Virginia Rural Water Association Presents

Making the Big Ask: How to Use Today’s Media Landscape to Gain Funding Support
(1.0 CPE Water/Wastewater)

**Wednesday, July 22, 2020**

WEBINAR
Registration Required

**Description:** Many utilities are looking ahead to expensive upgrades of their water and wastewater plants or significant water and/or sewer main replacement programs. To prepare the public for these budget-busting projects, utilities must get out front and talk proactively about what they do, how they do it, and how important they are to the community’s quality of life in building support for the rate increases that are almost certainly required with major upgrades. This presentation will walk through the overall utility communications planning, tactics, and messages used to build support from the press, key stakeholders, social media, and customers. The presentation will end with a real-world case study where a plan was successfully crafted and implemented to gain public support for a utility whose public reputation had been negative for years before the Big Ask was made.

**PRE-REGISTRATION IS REQUIRED**

Instructor: Mike McGill, President of WaterPIO
Host: Betty Green, EPA Training Specialist

**Webinar Time:** 3:30—4:30PM

**Cost:**
- $10 - VRWA Members
- $20 - Non-Members

Webinar Link will be emailed to you after registration is complete.

**To Register:** The preferred method for registration is online at the VRWA website ([www.vrwa.org](http://www.vrwa.org)). If an attendee does not have internet access, he or she may complete the registration form on the back of this page and fax it to the VRWA office at 540-261-2465. For answers to questions regarding the registration process, please call the VRWA office at 540-261-7178.

**Registration Deadline:** July 21, 2020
Class Registration Form

Making the Big Ask: How to Use Today’s Media Landscape to Gain Funding Support—1 CPE—Webinar—July 22, 2020

______________________________________________________________________________

Name (as it appears on your license)

______________________________________________________________________________

System/Organization

______________________________________________________________________________

Mailing Address

Phone: __________________________ Fax: __________________________

Total Amount Due: $__________ □ Check Enclosed □ Visa □ Master Card

Name (as it appears on your card): ____________________________________________

Credit Card Number: ____________________________________________ Exp. Date: ___/___

3-digit CSV security code: ___________ City/State: ____________________________ Zip: __________

Email Address for Receipt: ____________________________________________________________________

Please make all checks out to VRWA and mail to: VRWA, 2138 Sycamore Avenue, Buena Vista, VA 24416

WEBINAR LINK - Will be emailed to the above listed email address upon completed registration and payment.

Cancellation Policy: No refunds will be given for cancellations. Substitutions, however, are permitted. In the event that the class is cancelled by VRWA due to low enrollment, a full refund will be issued.

Virginia Rural Water Association
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