

# Waterworks Operator Training Newsletter

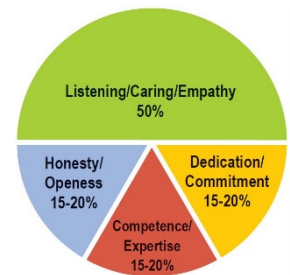
April 2019

Good afternoon! Attached is the April 2019 Operator Training Newsletter for all MSDH-BPWS Regions. Following this message are the trainings for your particular region. If you have questions about the counties in your region, please see the map on the second page of the attachment to this e-mail.

Also, remember to please contact the training agency to make sure the training will be held. The information contained in this document was gathered from the MSDH-BPWS Training Calendar, so we have no information about if a particular training may be cancelled due to unforeseen circumstances.

All businesses, including public utilities, face the issue of communicating effectively with customers during times of emergency. The EPA developed a report on *Effective Risk and Crisis Communication during Water Security Emergencies*. One of the steps discussed in this report includes how to develop key messages based on what target audiences (your customer base) most needs to know.

These key messages can be prepared ahead of time so that the spokesperson for the utility is prepared and confident during an interview for the local news or newspaper. If the spokesperson is not prepared to give high-quality responses during an interview, your customers may not feel confident in the spokesperson's information or your utility they are representing. Choose a spokesperson for the utility who demonstrates competence and expertise, and also can provide a calm but emotional connection to viewers containing empathy and trust. Will Rogers, the famous American humorist of the 1930's put it well when he said "When people are stressed and upset, they want to know that you care before they care about what you know."



When preparing these key messages for your customers, it is crucial to be concisely stated if they are offered to the news media as sound bites or quotes. An analysis of 10 years of print and media coverages during emergencies and crises finds:

- The average length of a sound bite in the print media is 27 words
- The average duration of a sound bite in the broadcast media is 9 seconds
- The average number of pieces of information given to the public is 3

Develop key messages that meet these factors to avoid long explanations that will bore or be ignored by viewers. Organize key messages 3 sections, containing around 27 words combined, and each section can be spoken clearly and calmly in 9 seconds. In high-stress situations, people can only process 3 messages at a time. The most important messages should be stated first and last; messages in the middle of a list are often not heard or remembered. Use terminology that can be easily understood by someone with an 8<sup>th</sup> grade education level.

Often, during a news broadcast, sound bites/interviews are separated by additional information from the news anchor. Spokespeople will probably get 2-3 opportunities to deliver the key messages above. Utilize those three sound bites to deliver the important information to your customers.

*Example* of a news broadcast with sound bites from spokesperson:

First sound bite: A storm came through the area [insert when storm hit].

- It caused damage to our power system and affects all parts of the community.
- The power company estimates that power will be restored in [insert time].

Second sound bite: We can operate on generators for [insert time period].

- Our generators are reliable and run on gasoline.
- Our generators were automatically triggered resulting in no loss of service for the time being.

Third sound bite: Response crews are working around the clock

- We hope to resume normal operations within [insert time] after power is restored.
- We will work with public health to continue water testing after service is restored.

Also as important as delivering high-quality information is being honest with customers when the spokesperson doesn't know the answer. Spokespersons should use the following approach when they do not know the answer, cannot answer, or are not the best source for the answer:

- Repeat the question (without negatives)
- Say "I wish I could answer" or "My ability to answer is limited"
- Briefly explain why you can't answer
- Give a follow-up response of who can answer/where the answer can come from
- Bridge to what you **can** say

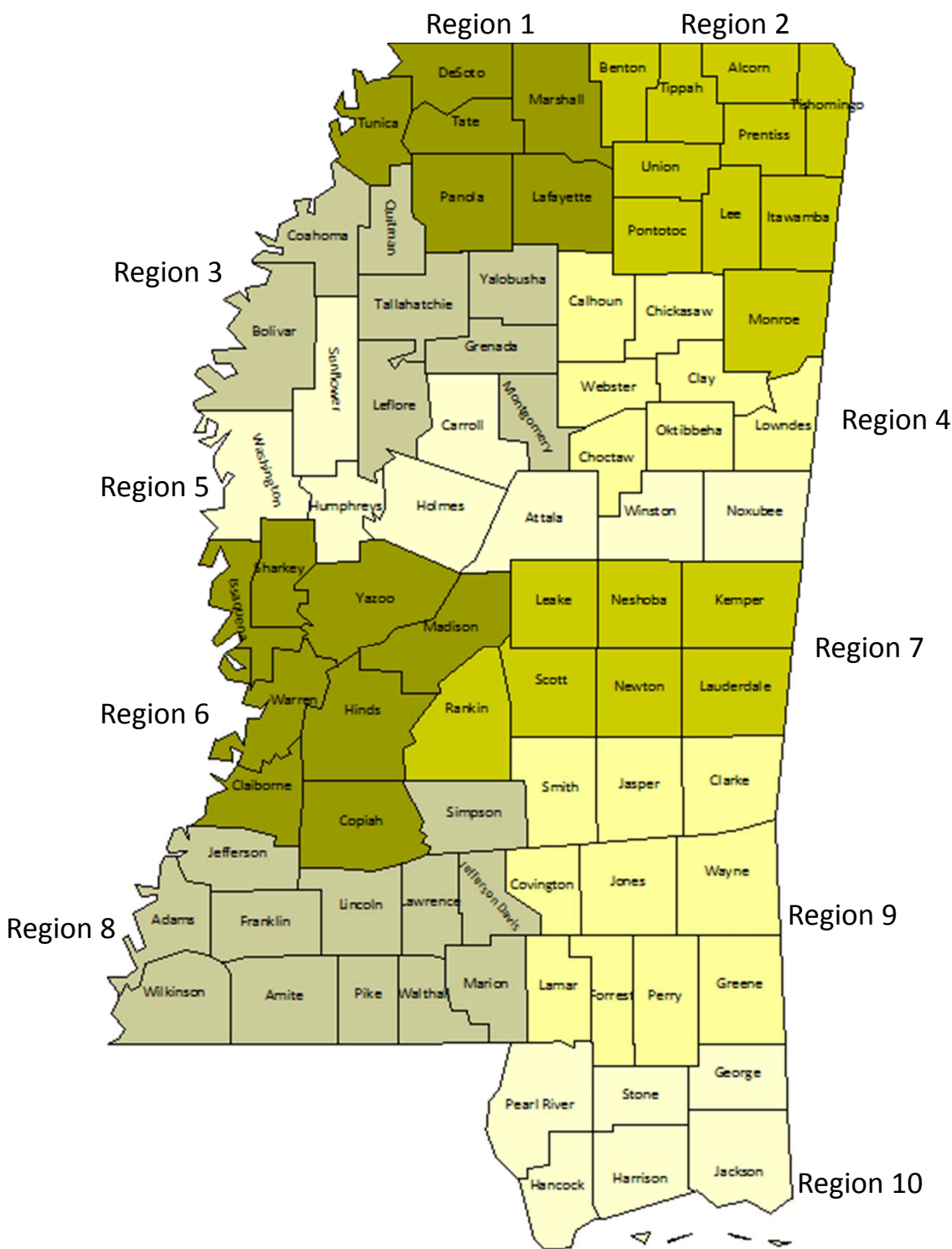
*Example:* "You've asked me about what caused the power loss at our well site. I wish I could answer. We're still looking into it. I expect to be able to tell you more by tomorrow morning. What I can tell you is that we immediately called in all of our employees who are now working very hard to restore service to the affected area as soon as possible."

To download the complete article, visit: <https://tinyurl.com/y59vl5gq>

Thank you for all you do.

Lauren Behel and Alan Barefield  
Mississippi State University Extension Service

# MSDH-BPWS Region Map



**MSDH Region 1 includes the counties of:  
Desoto, Lafayette, Marshall, Panola, Tate and Tunica**

Thursday, April 18

**MWPCOA District 9 Meeting**

7:00 PM - 8:30 PM

Contact Person: David Karr at 662-561-2562

Training Location: Seafood Junction, 25 East Stonewall Road, Byhalia MS (Marshall County)

Training Topics:

- MSDH UPDATE
- Business Meeting

Total Number of Hours: 2 Total with 1 Regulatory

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**MSDH Region 2 contains the counties of:  
Alcorn, Benton, Itawamba, Lee, Monroe, Prentiss, Pontotoc, Tippah,  
Tishomingo, and Union**

There are no trainings for this region for the month of April.

**MSDH Region 3 contains the counties of:  
Bolivar, Coahoma, Grenada, Leflore, Montgomery, Quitman, Tallahatchie, and  
Yalobusha**

Wednesday, April 3

**MWPCOA District 1 Day Training**

9:00 AM - 4:00 PM

Contact Person: Rusty Lyons at 601-572-7783

Training Location: Bolivar County Extension Service, 406 North Martin Luther King, Cleveland MS,  
38732 (Bolivar County)

Training Topics:

- Proper Sampling Procedures
- Bat-T Sampling
- Compliance
- MSDH UPDATE

Total Number of Hours: 6 Total with 3 Regulatory

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**MSDH Region 4 contains the counties of:  
Calhoun, Chickasaw, Choctaw, Clay, Lowndes, Oktibbeha and Webster**

Tuesday, April 30

**MSU Training**

9:15 AM - 4:00 PM

Contact Person: Jason Barrett at 662-325-1788

Training Location: MSU Campus, 200 Research Blvd, Starkville MS (Oktibbeha County)

Training Topics:

- Baseline Water Testing & Environmental Regulations.
- Leasing & Mineral Rights

Total Number of Hours: 6 Total with 1 Regulatory

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**MSDH Region 5 contains the counties of:  
Attala, Carroll, Holmes, Humphreys, Noxubee, Sunflower, Washington and  
Winston**

There are no trainings in this region for the month of April.



**MSDH Region 6 contains the counties of:  
Copiah, Claiborne, Hinds, Issaquena, Madison, Sharkey, Warren and Yazoo**

Thursday, April 11

**MsRWA Training**

8:00 AM - 3:30 PM

Contact Person: Robby Mayfield at 601-857-2433

Training Location: Public Service Commission of Yazoo City, 210 South Mound Street, Yazoo City, MS 39194 (Yazoo County)

Training Topics:

- Drinking Water Wells
- Distribution System Flushing
- Bact-T Sampling
- Leak Detection

Total Number of Hours: 6 Total with 3 Regulatory Hours

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**MSDH Region 7 contains the counties of:  
Kemper, Lauderdale, Leake, Neshoba, Newton, Rankin and Scott**

Wednesday, April 10

**MsRWA HOOT Training**

8:00 AM - 3:30 PM

Contact Person: Robby Mayfield at 601-857-2433

Training Location: Neshoba County Coliseum, 12000 HWY 15 North, Philadelphia, MS 39350 (Neshoba County)

Training Topics:

- Cross Connection Control
- Distribution System Flushing
- Bact-T Sampling
- Leak Detection

Total Number of Hours: 6 Total with 3 Regulatory Hours.

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Wednesday, April 17

**MsRWA HOOT Training**

8:00 AM - 3:00 PM

Contact Person: Randy Turnage at 601-857-2433

Training Location: Cleary Baptist Church, 1580 Florence Byram Road, Florence MS, 39073 (Rankin County)

Training Topics:

- Leak Detection
- MSDH UPDATE
- Proper System Flushing

Total Number of Hours: 6 Total with 3 Regulatory

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**MSDH Region 8 contains the counties of:  
Adams, Amite, Franklin, Jefferson, Jefferson Davis, Lincoln, Marion, Pike,  
Simpson, Walthall, Wilkinson**

Thursday, April 11

**Communities Unlimited Training**

10:00 AM - 6:00 PM

Contact Person: Alexander Brandon at 479-443-2700

Training Location: Lincoln County Public Library, 100 South Jackson Street, Brookhaven MS (Lincoln County)

Training Topics:

- Water System Infrastructure
- Cross Connection Control
- Operation & Maintenance
- Inflow and Infiltration

Total Number of Hours: 7 Total with 3.5 Regulatory

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Tuesday, April 23

**MsRWA Board Management Training**

8:00 AM - 5:00 PM

Contact Person: Monica Adcock at 601-857-2433

Training Location: McComb Library, 1022 Virginia Avenue, McComb MS (Pike County)

Training Topics:

- Rate Setting
- Emergency Preparedness
- Board Members' Duties, Responsibilities, & Ethics
- Post Assessment

Total Number of Hours: 8 Total with 2 Regulatory

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Wednesday, April 24

**MsRWA Training**

8:00 AM - 3:30 PM

Contact Person: Robby Mayfield at 601-857-2433

Training Location: City of McComb, 701 South Magnolia, McComb MS 39648 (Pike County)

Training Topics:

- Drinking Water Wells
- Chlorine Safety
- Certified Operator Duties & Responsibilities
- MSDH UPDATE

Total Number of Hours: 6 Total with 3 Regulatory Hours

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**MSDH Region 9 contains the counties of:  
Clarke, Covington, Forrest, Greene, Jasper, Jones, Lamar, Perry, Smith and  
Wayne**

Thursday, April 25

**MsRWA HOOT Training**

8:00 AM - 3:30 PM

Contact Person: Robby Mayfield at 601-857-2433

Training Location: City of Ellisville, 206 Church Street, Ellisville (Jones County)

Training Topics:

- Drinking Water Wells
- Distribution System Flushing
- Bact-T Sampling
- Cross Connection Control

Total Number of Hours: 6 Total with 3 Regulatory Hours

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**MSDH Region 10 contains the counties of:  
George, Hancock, Harrison, Jackson, Pearl River and Stone**

Thursday, April 18

**MWPCOA District 6 Meeting**

6:00 PM - 8:00 PM

Contact Person: Anthony Hall at 228-216-9386

Training Location: Golden Corral Restaurant, 12255 US HWY 49 Gulfport (Harrison County)

Training Topics:

- Water Treatment & Chemical Pumpers
- Business Meeting

Total Number of Hours: 2 Total with 1 Regulatory

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Wednesday, April 24

**Environmental Finance Training**

9:00 AM - 4:30 PM

Contact Person: Jason Barrett at 662-325-3141

Training Location: MSU Coastal Research & Extension Center, 1815 Poppo Ferry Road, Biloxi MS, 39532 (Harrison County)

Training Topics:

- Infrastructure Funding
- Long Term Planning
- Rate Structures

Total Number of Hours: 5 Total with 0 Regulatory

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Tuesday, April 30

**MsRWA Training**

8:00 AM - 3:30 PM

Contact Person: Randy Turnage at 601-857-2433

Training Location: Diamondhead City Hall, 5000 Diamondhead Circle, Diamondhead MS, 39525  
(Hancock County)

Training Topics:

- Self Assessment
- Improving Utility Outcomes

Total Number of Hours: 6 Total with 0 Regulatory

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