

Texas Water Resources Institute

**Public Service Announcements for the Arroyo Colorado Watershed
Coastal Management Program, Cycle 14
General Land Office Agreement No. 10-063-000-3762**

Quarter no. 5 From 10/1/10 Through 12/31/2010

ABSTRACT

A Soil Testing PSA and an Urban Stormwater PSA have been airing on local television stations during the last quarter and will continue into the next quarter. Future project efforts will include scheduling the PSAs for airtime with the remaining project funds.

TASK REPORT

TASK 1: Texas A&M Agricultural Communications (Ag Communications) and the Texas Water Resources Institute (TWRI) will develop a script and general outline for the two PSAs. One PSA will provide generic information on water quality issues in the Arroyo Colorado watershed while the second will provide specific tips for citizens to reduce urban and agricultural water pollution.

Task Status: In progress 100% complete

Major Accomplishments for the reporting period include:

- Quarter 5 progress report was turned in on January 14, 2011.
- PSAs have been completed and approved and are now airing on local television stations.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- Schedule air time

TASK 2: Ag Communications in collaboration with TWRI will identify local English and Spanish television stations for airtime and make arrangements for broadcast of final PSAs.

Task Status: In progress 99% complete

Major Accomplishments for the reporting period include:

- PSAs have been airing on local television stations that had previously been identified.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report.

Projected Work for Next Quarter:

- continue airing as funding allows

TASK 3: Ag Communications will produce PSAs and distribute PSAs to local television stations for broadcasting.

Task Status: In progress 99% complete

Major Accomplishments for the reporting period include:

- The production company and AgriLife Extension began contacting local television stations for schedule of run times and costs.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- continue airing as funding allows