

# Communicating Our Message in the Language of Our Audience

Bob Bauer, Education Specialist  
Chelan County PUD

***I have a Story to  
Tell!***

***It is My Story and  
I'm Sticking to it!***

***It is the true tale of a  
Natural Resource  
that met the Human  
Resource!***

***Here's the catch - I  
want you to be a  
character in my story.  
Put on you imagination  
cap and let's go!***

***Our journey begins  
with a road trip to the  
great Pacific  
Northwest.  
Welcome to Seattle  
Washington!***

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**15-16, 2024**

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**Columbia River:  
2,690 feet above  
sea level**





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# WATERPOWER

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## Albert Mehrabian – “Silent Messages” 1971

Communication is:

- 55% body language
- 38% voice inflection
  - 7% verbal

## Phil Yaffe “The Gettysburg Approach to Writing and Speaking like a Professional”

- The 7% rule is a pernicious myth
- It needs to be put to rest both for the benefit of the presenters and the sake of the scientific community.



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

I didn't kiss your wife  
last night.

# The 5 Love Languages – by Gary Chapman

- Words of Affirmation
  - Quality Time
  - Gift Giving
- Acts of Service
- Physical Touch

# 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.*

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

# Example

*Our goal is to educate our audience about the “basics” of a hydroelectric dam.*

# Elementary students

Build your own  
dam



# Middle School

Build a  
hydropower  
project that  
actually works



# High School

Spend 40 hours at  
an accredited  
STEM Career  
Academy





# Senior Adults

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



# Rocky Reach Discovery Center Messages

Hey kids, we  
can transfer  
energy!



We use little magnets to teach about magnetic energy.



And we have  
**GREAT BIG**  
magnetic fields  
to generate  
power!



We celebrate  
the early  
peoples of the  
Columbia.



We invite our audience to watch them dance.



...and to  
dance with  
them!





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



*Sharing our message in action –  
all ages, hands on, up close and  
personal!  
Here we go:*

*Summer Science  
Adventure Weeks*

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



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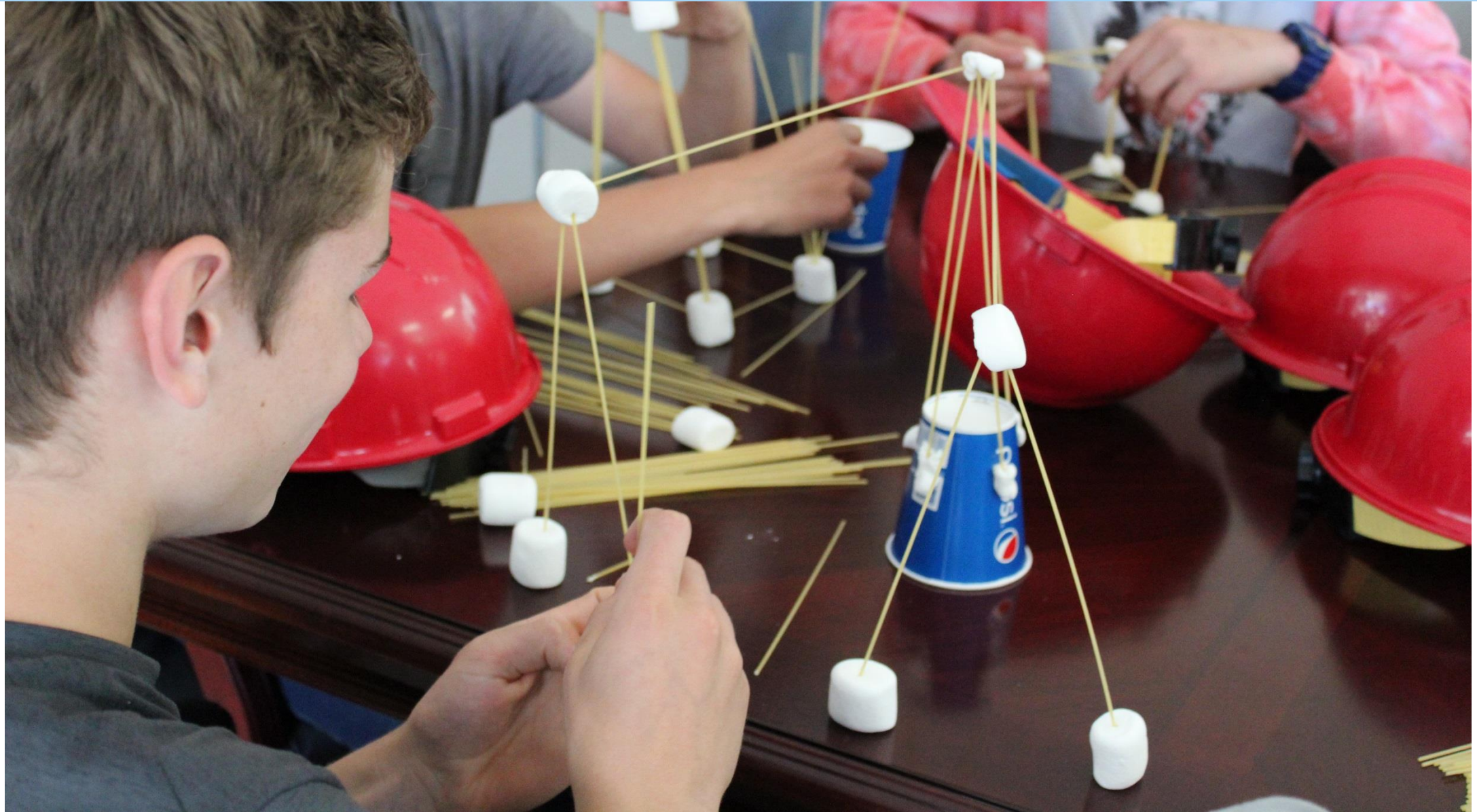
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***Careers After School –  
Junior and High School  
students***

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***Everything we do tells the  
story of the mighty  
Columbia and the marvel of  
hydropower.***