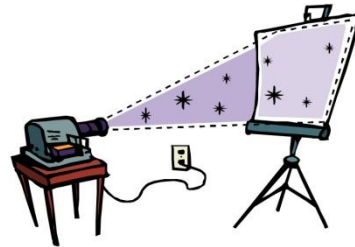


Internal and External Communications

By:
Tim Motz & Seth Wallach



Tim Motz

Director of Communications

- Been with SCWA since 2010

- Professional background:

- Former Reporter for the Village Voice, Southampton Press, Naples Daily News, and Waterbury Republican-American.

- Former speechwriter and Deputy Director of Communications for Suffolk County Executive.

- Former Director of Public Information Office for SCPD; developed and supervised staff for first civilian PIO.

- Current OpEd columnist for the Press News Group and East End Beacon.

- Terrified of Pickles



Seth Wallach

Community Outreach Coordinator



- Been with SCWA since 2016
- Professional background:
 - Former Reporter for the Smithtown News and The Observer (Northport).
 - Former staff writer at ProPlayerInsiders (NFL updates and opinion).
 - Likes: attending live music & sporting events, hiking, long walks on the beach.
 - Dislikes: the New York Yankees, IPA's, giving presentations at work.
 - Also dislikes pickles.



General Responsibilities

Tim Motz

- Fielding media inquiries.
- Organizing press. conferences or other media events.
- Updating staff on Media Coverage.
- Design and content of publications.
- Drafting letters, testimony, press releases and speeches.
- Organizing our **WaterTalk** forums.
- SCWA branding efforts.
- Leading Education Center Tours.

Seth Wallach

- Managing Social Media.
- General Outreach to the Public.
- Creating multimedia content.
- Management of the Education Center (with Deborah Pfeiffer).
- Working with Strategic Initiatives staff on outreach and Water Wise projects.
- Working with Human Resources staff on recruiting projects.
- Special projects from the CEO.
- Leading Education Center Tours.

Why the hell do we need these people?

Average Communications Budget Years
Preceding 2010 = \$252,000

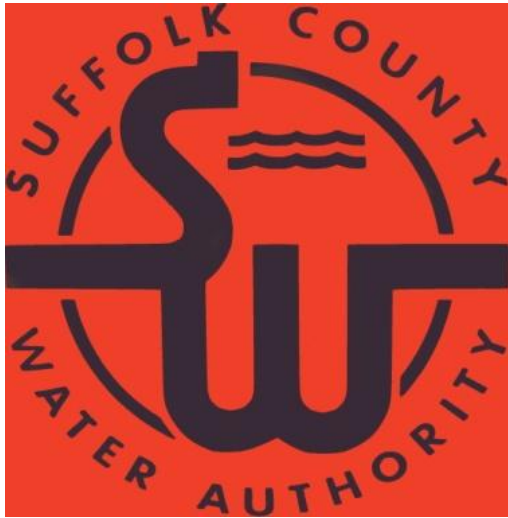
Average Communications Budget Years
Fiscal year 2017 = \$50,000

WaterTalk®

- Buy in from and promotion by elected officials.
- Substantial media coverage generated by our media advisories.
- Occasional promotional ad buys.
- Distribution of tens of thousands of emails with positive messaging.
- Tens of thousands of phone messages with positive messaging.



SCWA's Worst Offenders



Coca-Cola®

وَالْحَمْدُ لِلَّهِ
الَّذِي هَدَانَا
لِهَذَا صِرَاطٍ
مُسْتَقِيمٍ

Coca-Cola

The image features the text "Coca-Cola" in a stylized, 3D font. The letters are a vibrant blue with a gradient and a shadow effect, giving them a three-dimensional appearance. The text is centered within a thick, solid blue oval border. The background is a solid, light blue color.

Coca-Cola

Discordant.

Disorganized.

Split into fiefdoms.

Chaotic.

Not good.

SUFFOLK COUNTY



WATER AUTHORITY

“Branding Warriors”



Unity.

Cohesion.

Symmetry.

A company that has their shi...

...stuff together.

Total Cost of Rebranding?

A) \$100,000

B) \$150,000

C) \$0

D) \$20,000



LESS THAN ZERO!!!





Facebook



Twitter



LinkedIn



YouTube



Social Media By The Numbers...



- Of the approximately 7.1 billion people in the world, **1.86 billion** are monthly active Facebook users (Increasing at 17% annually).



- Twitter has **317 million** monthly active users, sending 500 million tweets per day.



- There are over **100 million** LinkedIn users.



- YouTube gets over **30 million visitors** per day, watching 5 billion videos.



SCWA Facebook Engagement

Total Page Likes as of Today: 727



Total Page Followers as of Today: 747



SCWA Twitter Engagement

- Since July 2016, SCWA Twitter followers have tripled (253 to 761).





Facebook

• SCWA News



Suffolk County Water Authority

Published by facebook@scwa.com [?] · February 16 at 10:02am · 🌐

SCWA CEO Jeff Szabo signs a letter urging the EPA to set a federal drinking water standard for 1,4-dioxane with NYSDOH - New York State Health Department, NYSDEC, Suffolk County Executive Steven Bellone and Assemblyman Steve Englebright



324 people reached

Boost Unavailable

Like Comment Share

Donna Mancuso, Lynn Christianson Dragasakis and 6 others




Write a comment...






Facebook

- Maintenance Announcements

 **Suffolk County Water Authority**
Published by facebook@scwa.com [?] · February 16 at 12:33pm · 🌐

Today's maintenance announcements -> https://www.scwa.com/press/maint_announce/






Maintenance Announcements | Suffolk County Water Authority

Welcome to the Suffolk County Water Authority's website. At the Water Authority, our mission is to provide the highest quality water at the lowest possible cost in...
SCWA.COM

218 people reached Boost Unavailable

👍 Like 💬 Comment ➦ Share

👤 Maria Trupia, Alison Biddle Branco and Joan Luniewski Nicoletti

 Write a comment...  



Facebook

- Active Main Breaks





Facebook

- Promote SCWA Events



Suffolk County Water Authority

33 mins · 🌐

TONIGHT'S THE NIGHT!

WaterTalk is TONIGHT 6 - 7:30p at Patchogue-Medford Library. We hope to see you there! (Did we mention we'll have donuts?)



WaterTalk

Your Questions,
Our Answers about
Vital Drinking Water Topics

We're all constantly bombarded with news about the underground aquifer system that supplies all of our drinking water. As a result, many of us have important questions: Is there enough water to sustain us in the future? Is the quality of our groundwater supply in imminent danger?

The Suffolk County Water Authority wants to help you better understand this vital natural resource and what we can all do to help protect it. To have your questions about our precious water supply answered, please join us for this special public education forum at which our experts will talk about the quality of your drinking water and how to track it, among other topics. But most importantly, we want to hear what's on your mind.

Panelists:

JOSEPH POKORNY Deputy Chief Executive Officer for Operations

CHRISTOPHER NIEBLING Laboratory Manager

STEVEN COLABUFO Water Resource Manager

Tuesday, November 14 • 6 p.m. to 7:30 p.m.

Patchogue-Medford Library

54-60 E. Main Street, Patchogue

Follow Suffolk Water on Facebook and Twitter | www.scwa.com





Facebook

- Info graphics

DON'T BE FOOLED BY IMPOSTERS

Follow these tips to stay safe from scammers

- 1) Never Open the Door for Someone You Do Not Recognize.**
- 2) Always Ask to See Identification.**
 - A real SCWA employee will be able to present their official company ID badge with full name, picture and ID number.
- 3) Check Their Vehicle.**
 - Does it have an SCWA logo on the side? The license plate should also mark the vehicle as belonging to the Suffolk County Water Authority.
- 4) Do They Have an Appointment?**
 - In almost all cases, an SCWA employee will not seek entry into a customer's home without having made an appointment to do so.
- 5) When in Doubt, Just Ask.**
 - If you are ever unsure whether or not someone asking to enter your home is an SCWA employee, call our customer service center at (631) 698-9500 for verification.



Suffolk County Water Authority

Published by facebook@scwa.com [?]
Like This Page - January 4 - Edited -

With reports of robberies in Nassau County this week involving men claiming to be water utility employees, SCWA reminds you to always verify the identification of anyone who comes to your home claiming to be a SCWA employee. Read more here -> http://www.scwa.com/scwa_urges_residents_to_see_k_proper_identification/

Tag Photo Add Location Edit

Like Comment Share

8

2 shares




Write a comment...






Facebook

- Videos

 Suffolk County Water Authority
19 hours ago

Blue Point Road Iron Filter Delivery



[Share](#) [All Videos](#) 14 Reactions 273 Views





Facebook



Liz Paratore

[View Profile](#)

Actions ▾

11/12/2016 11:52AM



I'm curious is much fluoride is added to the drinking water?

11/14/2016 8:41AM

Hi Liz,

Suffolk County Water Authority does not add any fluoride to the drinking water



Sent by facebook@scwa.com [?]



Thanks for the response!

- Customer Service Inquiries





Twitter

- Re-tweets:



Bridget Fleming

@bridgetmfleming

Following



10 alarm fire behind 78 Main Street Sag Harbor, since early am. Be careful if headed downtown. Smoky and icy.

RETWEETS

2



5:08 AM - 16 Dec 2016



2





Twitter



- #WaterWednesday



Suffolk County Water @SuffolkWater - Feb 15

A leaky faucet can really add up. Did you know that a leak of just one drip per second wastes 1,661 gallons of water a year?
[#WaterWednesday](#) [pic.twitter.com/2hWVRJzRHg](#)



1





LinkedIn

- Currently 854 followers.
- SCWA's LinkedIn company page works to further our brand as a utility that values professionalism, diversity and prides itself on providing an exceptional product with world-class customer service.
- SCWA celebrates its history but is always looking to the future, searching for ways to improve the way we do business.
- SCWA is a model utility not only technologically but financially, as evidenced by consistently lean budgets and two AAA Bond ratings.
- At SCWA our employees make a difference every day. We know our employees work hard, which is why we offer a comprehensive benefits package.



You**T**ube

- **Inside SCWA Web Series**
 - Takes our customers behind the scenes of various SCWA operations.



Public Relations and YOU



“Mr. No Filter”

A man wearing a yellow hard hat and a high-visibility yellow safety vest over a dark blue jacket. He has a surprised or excited expression, with his mouth open and his hands raised in a shrugging gesture. The background is a light blue wall with vertical panels.

Scenario A

-Joe Pipe

“Mr. Way Too Technical”



“Mr. Meanderer”



Scenario C

-Joe Pipe

“Mr. I-Don’t-Want-To-Do-This-Interview-And-I-Know-You’re-Just-Out-To-Screw-Me-Over”



“Mr. Right”

A man with glasses, wearing a yellow hard hat and a high-visibility yellow safety vest over a dark blue jacket, is smiling broadly. He is standing in front of a blue corrugated metal wall.

Scenario E

-Joe Pipe

“Mr. Two Cents”

A man wearing a yellow hard hat, glasses, a blue jacket, and a high-visibility yellow vest is pointing directly at the camera with a wide, expressive mouth. The background is a blue corrugated metal wall.

Scenario F

-Joe Pipe

“The Zombie”

A man wearing a yellow hard hat and a high-visibility yellow safety vest over a dark blue jacket and white shirt. He has a wide-eyed, shocked expression on his face. The background is a blue corrugated metal wall.

Scenario G

-Joe Pipe



THE MAIN CONNECTION

CHOCK FULL OF SCWA HISTORY, EDUCATION CENTER OPENS TO PUBLIC

After months of preparation, the SCWA Education Center is officially open for business.

On May 21, the facility opened its doors to tour groups for the first time, as visitors studied the exhibits and photographs that help describe the journey of Long Island's drinking water.

The SCWA Education Center celebrates the Authority's history, provides a glimpse into the future of the public water supply and, most importantly, teaches the public of the vital role they play in protecting our most precious resource—our underground drinking water supply.

During a tour of the education center, visitors get a behind-the-scenes look at Authority operations, from the construction of wells to the SCADA system to the Laboratory and everything in between. Exhibits dating back to the early 19th century help paint a picture of just how far water technology has come.

continued on page 8 with photos

A RELATIONSHIP FORGED WITH PEN AND PAPER



George Ghossn and Lori Gertz outside the Carle Place Diner

In an era of texts, tweets and emails, it may be hard for some to appreciate a relationship forged with pen and paper.

It may be even harder to comprehend such a relationship when you consider it's been intact and thriving since the Ford Administration.

But Suffolk County Water Authority Messenger Clerk George Ghossn has such a relationship, a pen pal odyssey with a woman two years his junior with whom he's exchanged countless letters through good times and bad...for 42 years.


And in all that time, they had never met, or even spoken on the phone, primarily due to George's fear of upsetting the delicate balance of the special relationship. But that all changed recently, when George finally relented and the two met over a two-hour breakfast at the Carle Place Diner when his longtime pen pal, Lori Gertz of California, was in town to take her son to visit Hofstra University.

continued on page 11

A THIRD TERM ON BOARD FOR JANE DEVINE (STORY ON PAGE 4)



Reports



SUFFOLK COUNTY WATER AUTHORITY
www.scwa.com

2017 DRINKING WATER QUALITY REPORT
For the period January 1, 2016 to December 31, 2016
(Including data for Fair Harbor, Riverside, Brentwood, Stony Brook and East Farmingdale Water Districts)

Dear Suffolk County Water Authority Customer:

I'm pleased to provide you with the Suffolk County Water Authority's 2017 Drinking Water Quality Report. This report, which is now available in electronic form, provides you with all the data you need to assess the quality of the water we supply to you. With this electronic report, you can now find information about water quality in your community quickly and easily, with just a click on a mouse.

Once again this year, the Suffolk County Water Authority has surpassed the tough water quality standards established by the U.S. Environmental Protection Agency and New York State Health Department, which both found our drinking water to be safe. At SCWA, however, our internal standards for water quality are often far more rigorous than standards set by state and federal regulators. Providing our customers with high quality drinking water will always be our top priority. In 2016, our state-of-the-art laboratory tested for 392 chemicals—243 more than required by regulators—and analyzed approximately 55,000 samples that produced roughly 166,000 test results to make sure your drinking water is safe.

Inside this report, you will find all the information you need about the quality of your water, as well as information about the Long Island Commission for Aquifer Protection (LICAP), the idea for which was hatched by SCWA in conjunction with the Long Island Water Conference and the Nassau-Suffolk Water Commissioners Association and approved unanimously by the legislatures of both Nassau County and Suffolk County. LICAP recently released the first State of the Aquifer report for Long Island. You can also read about WaterTrac, a GIS-based contaminant mapping system developed by SCWA staff that allows you to track groundwater quality from your own computer. And you can read about our Education Center in Hauppauge, which contains exhibits about our water cycle and how we at SCWA supply water to approximately 1.2 million people.

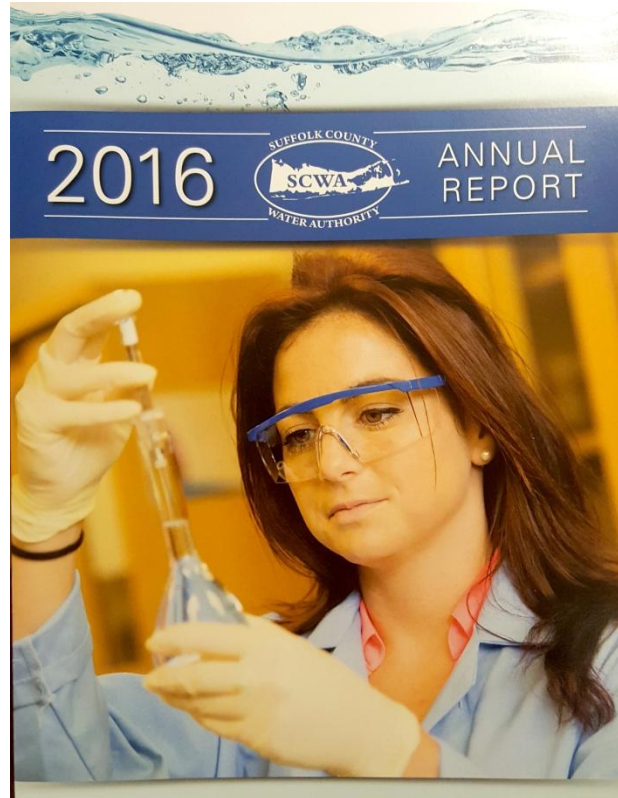
If we can answer questions about the contents of this report, or if you wish to request a paper copy, please call our Customer Service center at 631-698-9500 and we'll be happy to assist you.


James F. Gaughran, Chairman,
Suffolk County Water Authority

Este informe contiene información muy importante sobre su agua de beber. Tradúzcalo o hable con alguien que lo entienda bien.

Here's What's Inside:

- Pages 2-3: how our water cycle works and information on the Suffolk County Source Water Assessment Program
- Pages 4-6: information on protecting our groundwater and the value of water and conservation
- Pages 6-7: a message from our Laboratory Director and a list of compounds not detected in our drinking water
- Pages 8-9: lists of SCWA wells placed in service and taken out of service and water treatment information
- Page 10: what's new at SCWA
- Pages 11-21: educational information about the different constituents in drinking water, including various tables with our test results for bacteria, pharmaceuticals, disinfection byproducts, lead, copper, and radionuclides as well as important information for immunocompromised individuals and SCWA e-billing information
- Page 22: LICAP launches Water Trac
- Page 23: SCWA hosts lead in drinking water forum
- Page 24: SCWA's education center, descriptions of the educational videos available on our website
- Pages 25-26: how to review the water quality data for your area
- Pages 27-34: a water distribution area index to find the water quality results for your home or business
- Page 35: notices for the water districts we operate
- Pages 36 and 37: a comprehensive map of our water distribution areas
- Pages 38-46: water quality data for all distribution areas and notices for the water districts we operate
- Page 47: SCWA contact information



2016  **ANNUAL REPORT**



BUDGETS FOR THE FISCAL YEAR ENDING MAY 31st

2018



Education Center



