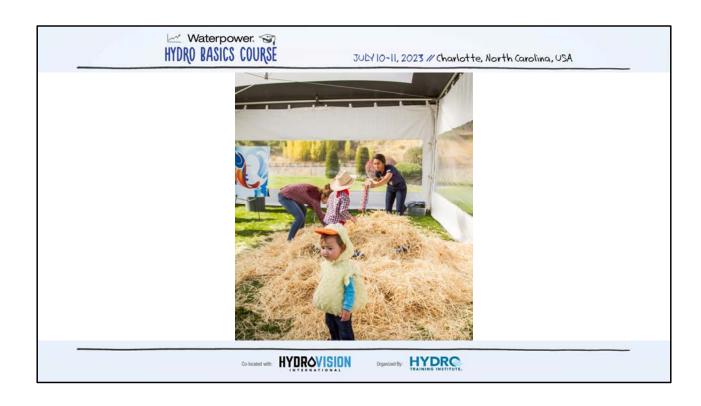


## Waterpower. ST HYDRO BASICS COURSE

## FALL HARVEST ROUNDUP

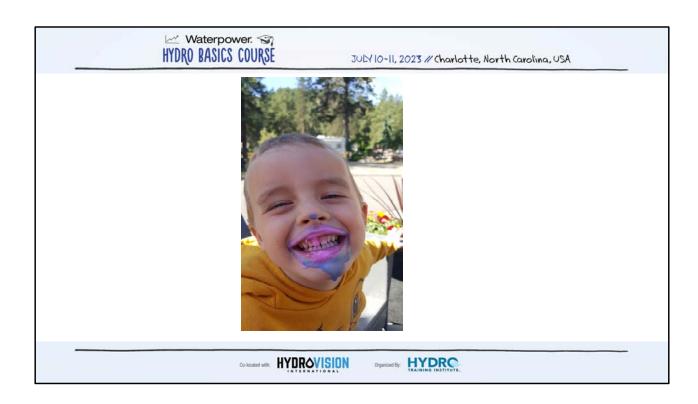
o-located with: HYDROVISION

Organized By: HYDRO









Waterpower. ST HYDRO BASICS COURSE

JULY 10-11, 2023 // Charlotte, North Carolina, USA

## EVERYTHING WE DO TELLS THE STORY OF THE MIGHTY COLUMBIA AND THE MARVEL OF HYDROPOWER.

to-located with: HYDROVISION

Organized By: HYDRO