

Diane's Narrative for PWB SIWW Presentation

ACT 1

Introduction to Clean Water Services – Diane speaking

Community

- [One Water Video](#) 0:07 – 0:35 b-roll

Technology

- [WEFTEC 2017: Utility of the Future](#) 0:00 – 0:20 b-roll (remove sludge footage)

Creating the conversation

“Talking About Water” - Research

- Words to use and how
 - Highlight what to avoid and what to use, how we came to “Pure Water Brew” and talking to the public about this

We put that to work in how we talked about High Purity Water

- Footage of pulling water out of Tualatin River
 - [Pure Water Brew](#) 0:29 – 0:40
- Technology with Adrienne
 - [Pure Water Brew](#) 0:45 – 1:24

ACT 2

- Engaged brewers – PWB Sustainability Challenge
 - Art Larrance
 - [Pure Water Brew](#)
 - OSU Footage
 - Brewer footage
 - [Pure Water Brew](#) 1:25 –
 - [Pure Water Brew 2015](#) 1:43 – 2:34
 - Sustainability Challenge
 - [Pure Water Brew 2015](#), Mark Jockers narrative 0:00 – 1:10, 2:43 – 2:50

Sent out Press Kit, couldn't control the narrative, but “all water is reused”

- News reels of footage, created a conversation centered around an interest story, brought humor to the story.
 - News clip montage
 - 09-06-14 KOIN Pure Water Brew 0:00-0:20
 - 02-12-2015 KATU - Bottoms Up 0:10 – 0:20
 - 01-27-2015 KGW Portland - Keely Chalmers 0:04 – 0:14
 - 04-20-15 Eye Opener 0:00 – 0:24
 - Wait, wait don't tell me
 - Social media data, maps, impact (OSU)
 - Diane Narrating impact

[ACT 3]

Creating an impact

Framing the conversation

- Smackdown and footage of PWB Challenge

- Encouragement, inspiration, the challenge

Positive outcome

- Slovic Report
- Imagery of brewers, people drinking beer, community, conversations, and environment
(footage from PWB Challenge)
- Regulators on-board
 - Kopocis interview
 - Roy Rogers and Terry

Conclusion

- Bill Gaffi
 - County Commissioner Video 4:17 – 4:48
- Why Pure Water Brew Worked
- Impact
- Pure Water Challenge