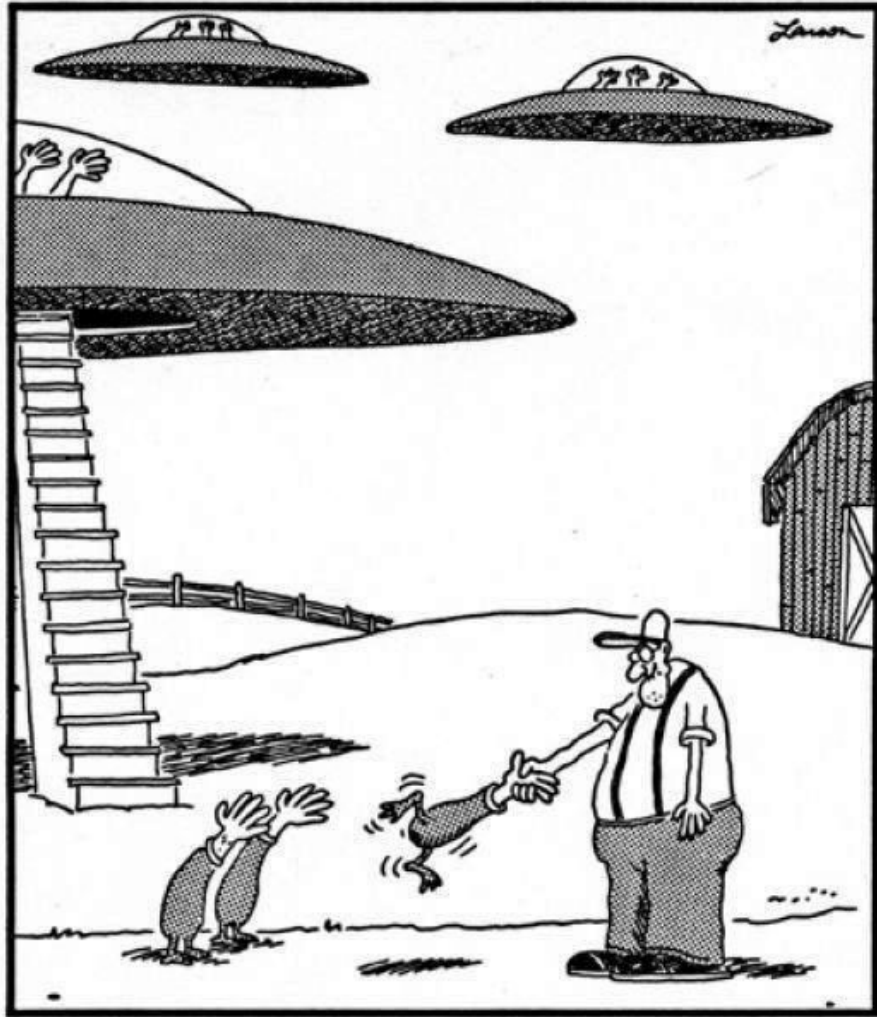


# Silas Stoddart

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Upper Cumberland Development District




# Bridging the Communication Gap In Rural America



**Inadvertently, Roy dooms the entire earth to annihilation when, in an attempt to be friendly, he seizes their leader by the head and shakes vigorously.**

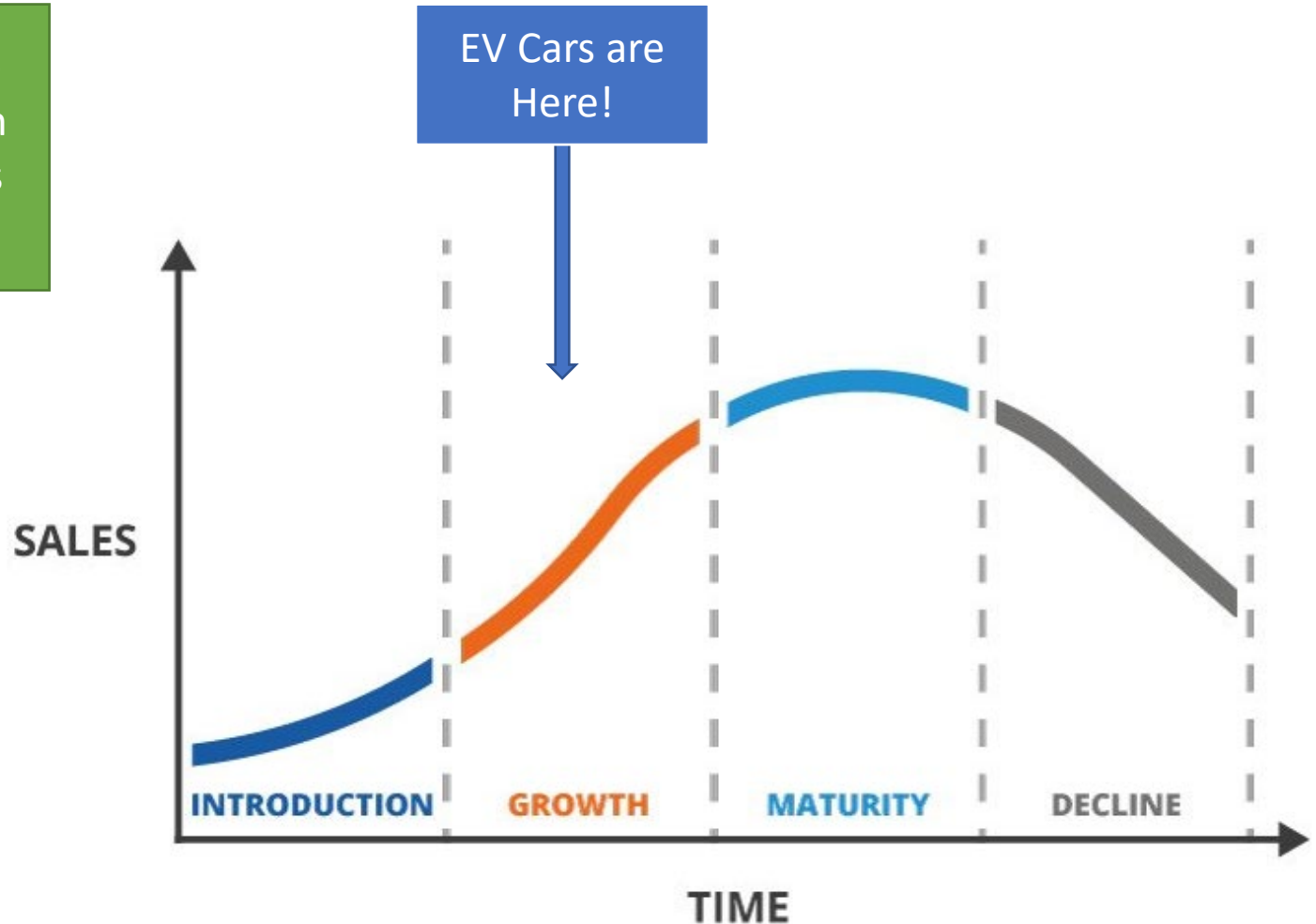
# Deflecting Preconceived Notions & Misinformation



- Myth #1: Electric vehicles are worse for the climate than gasoline cars because of the power plant emissions.
- Myth #2: Electric vehicles are worse for the climate than gasoline cars because of battery manufacturing.
- Myth #3: There is nowhere to charge.
- Myth #4: Electric vehicles don't have enough range to handle daily travel demands.
- Myth #5: Electric vehicles are not as safe as comparable gasoline vehicles.

# What is a product life cycle and why is it important to EV's?

The product life cycle is the course of the life of a product. It begins when the product is in development and ends after the product has been removed from the market.



# Bridging the Communication Gap In Rural America

what are other  
words for  
in closing?

finally, in conclusion, lastly,  
to conclude, to sum up,  
in summary, last, to end,  
in drawing things to a close



- Understand the emotional position of your audience
- Expect preconceived notions and misinformation
- Be prepared with factual information from accepted sources.
- Understand the product how it's lifecycle effects the audience





*"That's all Folks!"*