

Communicating Ground Water Stewardship to the General Public

The NGWA Story

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NGWA Mission Statement:

- “Dedicated to advancing groundwater knowledge.”



Don't mistake public awareness activity
for public awareness effectiveness!



Tactics to carry out communications strategies

**Communication strategies—including
message development—that support
organizational goals**

**Organizational
goals**



Key organizational goals

- Furthering ground water knowledge.
- Furthering ground water protection.



Fast forward...

Communications strategies and tactics defined and developed through:

- ✓ Public awareness plan
- ✓ Public Awareness Standing Committee
- ✓ Strategic planning processes



The challenge in reaching goals:

- Effectively reach target audiences nationally with NGWA message
- Modest financial resources for public awareness
- One-person public awareness staff (me)



The strategy in achieving goals: Leveraging

- NGWA does not have the manpower or budget to carry out a saturation campaign nationwide.
- “Leveraging” allows NGWA to use other, existing organizations or mechanisms to get its message out at comparatively little cost.



The tactics to accomplish strategies:

1. Secure promotional partnerships with organizations holding shared interests.
2. Aggressively promote/increase NGWA's Web presence.
3. Earned media
4. Venture into world of social media.

NGWA's Ground Water Awareness Promotional Sponsors



American Farm
Bureau Federation



U.S. Geological
Survey



Automotive Oil
Change Association



Irrigation
Association



Tractor Supply
Company



National
Environmental
Health Association



Ground Water
Protection Council



National
Association of Local
Boards of Health



National
Association of
Conservation
Districts



National Onsite
Wastewater
Recycling Association



National
Environmental
Services Center

NGWA Public Awareness Snapshot

NGWA's reach through partnerships:

Farm Bureaus:

50 state and 2,800 local

Ground Water Protection Council:

50 state agencies

Automotive Oil Change Association:

2,500 oil change service centers

National Environmental Health Association:

4,500 environmental health professionals

National Association of Conservation Districts:

3,000 districts

Irrigation Association and National Onsite

Wastewater Recycling Association:

Thousands of members

Leveraging through NGWA members: Public Awareness Toolbox

- Setting Goals
- News Releases and Advisories
- Letters to the Editor
- Op-Ed Columns
- News Events
- Newspaper Ads
- Radio Ads or PSAs
- Poster and Flier
- Clip and Copy
- NGWA Web Sites
- Partnerships
- Exhibiting
- Presentations





Informing consumers about water wells

Thursday 08 October



New

» New Video



Are you water wise?
Click the calculator

Home

www.wellowner.org

Wellowner.org is your one-stop resource for information relating to private water well systems and ground water. Throughout, the importance of regular well maintenance and water testing is demonstrated again and again. After all, your water well system is a direct link to an underground water reserve and the responsibility is yours to protect this valuable natural resource, as well as safeguarding your family's health. The investment in proper testing and maintenance is more than worth it!

How to find a reliable

What exactly is a



Well owner tips

» Test your well water

For Kids

Ground Water Adventurers

Ground Water Adventurers - Windows Internet Explorer provided by NGWA

http://www.groundwateradventurers.org/

Google

Go

Bookmarks

2 blocked

Check

AutoLink

AutoFill

Send to

Settings

Ground Water Adventurers

Home

Page

Tools

Ground Water Adventurers

Brought to you by the National Ground Water Association

[Brain Ticklers and Fun Facts](#) | [Water Experiments](#) | [GW Gorp](#) | [Pics and Stories](#)

What lurks deep within the Earth, moving slowly through spaces and cracks, often in search of an escape to the surface? Yikes!

Not to worry—it's ground water. Ground water is your friend. In fact, ground water makes up more than 90 percent of all available fresh water in the world. Life as we know it would not exist without ground water.

New ["'Ploppy' explores ground water \(in Spanish\)!"](#)

Welcome to the Web site of Ground Water Adventurers, a program of the National Ground Water Association for kids who like science, fun, and exploration. Check out our Web site and discover the cool world of ground water.

start

Inbit Messenger

2 Microsoft ...

Microsoft Po...

Microsoft Word

Ground Wate...

Type to search

Internet

100%

2:32 PM



Web promotion through National Ground Water Awareness Week

- National news media information distribution
 - Distributed to
 - 8,500 newspapers
 - 556 placements before 26.9 million potential readers
 - 6,500 radio stations
 - 1,518 airplays to 92.1 million potential listeners
 - 1,000 TV stations
 - 92 broadcasts to 86.5 million potential viewers

Web promotion through RFD-TV show on water wells

Aired Sept. 8, 2008



Social Media

- Social networking sites (i.e. LinkedIn, Facebook)
- Blogs
- Twitter

Under consideration:

Which tactics fit NGWA's organizational objectives?



Q: Are NGWA public awareness initiatives achieving organizational goals?

A: Maybe

For more information...



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www.wellowner.org

www.groundwateradventurers.org