

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. 2 From 1/1/10 Through 3/31/010

ABSTRACT

Draft Urban and Agricultural Public Service Announcements (PSAs) were presented to the Arroyo Colorado Partnership Workgroups and Steering Committees in January. Their comments as well as those from TSSWCB and TCEQ have been incorporated into the scripts. Bids were also sent out to production companies through Purchasing, and we are hoping to be able to begin working with the production company during the next quarter.

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 30% complete

Major Accomplishments for the reporting period include:

- Both the Urban and Agricultural PSA draft scripts were submitted to GLO on December 21, 2009.
- Urban PSA script was presented to the Outreach and Education Workgroup and Steering Committee for the Arroyo Colorado Partnership for suggestions in January 2010.
- Agriculture PSA script was presented to the Agriculture Issues Workgroup and Steering Committee for the Arroyo Colorado Partnership for suggestions in January 2010.
- Comments were also received from TCEQ and TSSWCB.
- All comments have been taken into consideration and changes have been made to the scripts. Please see attached DRAFT Scripts.
- Quarter 1 progress report was turned in on January 14, 2010.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- Get final approval of scripts from GLO.

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 15% complete

Major Accomplishments for the reporting period include:

- Specifications for bids to production companies have been generated.
- Production companies will be producing the PSAs and buying the air time required.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report.

Projected Work for Next Quarter:

- Bids will be submitted to production companies.

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

Task Status: In progress 10% complete

Major Accomplishments for the reporting period include:

- TWRI will be working through a production company to produce and buy the airtime for the PSAs

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- Identify and secure a speaker for the Agriculture PSA, for which we will contact the county extension agents for the area.
- Work on production of the PSAs after bid has been approved.

Arroyo Colorado Television Public Service Announcements (30-second)

VIDEO***	SCRIPT
Shot of speaker in front of Arroyo Colorado	Hello, I am (farmer's name*), a farmer near the Arroyo Colorado.
Views of Arroyo Colorado	The Arroyo is a little waterway with a big job. It helps control flooding and provides drainage on our farms. And, let's not forget the excellent fishing.
View of drainage to Arroyo	The Arroyo is a little waterway with a big job. It helps control flooding and provides drainage on our farms. And, let's not forget the excellent fishing.
Shot of pollution	Sadly, it's polluted with too many nutrients, pesticides, bacteria, and sediment.
Shot of soil testing	As a farmer, you can help clean up the Arroyo. Having your soil tested for nutrients not only saves you money and potentially increases your yield but also keeps excess nutrients from flowing into the Arroyo.
Screen shot of Arroyo Colorado web site with web address on top.	Visit www.arroyocolorado.org ** to find out how you can get your soil tested and join me in protecting the Arroyo.
Screen shot of Arroyo Colorado logo and motto***	Arroyo Colorado: Know it. Respect it. Enjoy it

* Rod Santa Ana, Texas AgriLife communications specialist, and Brad Cowan, Texas AgriLife Extension Service agent, will identify appropriate farmer.

**Would need to put a link to the TSSWCB web site with WQMP, Best Management Practices manual, list of BMPS, etc. on the web site.

***Video (and script to a certain extent) might change slightly during production.

Arroyo Colorado Television Public Service Announcements (30-second)

Urban PSA

VIDEO View of Arroyo Colorado Beginning of Rubber Duckies Video Screen shot of Arroyo Colorado logo and motto	SCRIPT It wouldn't matter what went down the storm drains leading to the Arroyo Colorado if storm water pollution was simply rubber duckies. But stormwater pollution is not rubber duckies. It's trash, oil, cigarette butts and pet waste going untreated to our Arroyo Colorado. So take a minute to do your part for the Arroyo. Clean up, rake up, sweep up and pick up. Clean streets mean cleaner water. Arroyo Colorado: Know it. Respect it. Enjoy it
---	--

VIDEO View of Arroyo Colorado Shots of pollution Shot of someone putting paint down the kitchen sink. Shot of dumping oil on curb by yard. Close up of shot of picking up pet waste. Shot of sweeping leaves from storm drain. Screen shot of Arroyo Colorado logo and motto	SCRIPT Arroyo Colorado is an important waterway for us in the Rio Grande Valley. Sadly, it's polluted. You can do a lot to clean up the Arroyo by watching what you put down your household drains and storm drains in your neighborhood. Don't dump your car's oil on the ground or in the storm drain. Pick up after your pet. So take a minute to do your part for the Arroyo. Clean up, rake up, sweep up and pick up. Clean streets mean cleaner water. Arroyo Colorado: Know it. Respect it. Enjoy it
--	---