



ISEE PUBLIC EDUCATION AND PUBLIC RELATIONS COMMITTEE

Presents

PR AT THE DOORSTEP

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Public Relations at the Doorstep

- Good public relations can reduce the number of complaints and claims - **providing long term cost savings.**
- Poor relations programs can result in a substantially higher number of complaints and claims resulting in additional financial expenditures. (Costs – later in program)
- These additional expenditures may include personnel costs, consulting fees, insurance deductibles, settlement costs, legal fees, and judgments.

PR At The Doorstep

Tips for Meeting with Property Owners

September 14, 2007
Carolinas' Chapter SEE
Annual Conference and Meeting

Hosted by: Ken Eltschlager

Why do we need to communicate with the public when blasting is required in the neighborhood?

- To educate the public as to what they should expect during the blasting
- To explain that the blaster is a trained professional
- To assure that safe blasting practices will be followed and vibration and airblast limits will be observed to protect surrounding structures from damage
- To provide a contact person!!!

Caution!

- Blasting is a complicated topic and all aspects are not well understood by the general public
- Giving neighbors too much information may be confusing. Misunderstandings can eventually lead to problems for the blaster
- Everyone should work together while remaining independent and objective

For Starters...

- Pre-blast surveys are good a public relations opportunity
 - Establish credibility and improve the neighbor's confidence
 - Dispel the media myths of blasting
 - Sell the blaster's ability and professionalism
 - Document pre-existing conditions

-On the Doorstep- Blasters, Surveyors, Seismograph Operators, Consultants, Etc.

Need to Know :

- Project Details
- Where Blasting is Going to Occur
- Why Blasting is being Conducted
- How Blasting will be Conducted
- When Blasting is Going to Occur
- Who is doing the Blasting
- What can the Owner Expect

Project Details

- Construction
- Quarry
- Coal Mine
- Exploration
- Demolition
- Disposal



Where Will the Blasting Occur?

- Direction from the Residence
- Distance from the Residence
- Discuss Locations of Blasting within the Project
- Know the contract specifications

When Will Blasting Be Conducted?

- Notification to be Provided in Advance
- Pre Blast Survey Availability
- Schedule - Dates and Times of Planned Blasts
- Daily Warning Signals – Give Details if Known

Why is Blasting Being Conducted?

- Most Efficient method to remove rock
- Most Cost Effective
- Other methods not possible or feasible
- Know project details

How will Blasting be Conducted?

- Blasting Will be Done Safely
- Blasting Professionals will be in Charge
- Material will be Confined to project area
- Emphasize state-of-the-art products
 - Type of explosives
 - All Charges Delayed – a series of small blasts

Who will Conduct the Blasting?

- Licensed or Certified Blasters
- Qualified Blasting Professionals
- Insured Companies
- The experience of the blaster must be emphasized

Who Will Evaluate the Blasting?

- **Blaster**
 - Contact:
- **Regulatory Agency**
 - Contact:
- **Engineers and/or Seismic Specialists**
 - Contact:
- **Daily Blast Records will be Kept**
- **Assure that the blaster attained all necessary permits**
- **Know policy and procedures of the company**
- **Know any special precautions the blaster plans to use to limit flyrock, airblast, and vibrations must be stressed**

What can I Expect of the Blasting?

- You will probably feel the vibrations in your house
- Vibrations are normal
- Feeling vibrations does not mean damage
- Discuss ground vibrations and airblast
- Reiterate that the blaster understands how to control off-site impacts
- Describe how may affect daily life

Public Relations at the Doorstep

- Attitude and Professionalism of the Person at the Doorstep is Critical.
- The People Visiting the Neighboring Properties Represent Their Client
- **First Impressions Set the Tone for the Duration of the Project or Mine**

At the Doorstep

- It is noticed if the representatives are friendly, nice, neat, polite, knowledgeable, and concerned.
- It is especially noticeable if representatives are rude, seemingly incompetent or unprofessional.
- Consultants, seismograph operators and blasters must maintain a keen sense of public relations awareness every time they engage the public.

Next....

Face to Face Encounters

??? How do YOU look in public ???