

ACWA COMMUNICATIONS OUTREACH ADVISORY

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New Television Ad Featuring Dr. Jeffrey Mount Premieres Tomorrow Statewide

Slated to Rotate with Initial Ad to Educate Public on Water

Tomorrow, Oct. 2, marks the premiere of the latest “California’s Water: A Crisis We Can’t Ignore” public education television advertisement. The 30-second ad, featuring UC Davis Geology Professor Dr. Jeffrey Mount, provides vivid detail about the sad state of California’s water infrastructure. It is slated to rotate in with the initial television advertisement, unveiled Sept. 17, to provide Californians with even more information on the current crisis.

Across the state, the ads are airing in all major markets during high-visibility markets, including “Oprah,” and “The Today Show.” Additionally, several public access and cable television channels have also begun to air the ads.

The program is designed to educate Californians about critical challenges now confronting the state’s water supply and delivery system, including a deepening crisis in the Sacramento-San Joaquin River Delta (Delta) and a recent court-ordered massive reduction in our statewide water supply.

Last week, ACWA unveiled the permanent Web site for the program, www.calwatercrisis.org, which features the existing television advertisement and the radio advertisement, unveiled Sept. 12, along with frequently asked questions, a fact sheet, a sample newsletter article and a bill stuffer. ACWA’s Web site, www.acwa.com includes a member toolkit that in addition to the documents on the program’s Web site, also contains a memo from ACWA Executive Director Tim Quinn, legal guidelines for public agency participation; and a sample PowerPoint presentation.

In order to increase the visibility of the television ads and the Web site, www.calwatercrisis.org, ACWA is asking members to partner with ACWA by posting the attached banner link to your Web page. The banner link has been designed to look and feel like the program website. Your technical/IT personnel should be able to easily accomplish this upload. Many have already posted the banner link, and ACWA is confident that additional agencies will also support the program by taking this step.

Over the next several months, the program will continue to reach the public directly through television, and print advertising, as well as the Internet and community outreach. The challenges in our statewide water system could have significant impacts on our quality of life, environment, agricultural production and the general economy – it is imperative the public understands the seriousness of the situation.

The public education program is currently scheduled to run through the end of 2007.

For more information, please visit <http://www.calwatercrisis.org/> or contact ACWA Director of Strategic Coordination and Public Affairs Jennifer Persike at 916-441-4545 or jenniferp@acwa.com

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