

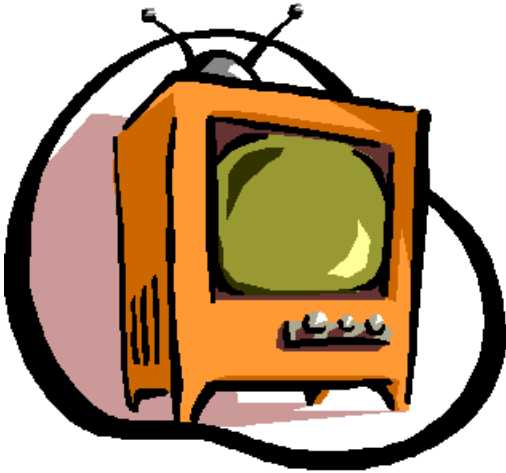


Road Business

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Public Access Television

Most towns use public access to broadcast public meetings and hours upon of ads and announcements. Larry Jackson, Public Works Director, uses public access television to his advantage. He believes that it is a “great educational tool” and a valuable public relations tool.

Every spring Larry does a “Road Review.” He has the streets slated for improvement filmed, and filmed again in the fall after improvements are completed. Someone from the public access station rode with a large and small plow so that people can see what it’s like “out there.” Night sweeping was filmed and a catch basin replacement, first starting with the traffic control.

Larry has had the film crew show the public works facility, highlighting equipment. Larry is always amazed at the number of people who stop him and say that they didn’t know something he featured.

The Littleton access station runs a bulletin board. Larry advertises street closures, tips for driving around plow trucks, and often emphasizes

the importance of slowing down around workzones. He says, “people just don’t slow down.”

Bob O’Connor, the Station Manager, says the most popular show broadcast was on plowing operations. After this show was broadcast the highway department’s phone complaints about plowing operation was cut in half.

Last year, the station sent a crew to the Mountain of Demos where the Littleton High School students demonstrated their sidewalk project. Larry described the day’s activities for the camera crew.

In Littleton, the station is Governmental Education meaning the town pays the school to run the access station. All shows are broadcast at least three times. The station covers anything the town believes to be of interest. Recently, they’ve aired a program about what happens after midnight. They ride with police and visit hospitals and convenience stores. The station broadcasts to northern Grafton County and reaches 12,000 people in 45 towns.

Other towns are taking advantage of their public access stations. During emergencies, the town of Derry advertises road closures and emergency services.

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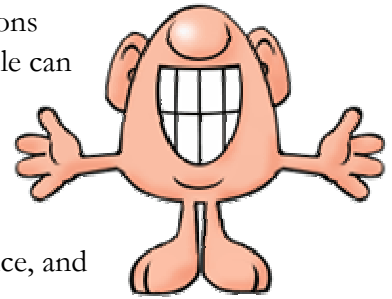
The Technology Transfer Center at the University of New Hampshire (UNH) is supported by the Federal Highway Administration (FHWA), the New Hampshire Department of Transportation (NHDOT), and UNH. Any opinions, findings, conclusions, or recommendations presented in this newsletter are those of the authors and do not necessarily reflect the views of the FHWA, NHDOT, or UNH.

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Take the Fear Out of Giving Presentations

When surveyed, people fear giving presentations more than death. Speaking before a room of people can be intimidating. Then again, this fear pales to other disasters (such as death).



Speakers can ask themselves, “What’s the worse that can happen?” Presenters envision projection failure, laptop seizures, a crabby audience, and other embarrassing situations.

However, these seldom come true. To control fears, whether real or imagined, take stock and confront them head-on. Accept that there is no such thing as a perfect presentation.

Prepare by practicing and promising oneself to talk well. To begin, think about what the audience needs to understand.

What If’s

To tackle the “what if’s,” imagine the greatest fear. For instance: the projector fails, the room is too hot or too cold, no one comes, speakers have too much or too little materials, or the audience decides they are boring.

While picturing these scenarios, consider how to handle each situation. List alternatives dealing with each situation to provide oneself peace of mind.

Questions and Confidence

Do not fear the audience; plan to listen as well as talk. It is best when the speaker involves the audience from the start. Get them involved—they’ll enjoy the talk more. Find out what they know and don’t know. Learn why they are there. Discover their interests.

The way that presenters deal with questions indicates their confidence level. If the speaker begins by saying, “I’ll take questions at the end,” odds are that the presenter is scared and has no idea of what they are talking about. Or, have hours of material and they’ll never reach the end. Instead, begin by asking questions of the audience.

Finally, remember it’s nice when speakers project their voice to the back of the room, has exciting slides, and manages eye contact with the audience. After a few minutes, the audience takes this for granted and the message becomes important. Therefore, speakers must concentrate on their message, no matter what. Take a deep breathe and go for it. The audience will enjoy it more and so will you.

Source:
Presentations February 2004, page 58

New Hampshire Roads Scholars

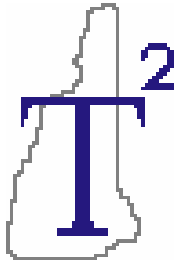
We are pleased to recognize individuals who, during the Spring of 2004, have achieved the following levels in the UNH T² Center Roads Scholar Program

Master Roads Scholar. Participated in UNH T² Center training activities which totaled 100 contact hours and covering the range of topics required for Roads Scholar II.

<u>Name</u>	<u>Affiliation</u>
Ken Daniels	Enfield
Ronald Dubois	Peterborough
John Margeson	Henniker
Gary Paige	Francestown

Senior Roads Scholar. Participated in UNH T² Center training activities which totaled 70 contact hours and covering the range of topics required for Roads Scholar II.

<u>Name</u>	<u>Affiliation</u>
Roger Deboisbriand	Nashua
Jean Marie Kennamer	Derry
James Terrell	Walpole
William Willey	Lincoln



Roads Scholar II. Participated in UNH T² Center training activities which totaled 50 contact hours and covered a set of minimum subject areas including road design and construction basics, other technical, tort liability and safety, and supervision or personal development.

<u>Name</u>	<u>Affiliation</u>
Dan Bissonnette	Whitefield
Alex Cote	Deerfield
David Leel	New Ipswich

Roads Scholar I. Participated in UNH T² Center training activities which totaled 30 contact hours.

<u>Name</u>	<u>Affiliation</u>
Charles Bailey	Bow
Reagan Clarke	NHDOT
Gordon Ellis	Epsom
Chuck Grassie	Stratham
Wayne Hewes	Waterville Valley
Roger Landry	Brentwood
Tracy Nash	Walpole
Stanley Sawyer	Walpole
Douglas Starr	Jaffrey
Ken Stocker	Plainfield
Gerard Turco	NHDOT
Bart Wappes	Whitefield

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During Public Works Week, Laconia ran a series of informational segments on their public access station. Doug Sargent, Public Works Director, presented the facilities, and discussed issues such as building bridges, rough roads vs. smooth roads, and the proposed scenic road near the Weirs. In Rochester, the public works department regularly runs the stormwater video, "There is No Away" to fulfill the NPDES II requirement to do public education.

The UNH T² Center has a library of videos. Many are not copywrited, and could be shown on

public access television. Contact the center to borrow a video.

