





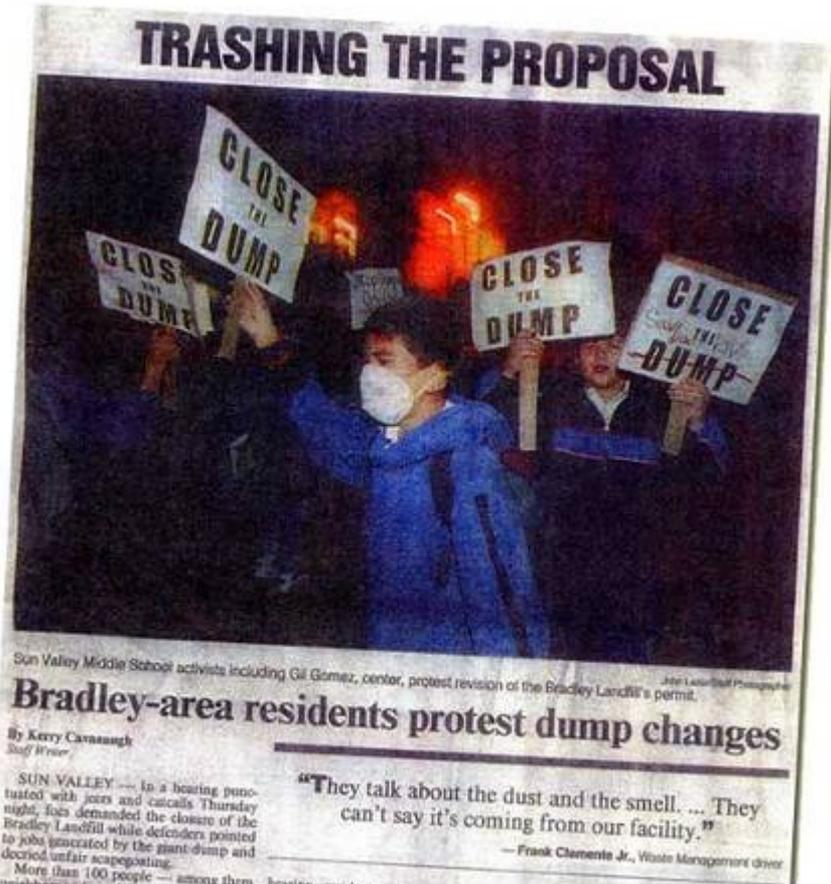
- **Educate and inform**
- **Balance feelings and information**
- **Build consensus and support**



- **Confuse and cause anxiety**
- **Lack balance between feelings and info**
- **Divide and creates confrontations**



Bradley: Before Our Efforts





Bradley: After Our Efforts

Daily News

dailynews.com

Dump's new image Landfill operator cleans up name with local outreach

By Kerry Cavanaugh, Staff Writer

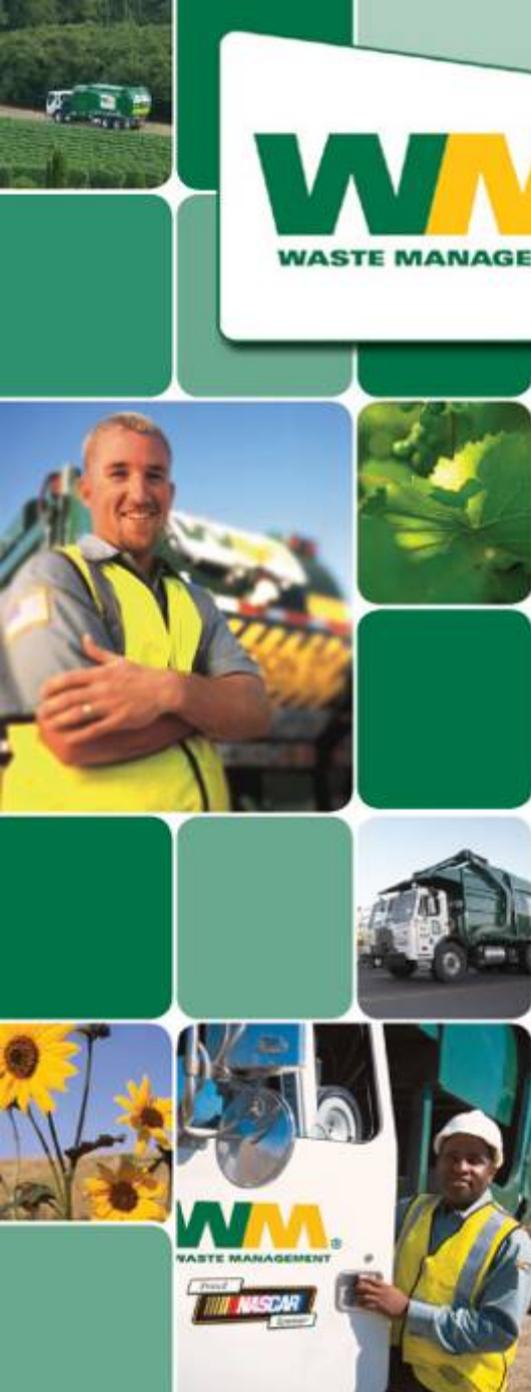
SUN VALLEY -- After decades of brushing off complaints about odors, dust and rumbling trash trucks, the operators of Bradley Landfill have started taking a kinder, gentler approach in trying to win support from their neighbors for expanding the dump.





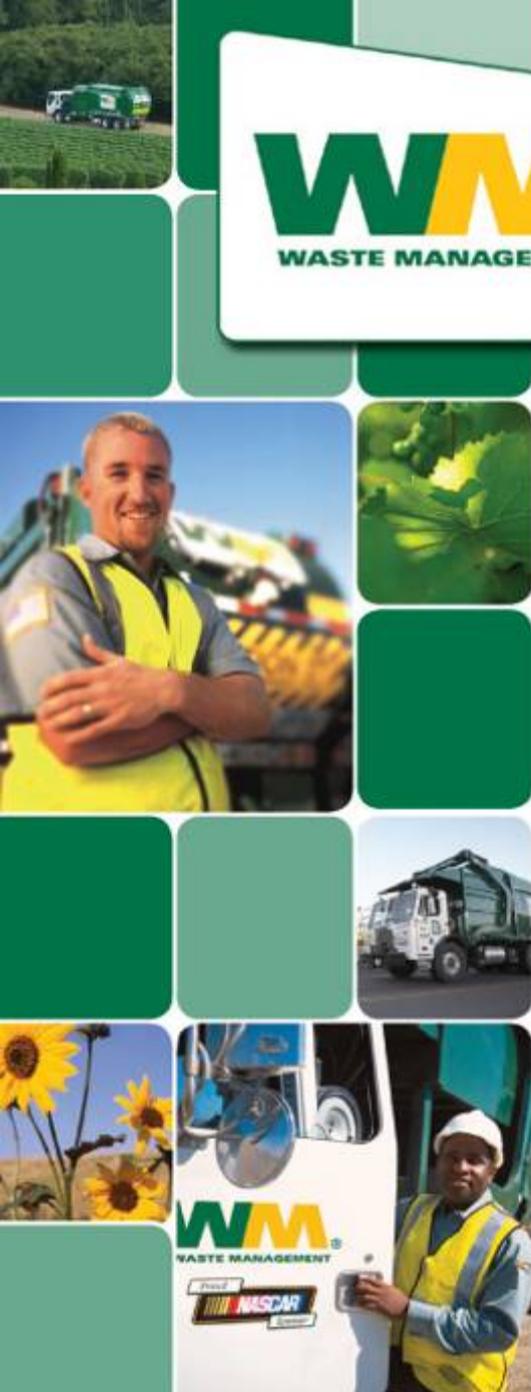
so that you:

- **Know your mission**
- **Know your project**
- **Know your community**
- **Know your media**
- **Know your opposition**



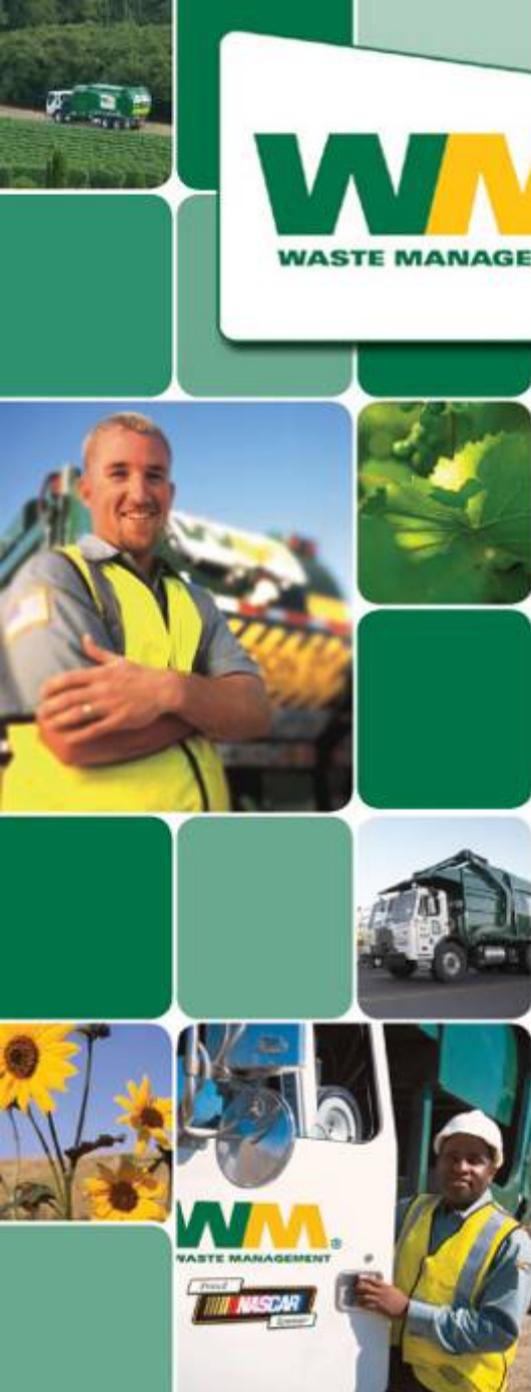


- **Identify stakeholders**
- **Identify communication channels**
- **Listen through research**
 - **Develop research-based messages to penetrate key targets**
- **Create communications calendar that coincides with project milestones**





- **Physically be where you want to communicate**
 - **Neighborhood meetings, community events**
- **Communicate regularly**
 - **Regular e-newsletters, opinion pieces, editorial boards**





Our critics get their say:



Task force wants better for Simi

Wednesday, September 7, 2007

Re: Mike Smith's Aug. 14 commentary, "Landfill task force does disservice to V.C.":

Smith, manager of the Simi Valley dump, cried his tears in a recent Op-Ed piece. The only problem was that it was short on facts, full of melodrama and falsely accusatory against the longest-serving member of our City Council, Barbra Williamson.

Smith accused Williamson of "making serious allegations about Waste Management." She sure did. Waste Management has one of the longest and most significant criminal records in the annals of American corporations.





And so do we:

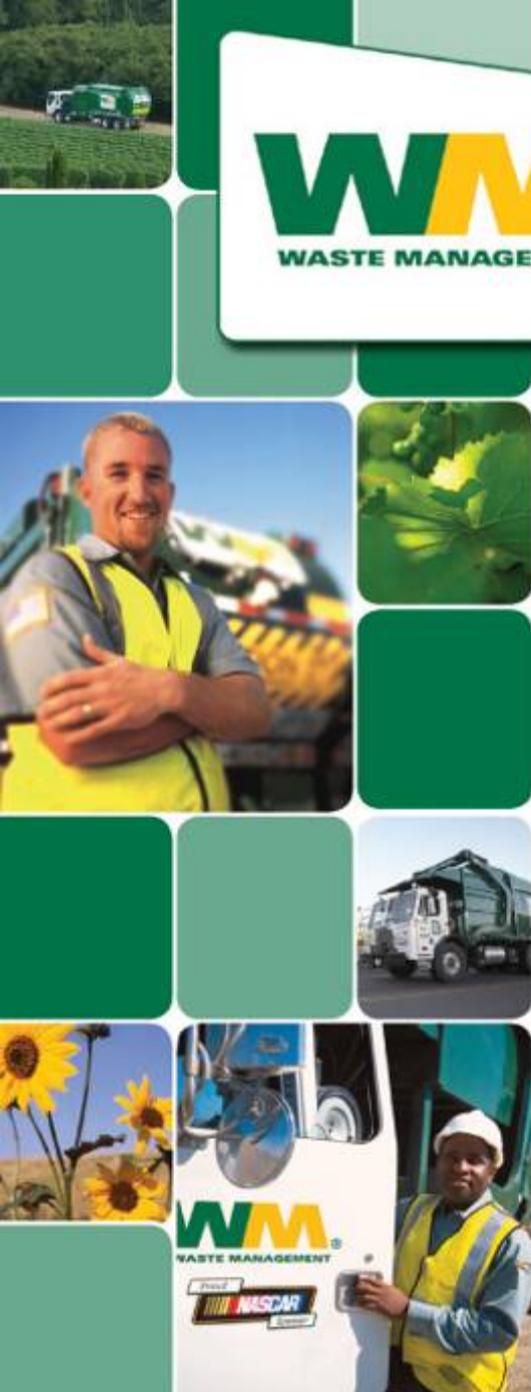
SIMI VALLEY **Acorn**

WM general manager wants to clear the air

Wednesday, September 7, 2007

I want to set the record straight about our company and our work in Simi Valley and throughout the county.

GI Industries and Simi Valley Landfill are locally managed and operated. We are made up of more than 250 employees, including office workers, mechanics and drivers like Camilo Mendez, who has picked up your trash since 1987. Our employees in Simi Valley also include Marilyn Farnsworth, who has answered your customer service questions since 1972.





- **Don't be high-handed in your response**
 - **Do not speak down to any audience**
- **Don't ignore the critics or their messages**
 - **Respond before untruths or half-truths can build momentum**



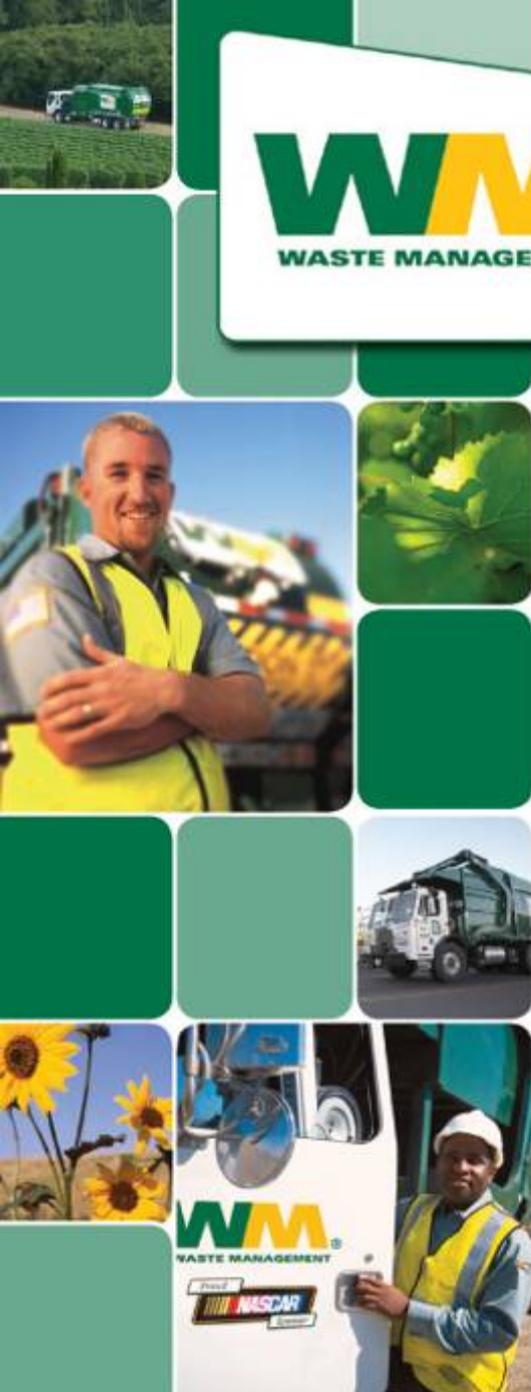


- **Don't lie or exaggerate**
- **Don't obfuscate or complicate the message**
 - **Our point of view needs to be understood**
- **Don't promise more than we can deliver**
 - **We do not cure cancer**





- Offer to help out without a quid pro quo
 - But don't hesitate to ask for a return favor when you need it





- **Be responsive, not reactive**
- **Your message may be modified, but not your mission**
- **Complete media training**
 - **Refresh from time to time**
- **Listen to determine your plan's effectiveness**



Kettleman: Before Our Outreach Efforts

The Sentinel

No money for trash, Kettleman City says

By Seth Nidever, Sentinel Reporter

The message came through loud and clear Wednesday night in Kettleman City as a group of local residents rejected a Chemical Waste Management Inc. plan to donate money to the community foundation for every ton of future trash dumped into a proposed landfill.

The company operates a hazardous and regular trash disposal site 3-1/2 miles southeast of the tiny, impoverished community.

April 6, 2006





Kettleman: Results of Outreach Efforts

The Sentinel

Waste staff defends company Landfill operator seeks permits for bioreactor

By Seth Nidever, Sentinel Reporter

HANFORD - Things didn't go well for Chem Waste Operations Director Bob Henry the last time there was a public hearing in Kettleman City.

In an April 5 meeting, a group of residents rejected Henry's plan to donate 35 cents to the Kettleman City Foundation for every ton of future trash sent to a proposed landfill at the huge Chem Waste disposal site Henry oversees in the Kettleman Hills a few miles southwest of the tiny, impoverished community.

May 11, 2006

The Sentinel

New landfill near Kettleman gets approval

By Seth Nidever, Sentinel Reporter

HANFORD - A 1,600-acre trash disposal facility southwest of Kettleman City got an extension on life Tuesday night.

The Kings County Planning Commission, after a four-hour meeting that included ample testimony for and against the project, approved a new regular trash landfill at the Chemical Waste Management Inc. site.

May 31, 2006





- Don't write off the press
- Know your local reporter
 - Even a reporter who hates your project will be inclined to make a show of unbiased reporting now and again





- **Take the editor to lunch**
- **Give exclusives**
- **Share, share, share the good news**

