



**Television can be an effective means of informing the public about storm water problems and outreach events**

**APPLICATIONS**

- Manufacturing
- Material Handling
- Vehicle Maintenance
- Construction
- Commercial Activities
- Roadways
- Waste Containment
- Housekeeping Practices

**DESCRIPTION:**

The media can be strong allies to a storm water pollution prevention campaign in educating the public about storm water issues. Through the media, a program can educate targeted or mass audiences about problems and solutions, build support for remediation and retrofit projects, or generate awareness and interest in storm water management. Best of all, packaging a storm water message as a news story is virtually free!

**APPROACH:**

- *Newspapers and Magazines.* Newspapers are powerful vehicles for delivering educational information, policy analyses, public notices, and other messages. Many displays at watershed seminars proudly post newspaper articles on the projects being presented in recognition of the importance and impact of newspaper coverage.
- Newspapers can be accessed in several ways. Depending on the message or event, the appropriate format might be a news release, news advisory, query letter, letter to the editor, or (for urgent, timely information) a news conference
- *Magazines.* Magazines, like newspapers, allow for greater length and analysis than television and provide the additional benefit of targeting specific audiences (e.g., landscapers, automobile mechanics, farmers, or recreationists).
- *Radio.* In spite of the popularity of video, radio remains a strong media contender due to its affordable production costs and creative possibilities. Further, commuters who drive to work spend much time in their vehicles.
- *Television.* Television is the primary source of news for the majority of the population, and local reporters are generally interested in covering environmental stories that pertain to their area.
- Issues will attract television coverage if they involve local people or issues, Focus on unique or unusual attributes, Affect many people throughout a region, Involve controversy or strong emotions
- *Internet Message.* Increasingly, the Internet is becoming a powerful means of communication. It provides worldwide access to hundreds of thousands of sites containing millions of documents, chat rooms for special interest groups, and incredible database/mapping features.

**LIMITATIONS:**

- Working with the media is essentially free, but not always.



**TARGETED POLLUTANTS**

- Sediment
- Nutrients
- Heavy Metals
- Toxic Materials
- Oxygen Demanding Substances
- Oil & Grease
- Floatable Materials
- Bacteria & Viruses

- High Impact
- Medium Impact
- Low or Unknown Impact

**IMPLEMENTATION REQUIREMENTS**

- Capital Costs
- O&M Costs
- Maintenance
- Training

- High
- Medium
- Low