



WATER WORDS
THAT WORK

Water Words That Work – And Don't

National Water Conference
Sparks, Nevada

Eric Eckl
February 6, 2008





WATER WORDS
THAT WORK

Microsoft Office Accounting 2007



Backup and file manipulation operations (such as ALTER DATABASE ADD FILE) on a database must be serialized. Reissue the statement after the current backup or file manipulation operation is completed.

Backup and file manipulation operations (such as ALTER DATABASE ADD FILE) on a database must be serialized. Reissue the statement after the current backup or file manipulation operation is completed.

OK



WATER WORDS
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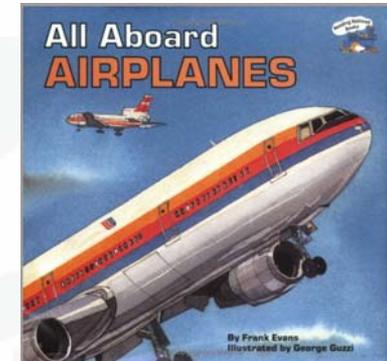
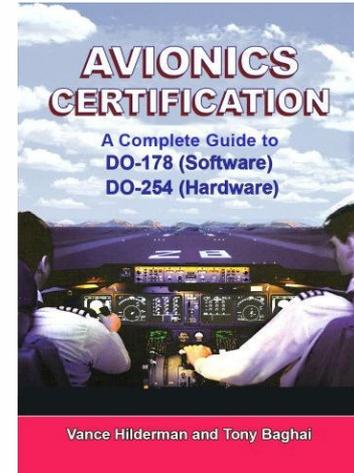
American Jobs Are Sailing Away . . .

Stop Reflagging!

Support YOUR U.S. Merchant Marine



MEBA





Today's Presentation

- **Poor communication is everywhere!**
- **Americans care a lot about clean water**
- **Water Words That (Don't) Work and Examples**
- **Language and Technology Trends**
- **Water Words That Do Work and Examples**

Water is a high priority for Americans

"I'm going to read you a list of environmental problems. As I read each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all. How much do you personally worry about [see below]?"

	Great Deal	Fair Amount
	%	%
"Pollution of drinking water"	53	24
"Pollution of rivers, lakes and reservoirs"	48	31
"Contamination of soil and water by toxic waste"	48	26
"Maintenance of the nation's supply of fresh water for household needs"	47	25
"Air pollution"	39	30
"Extinction of plant and animal species"	36	26
"The loss of tropical rain forests"	35	26
"Damage to the earth's ozone layer"	33	27
"The 'greenhouse effect,' or global warming"	26	25
"Acid rain"	20	26



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Water is a high priority for Kentuckians

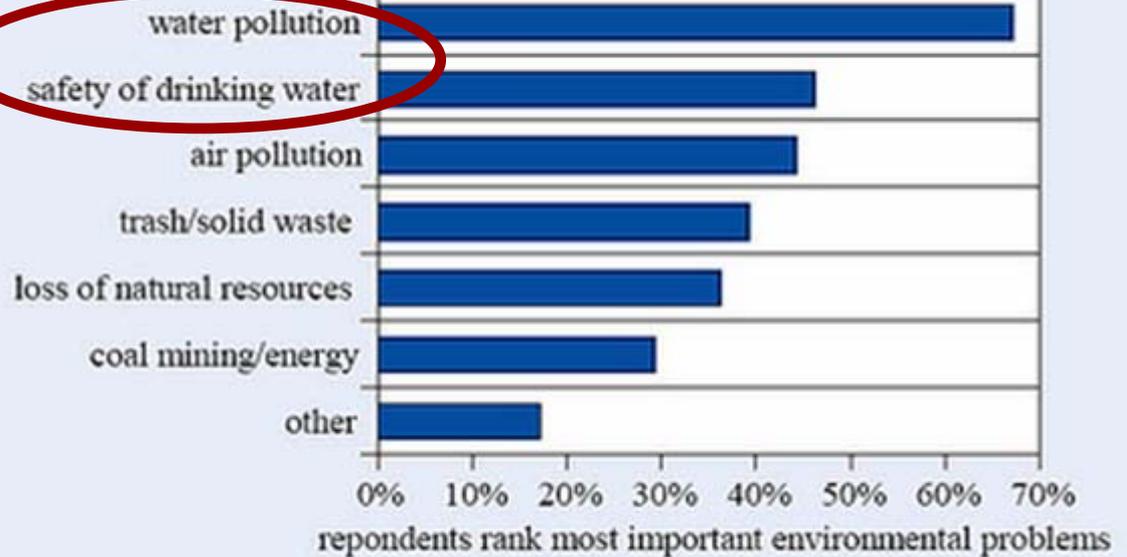
Kentucky Environmental Quality Commission

**2002 Online Public Opinion Poll
on the Environment**



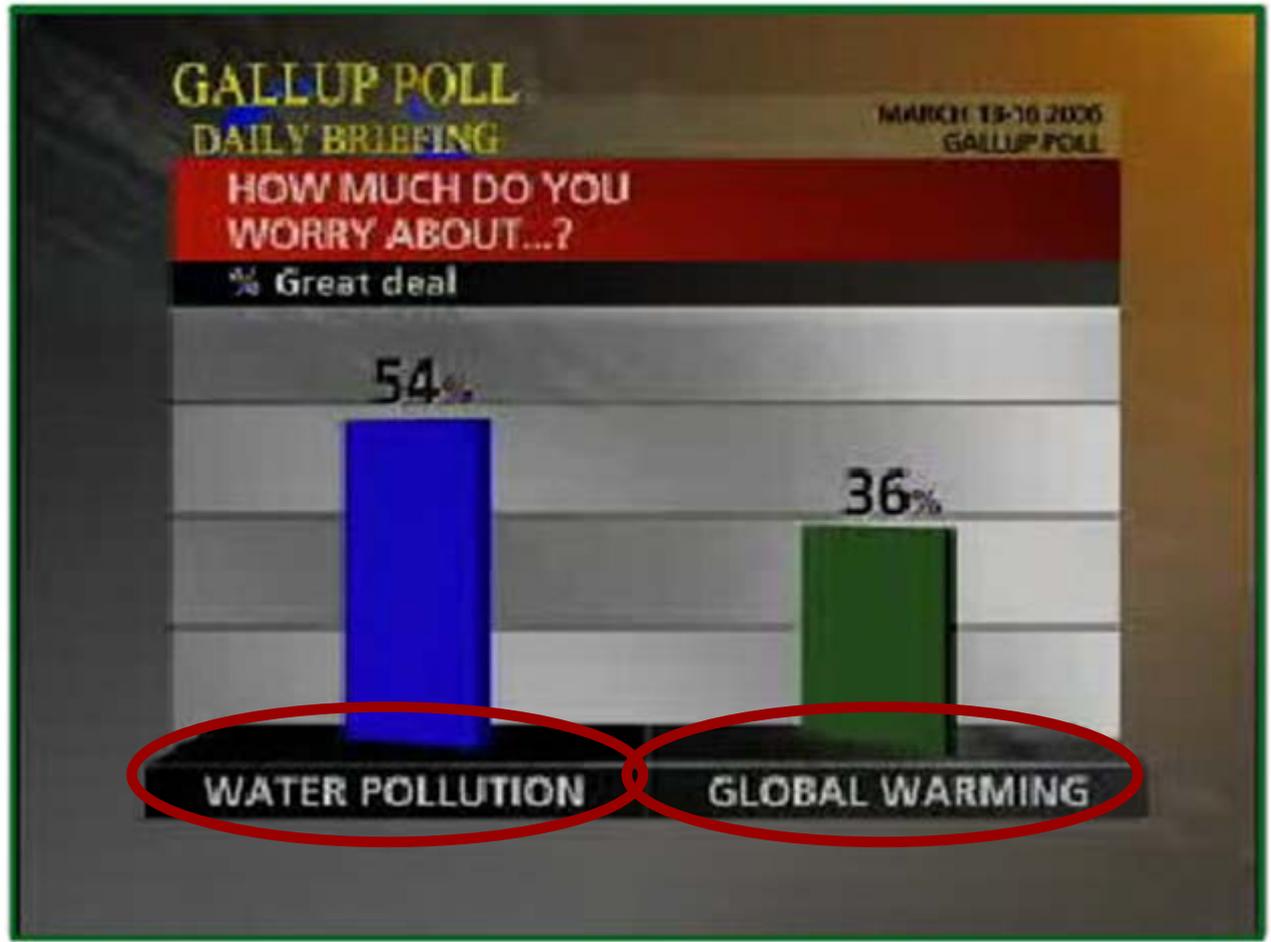
February 12, 2003

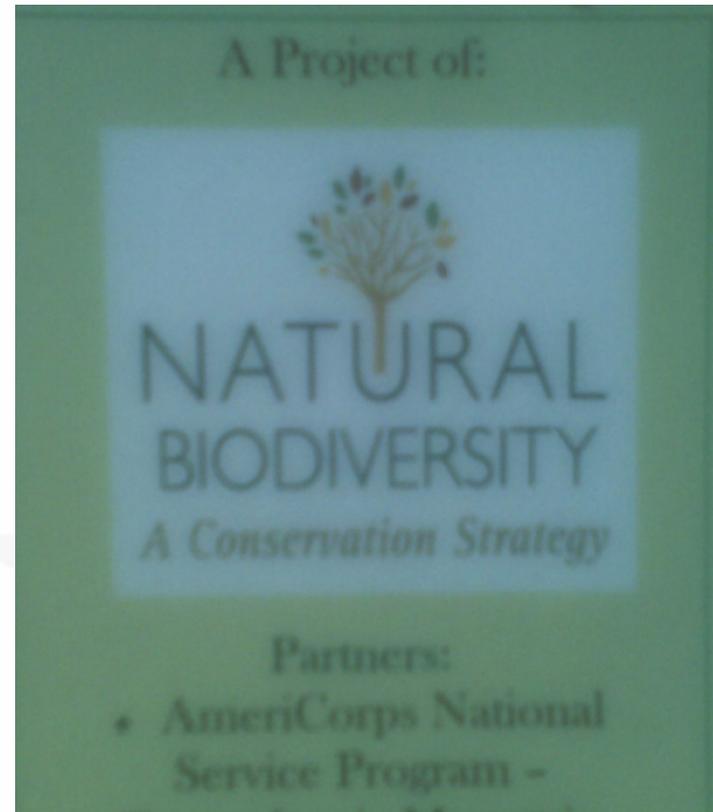
Kentuckians Rank Environmental Concerns



Based on number of votes received for top 3 issues.

Water *Still* Tops Global Warming!





“Biodiversity”

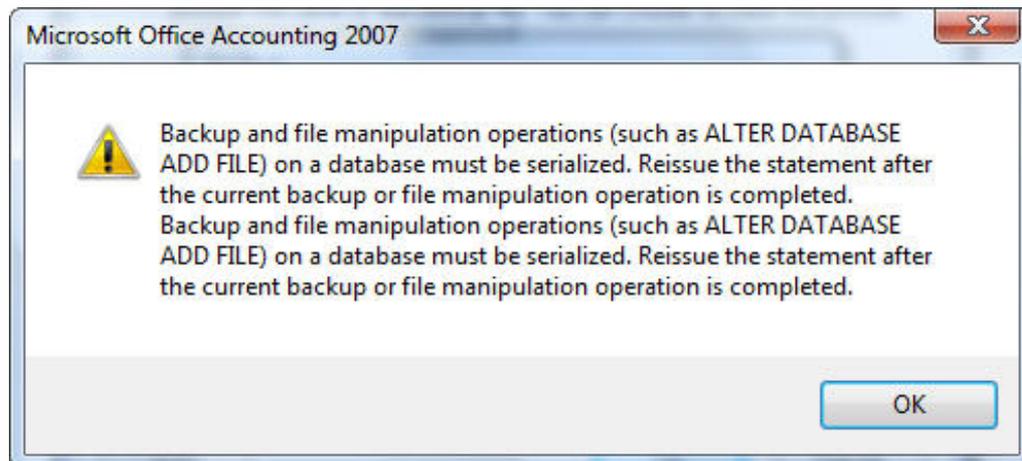
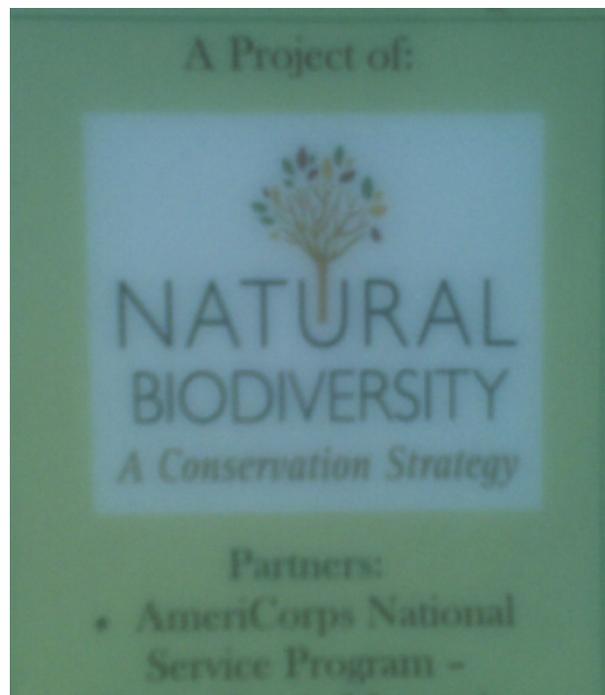


**The 2004 Survey of Kentuckians’
Environmental Knowledge,
Attitudes and Behaviors**

Survey Conducted
by
the Kentucky Environmental Education Council
and
the University of Kentucky Survey Research Center

Released, January 2005





Potomac Basin
REPORTER
Vol. 62, No. 1 Interstate Commission on the Potomac River Basin Jan./Feb. 2006



C. Deane
Looking down the tidal Anacostia to the Potomac in the background, the Anacostia is receiving a great deal of attention with regard to development and restoration.

ICPRB a Partner in Restoration Plans, Research, Outreach in 2006

As the states of the Potomac basin continue to update their assessments of overall stream health in their jurisdictions, the Interstate Commission on the Potomac River Basin is assisting with its growing expertise in restoration plans.

This year, the ICPRB member states and the District of Columbia are updating the federally mandated lists of waters in their jurisdictions—streams, rivers, and lakes—that are unable to meet their designated water quality standards. The lists of noncompliant streams will be ranked and used to create total maximum daily load plans (TMDLs). These plans assess the levels of a problem pollutant and its sources, and develop implementation concepts and programs to bring the water body back into acceptable levels of quality. The ICPRB is assisting with a number of these plans, some of which are interstate watersheds requiring

close cooperation between jurisdictions.

The human side of stream restoration also is being covered by the commission through outreach to schools and citizens groups. Commission staff are in increasingly important contact with many watershed groups and schools to educate and activate groups in the challenge of preserving the Potomac's many values. The commission supports many activities to foster public support, from organizing tree plantings and stream cleanups, starting and supporting citizen watershed groups, assisting with the acquisition of grant funds for those groups, supporting basin-wide initiatives to clean the river, and fostering connections between these groups throughout the basin states.

The ICPRB will pursue many other technical programs in 2006. In addition to its TMDL work, ICPRB is building understanding of the basin's groundwater resources, how they are being used currently and their viability in the future.



Nonpoint source pollution





WATER WORDS
THAT WORK





Potomac Basin

REPORTER

Vol. 42, No. 1 | Interstate Commission on the Potomac River Basin | Jan./Feb. 2006



Looking over the FBI Academy in the Potomac in the background, the Academy is a leading green building with superior design and construction.

ICPRB a Partner in Restoration Plans, Research, Outreach in 2006

At the outset of the Potomac Basin Corridor to update their assessments of overall stream health. In their jurisdictions, the Interstate Commission on the Potomac River Basin is dealing with its growing expertise in restoration plans.

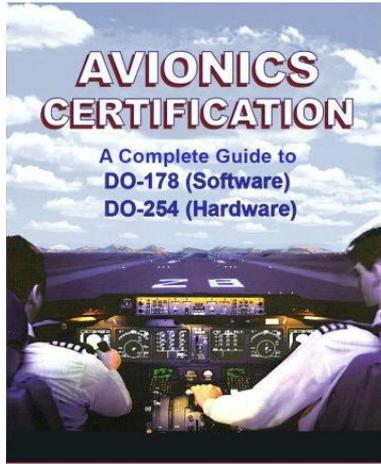
The year, the ICPRB member states and the District of Columbia are updating the federally mandated lists of waters in their jurisdictions, streams, rivers, and lakes that are unable to meet their designated water quality standards. The lists of noncompliant streams will be ranked and used to create their maximum daily load plans (MFLDs). These plans assess the levels of pollution (nutrients and its sources, and develop implementation concepts and programs to bring the water body back the designated level of quality. The ICPRB is assisting with a number of field projects, some of which are interstate watersheds requiring

close cooperation between jurisdictions. The federal side of stream restoration also is being covered by the commission through outreach to academic and citizen groups. Commission staff are increasingly in frequent contact with many watershed groups and schools to educate and advise groups in the challenge of protecting the Potomac's many waters. The commission supports many activities to foster public support, from organizing tree plantings and stream cleanups, starting and supporting citizen watershed groups, assisting with the acquisition of grant funds for these projects, supporting train-the-trainer to clean the river, and fostering connections between these groups throughout the basin states.

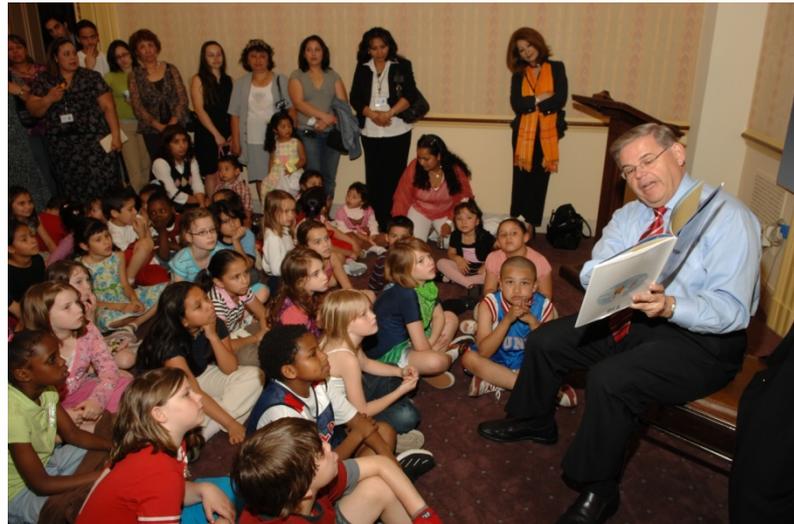
The ICPRB will pursue many other technical programs in 2006. In addition to its TMDL work, ICPRB is building understanding of the basin's groundwater resources, how they are being used, conserved, and their quality in the basin.

AVIONICS CERTIFICATION

A Complete Guide to
DO-178 (Software)
DO-254 (Hardware)



Vance Hilderman and Tony Baghai





WATER WORDS
THAT WORK

Entering

CHESAPEAKE BAY WATERSHED

Please Treasure the Chesapeake



“Watershed”

Final Report for

A SURVEY OF CHESAPEAKE BAY WATERSHED RESIDENTS

KNOWLEDGE, ATTITUDES AND BEHAVIORS TOWARDS
CHESAPEAKE BAY WATERSHED WATER QUALITY ISSUES

CMI-HDD-02-01

Submitted: September 11, 2002

Prepared for the
Chesapeake Bay Program

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Prepared by:

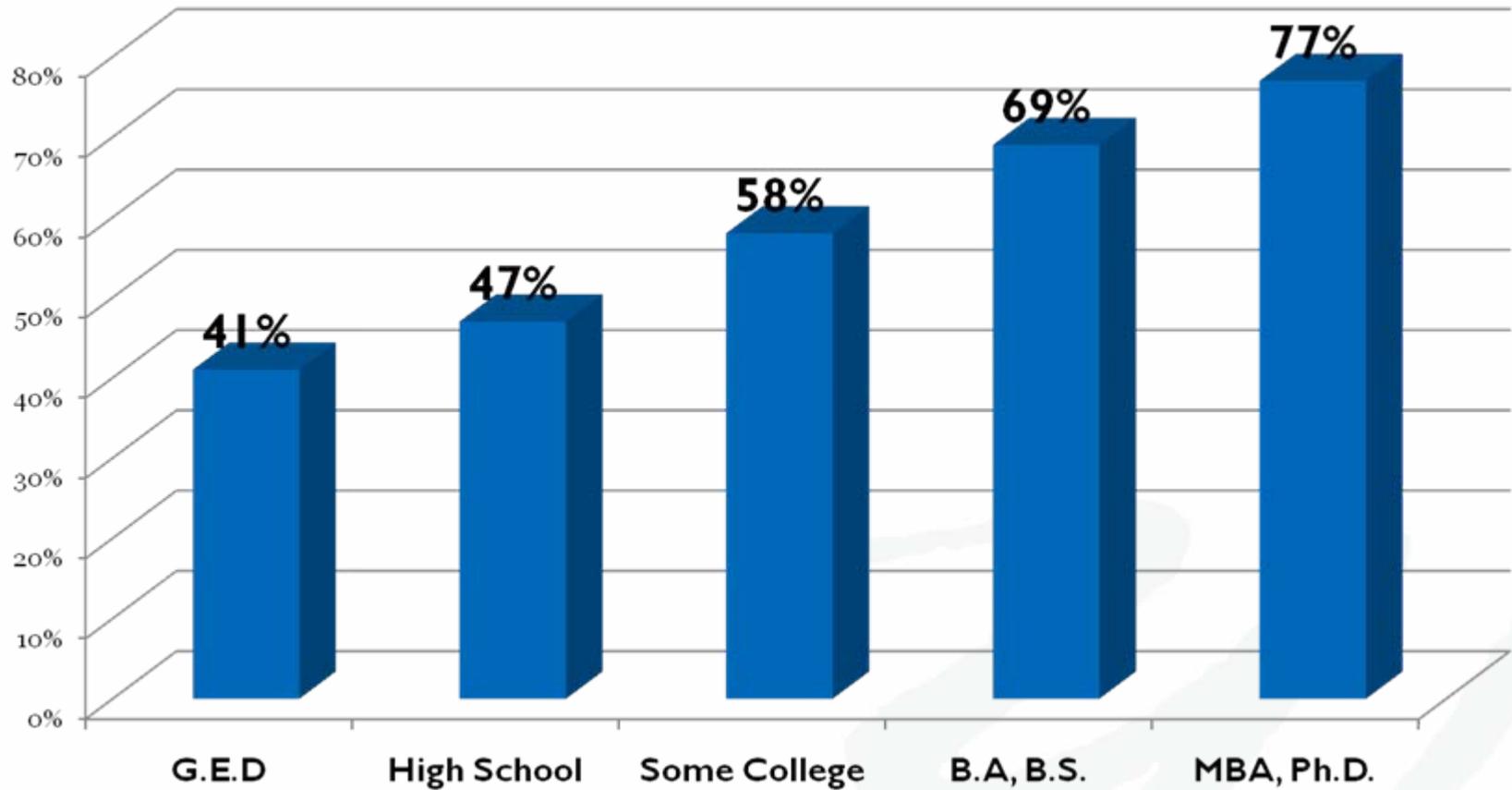
Julie A. McClafferty
Human Dimensions Division
Conservation Management Institute
College of Natural Resources
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Blacksburg, VA 24061-0534
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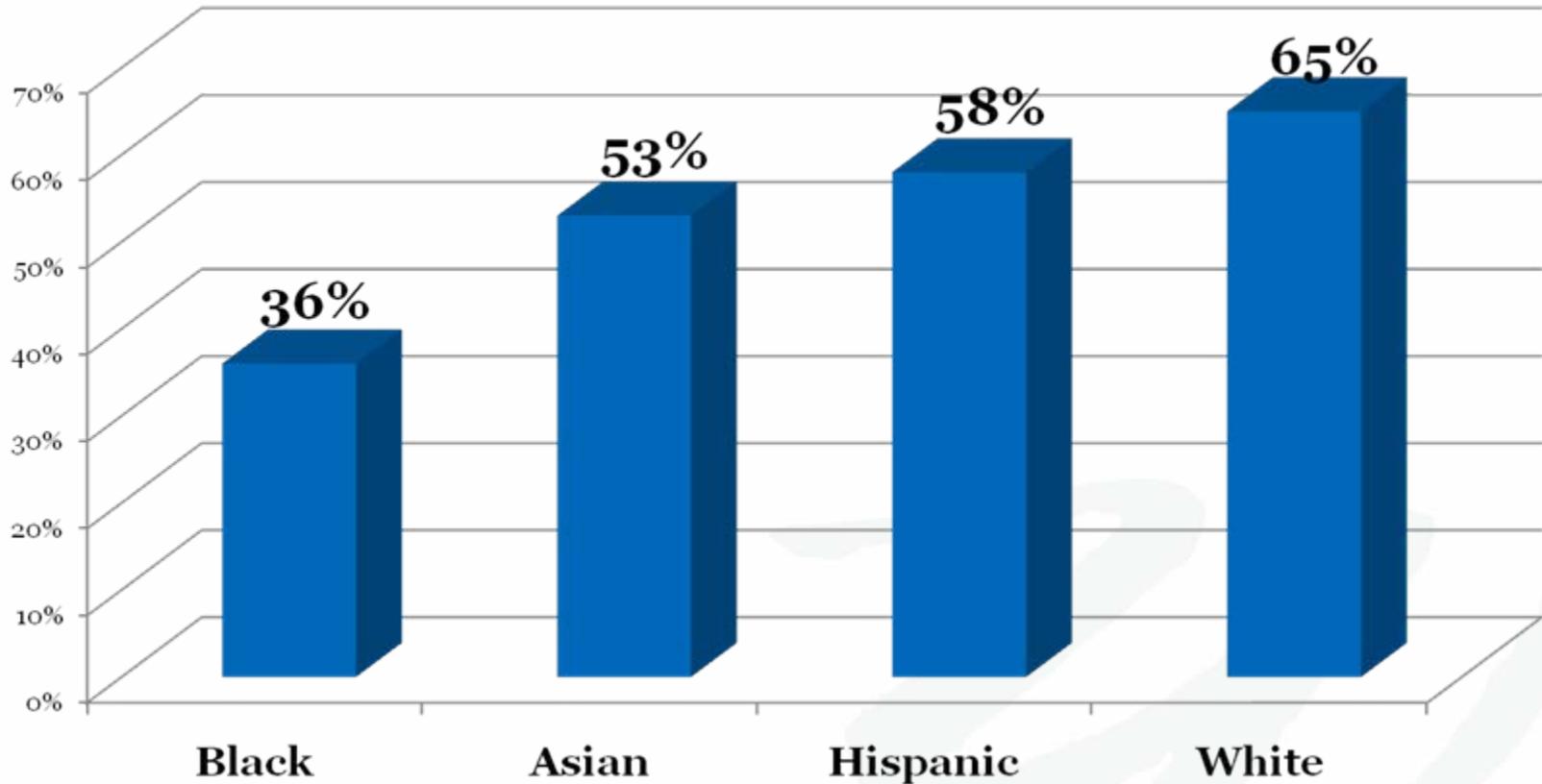


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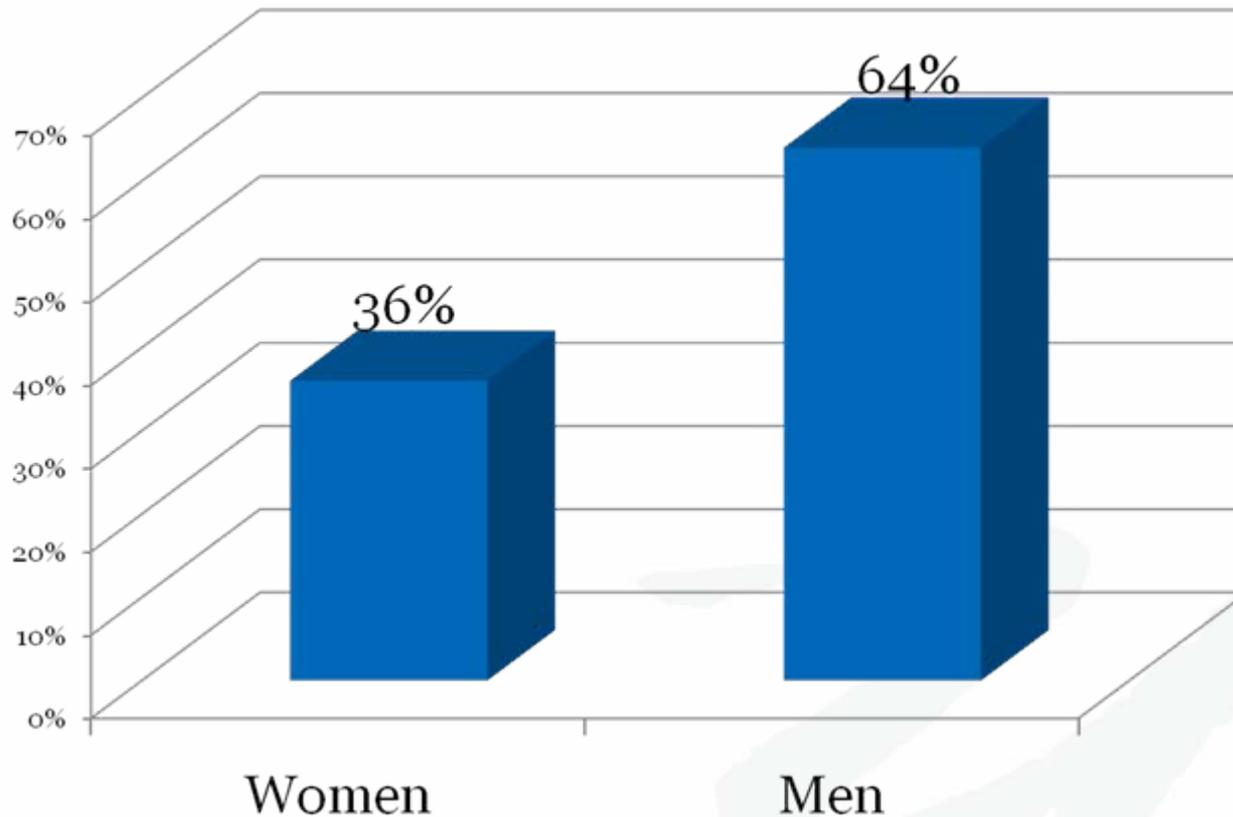
“Watershed” by Education



“Watershed” by Race



“Watershed” by Gender



Where they get their information

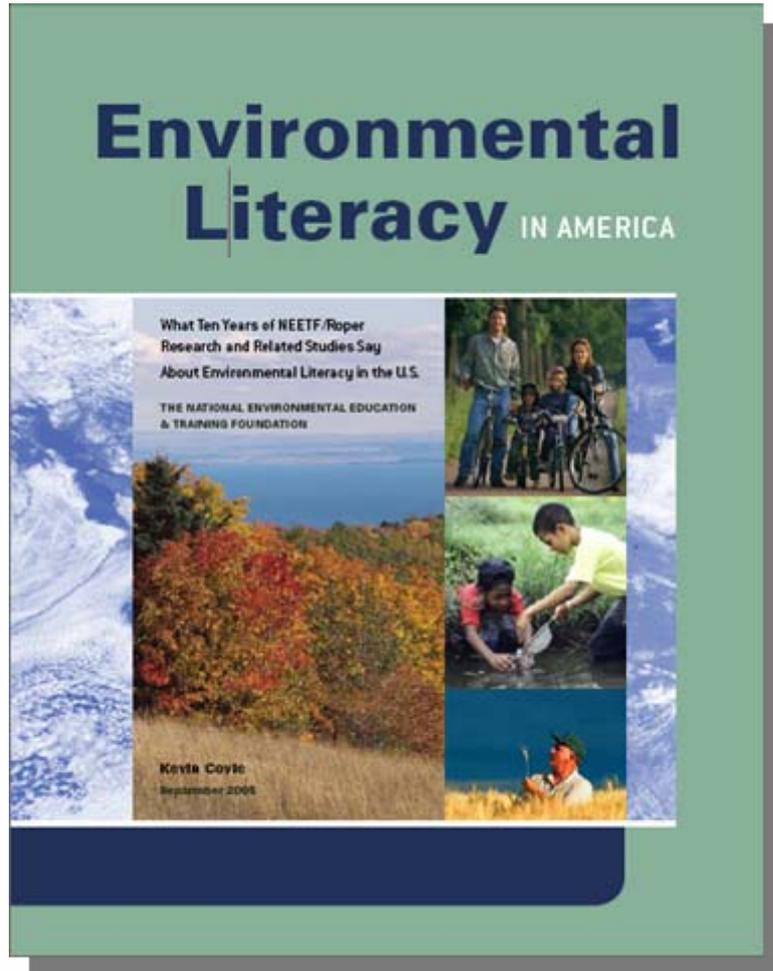


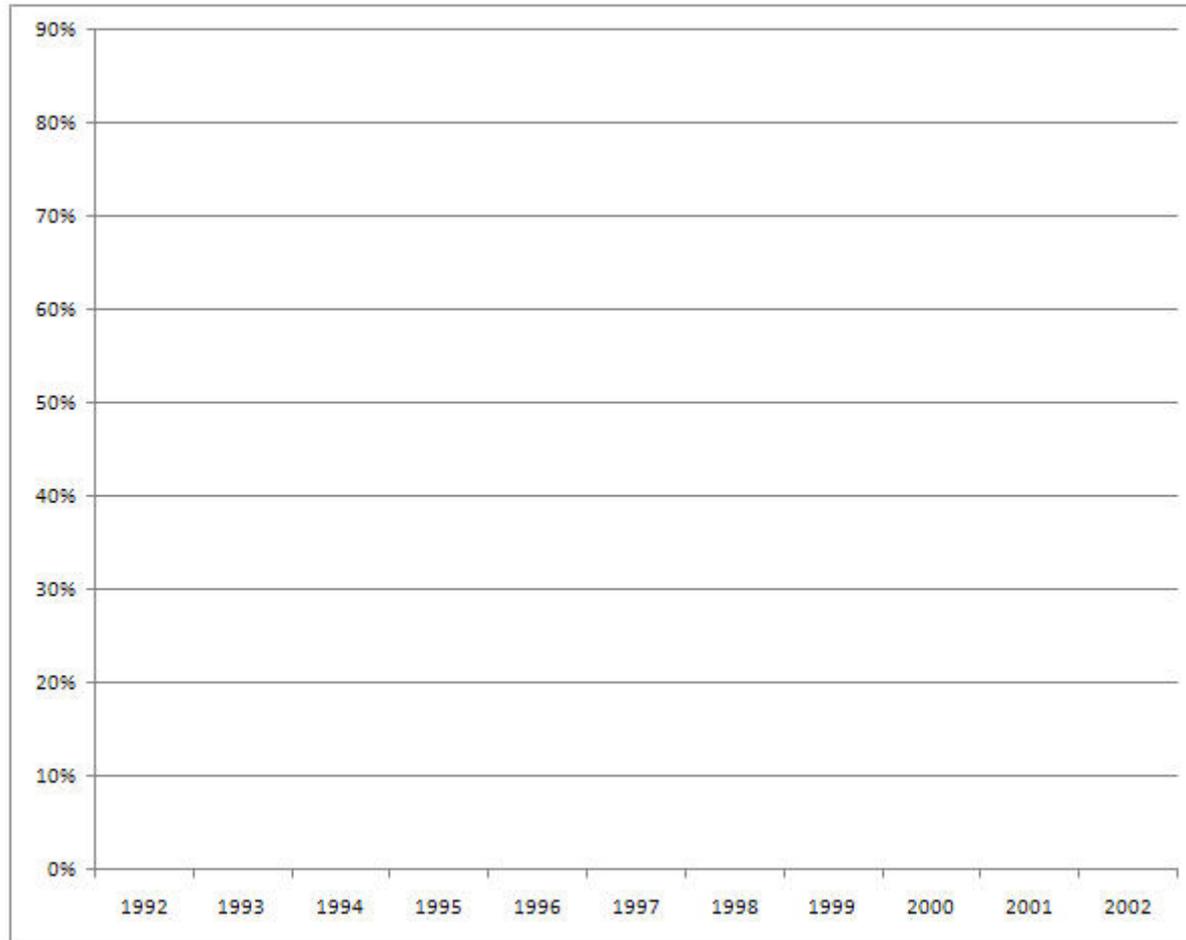
Figure 1-14: Major Sources of Environmental Information

Percentage of adults responding

Mode	2000	2001
Television	59%	63%
Newspapers	57%	59%
Environmental groups	39%	31%
Radio	33%	32%
Product packaging	n/a	27%
Government	27%	n/a
Internet	19%	23%
Your children	16%	11%
Large companies	13%	n/a

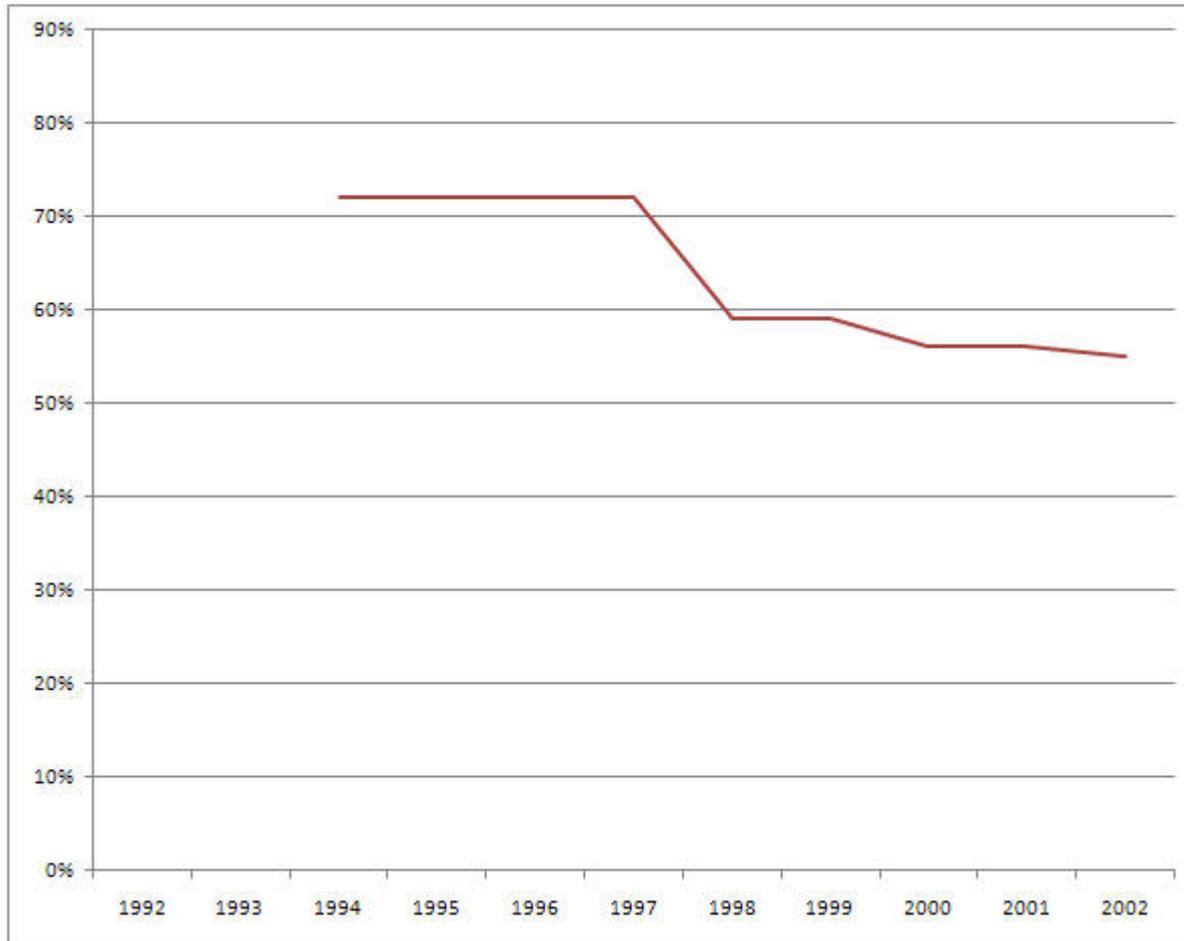
Sources: Roper, 2000 and 2001

Recent Trends in News Consumption

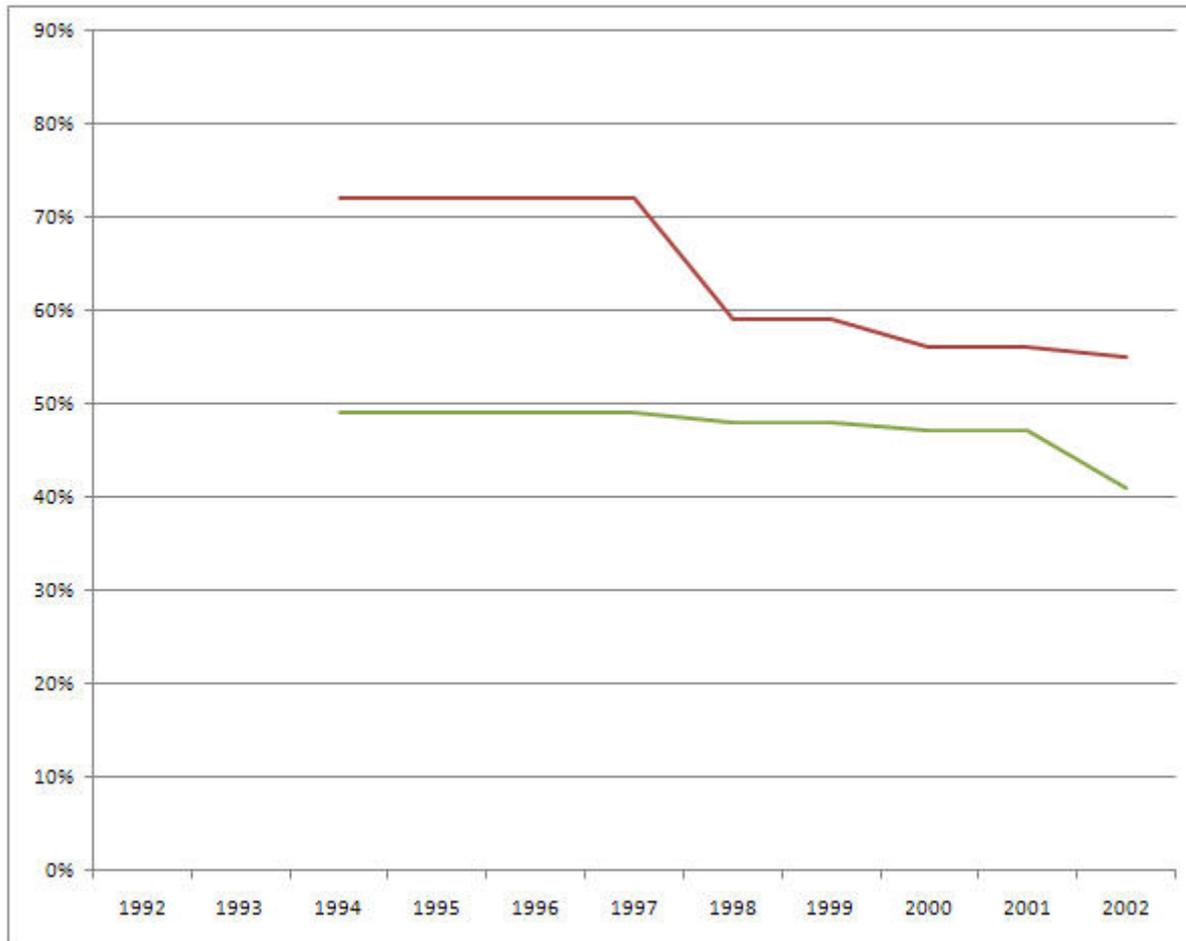


Pew Research Center: Trends 2005

“Watched TV news yesterday”



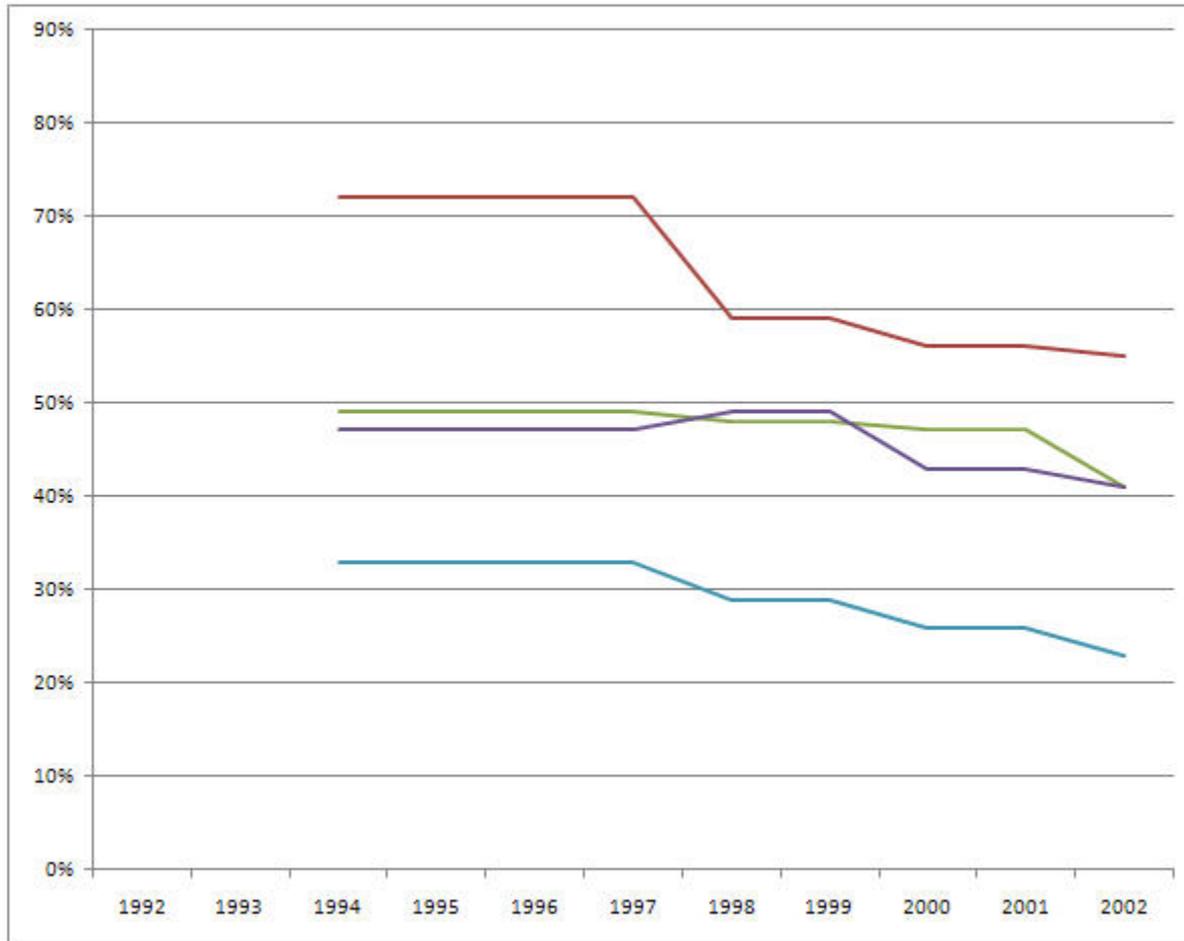
“Read newspaper yesterday”



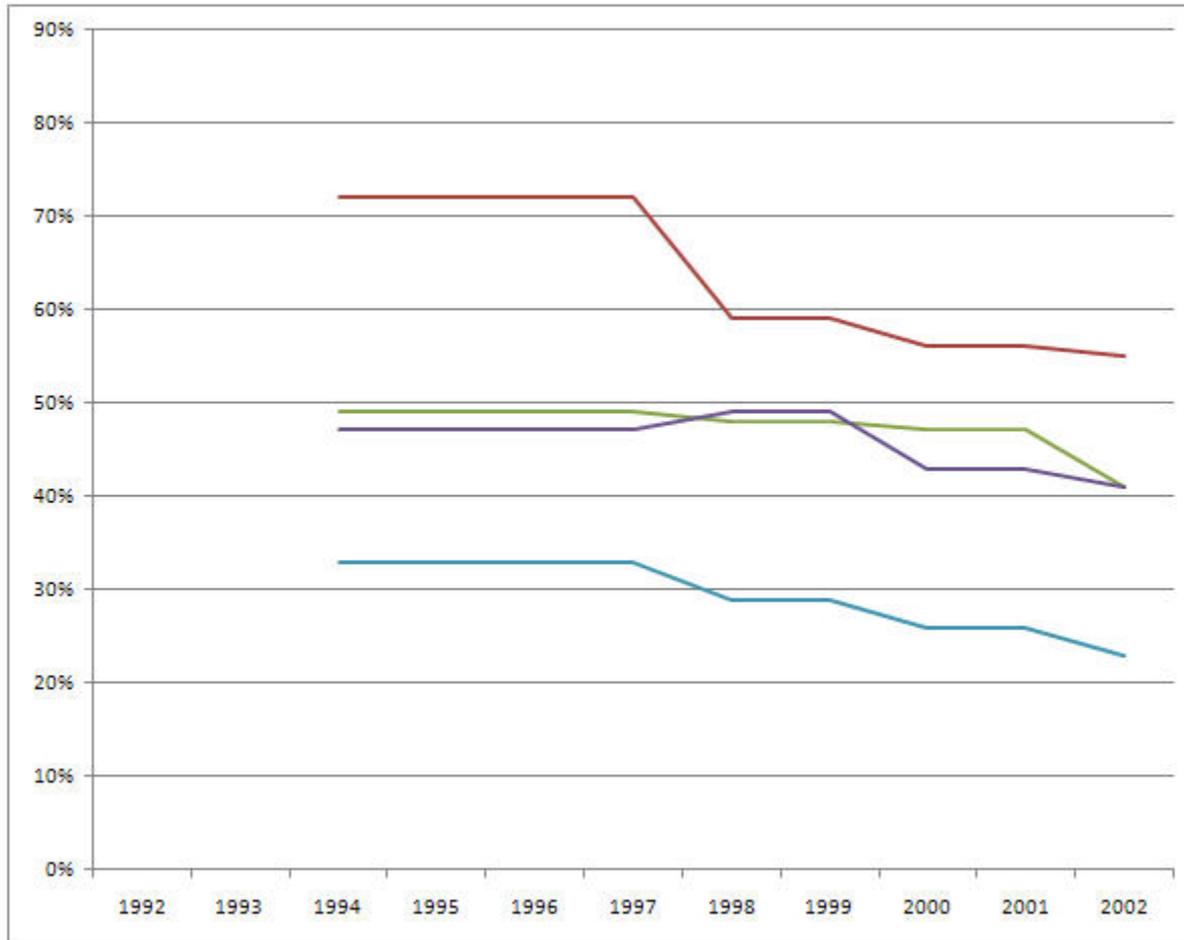
“Listened to radio news yesterday”



“Read a news magazine yesterday”

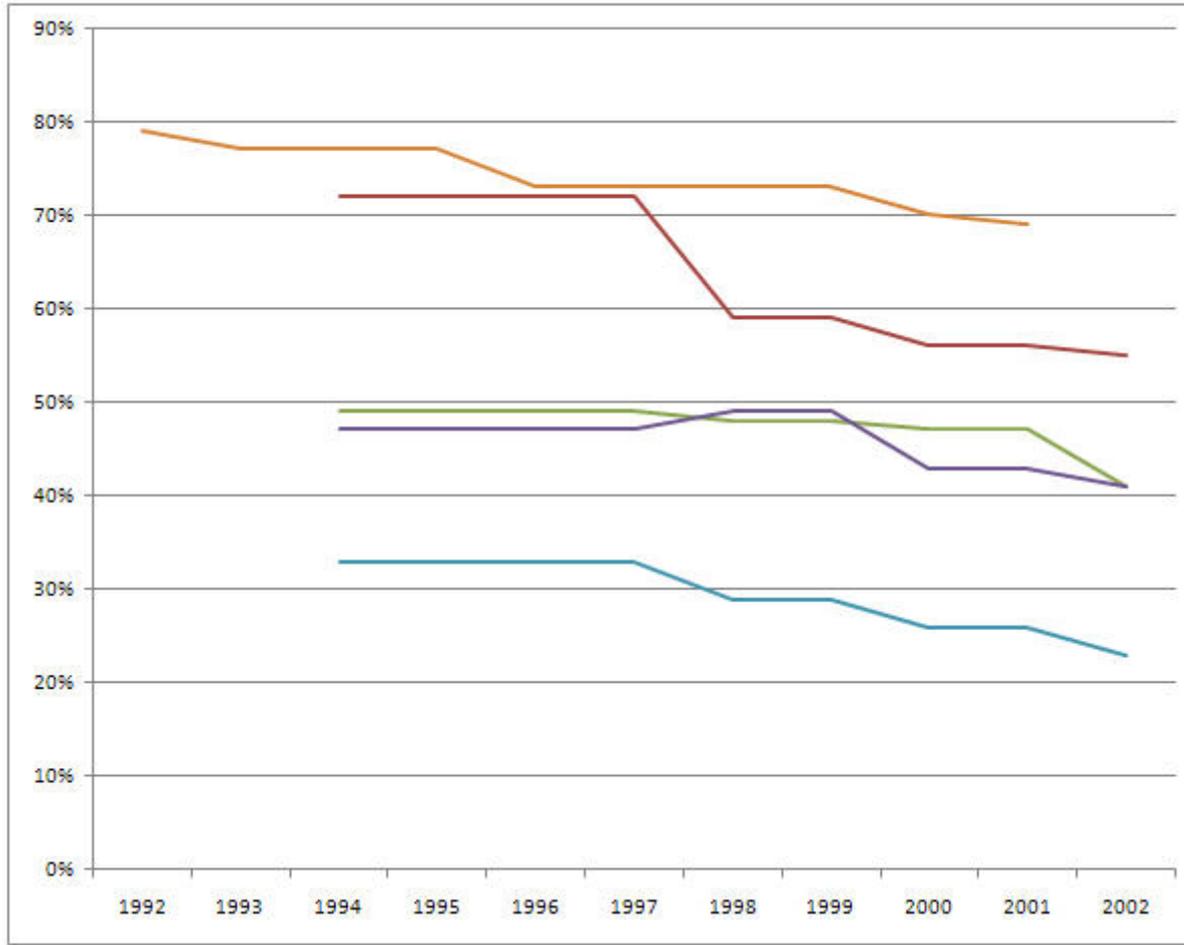


At the same news consumption falls...

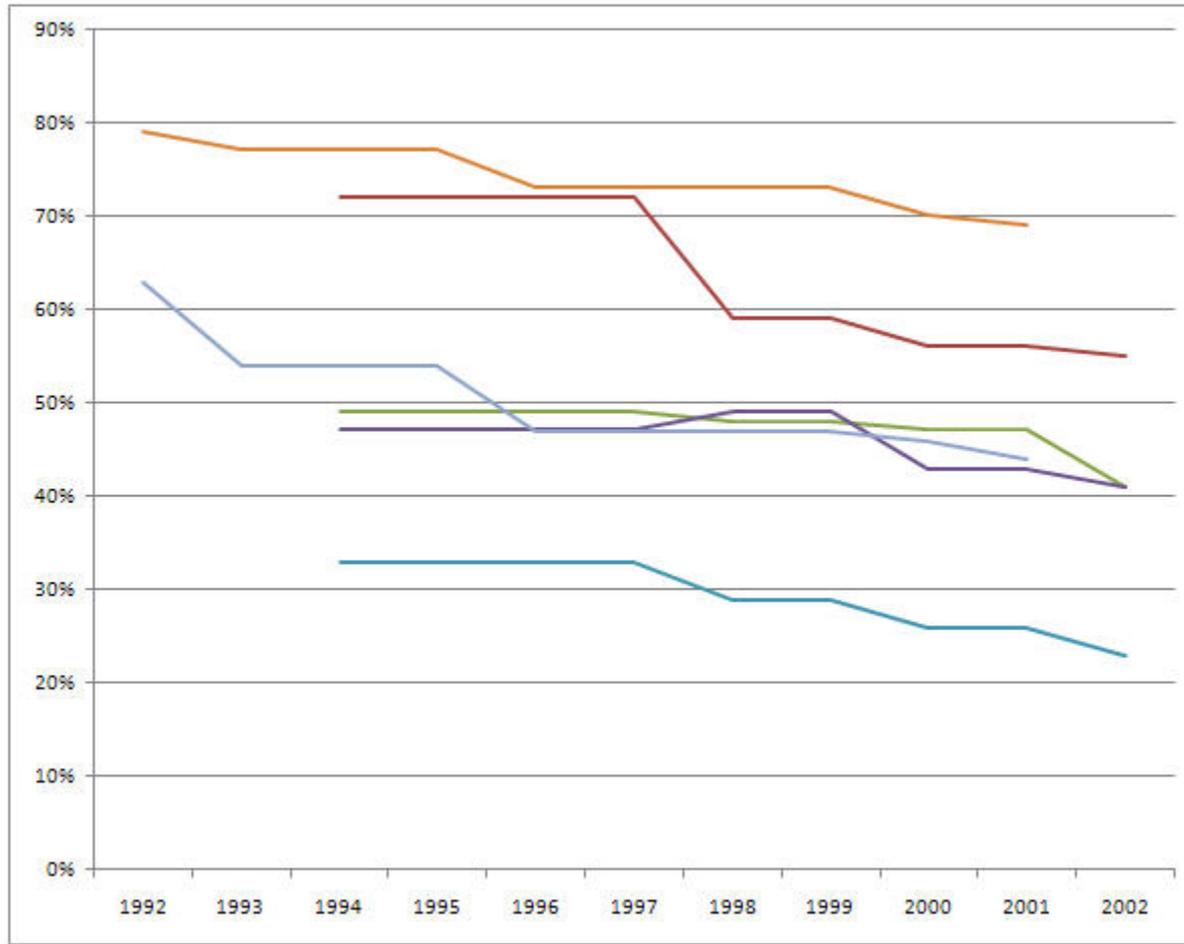


Roper Starch: Americans' Low "Energy IQ:" A Risk to Our Energy Future, 2002

“Water pollution laws do not go far enough”



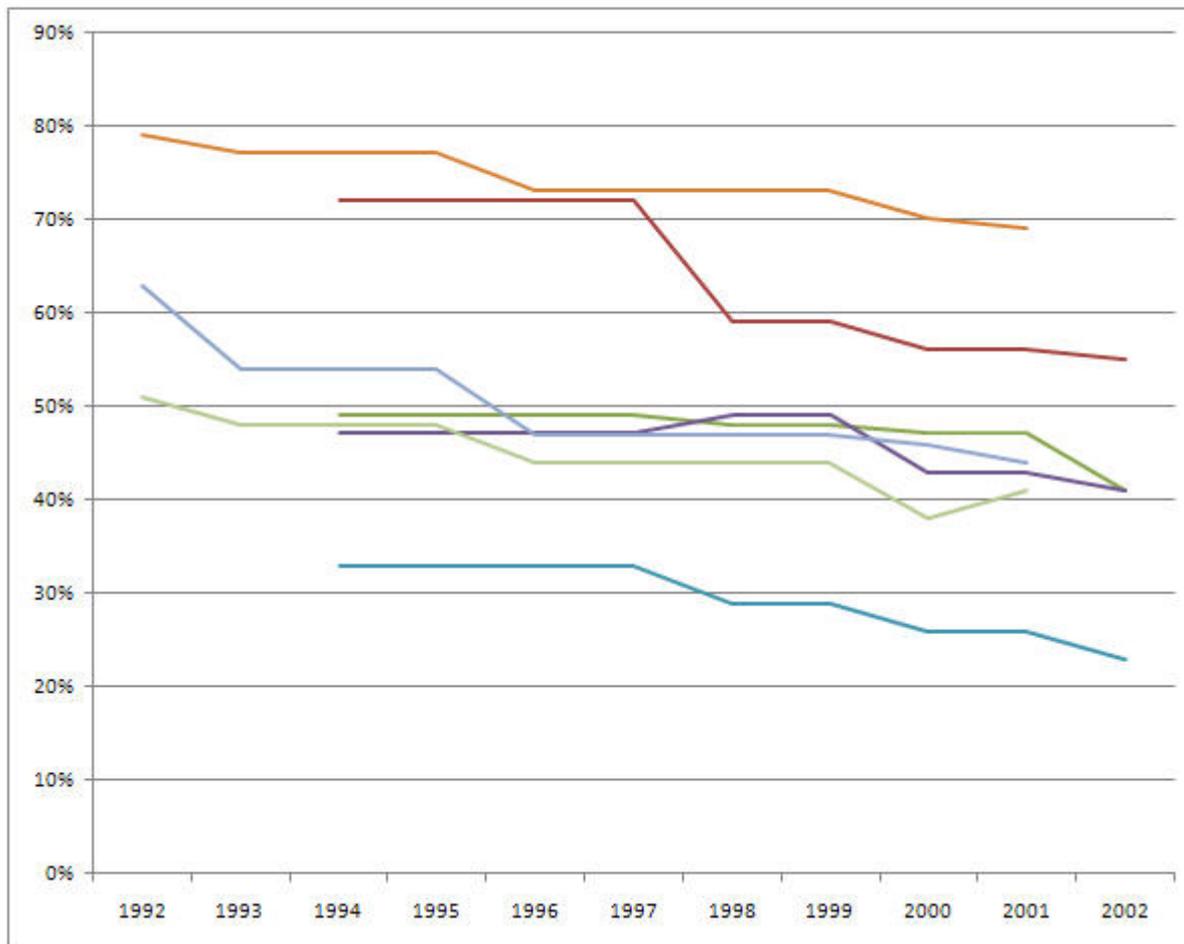
“Environmental laws do not go far enough”



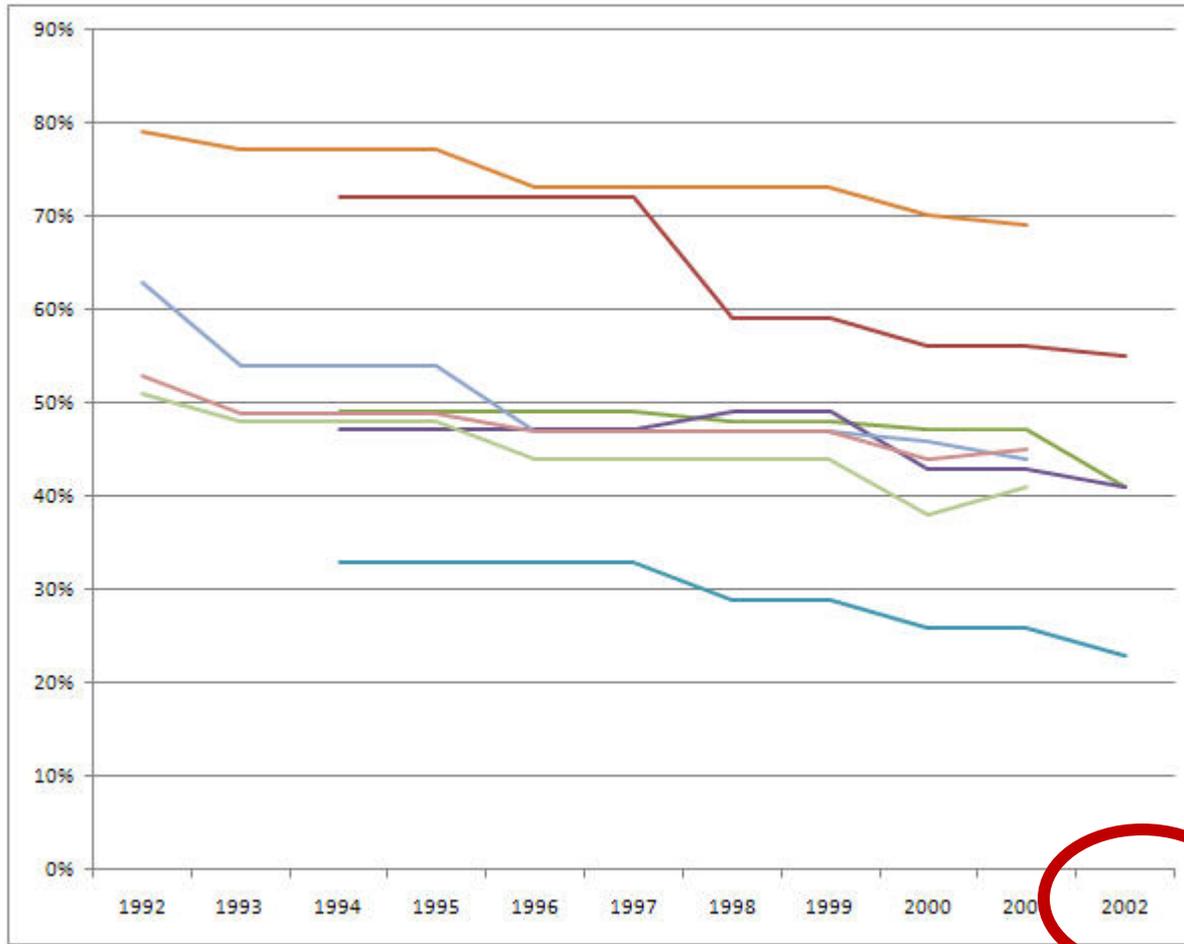


WATER WORDS
THAT WORK

“Endangered species laws do not go far enough”



“Wetlands laws do not go far enough”





Water Words That Work



What do these words have in common?

- Describe the issues at the “big picture” level
- Evoke Personal Experience
- Focus on encouraging the reader or listener as well as informing

When Describing Issues

- **Nature protection**
- **Pollution control**
- **Enough clean water**
- **Wildlife conservation**



WATER WORDS
THAT WORK

The Nature Conservancy



Protecting nature. Preserving life.™



Benefits and Consequences

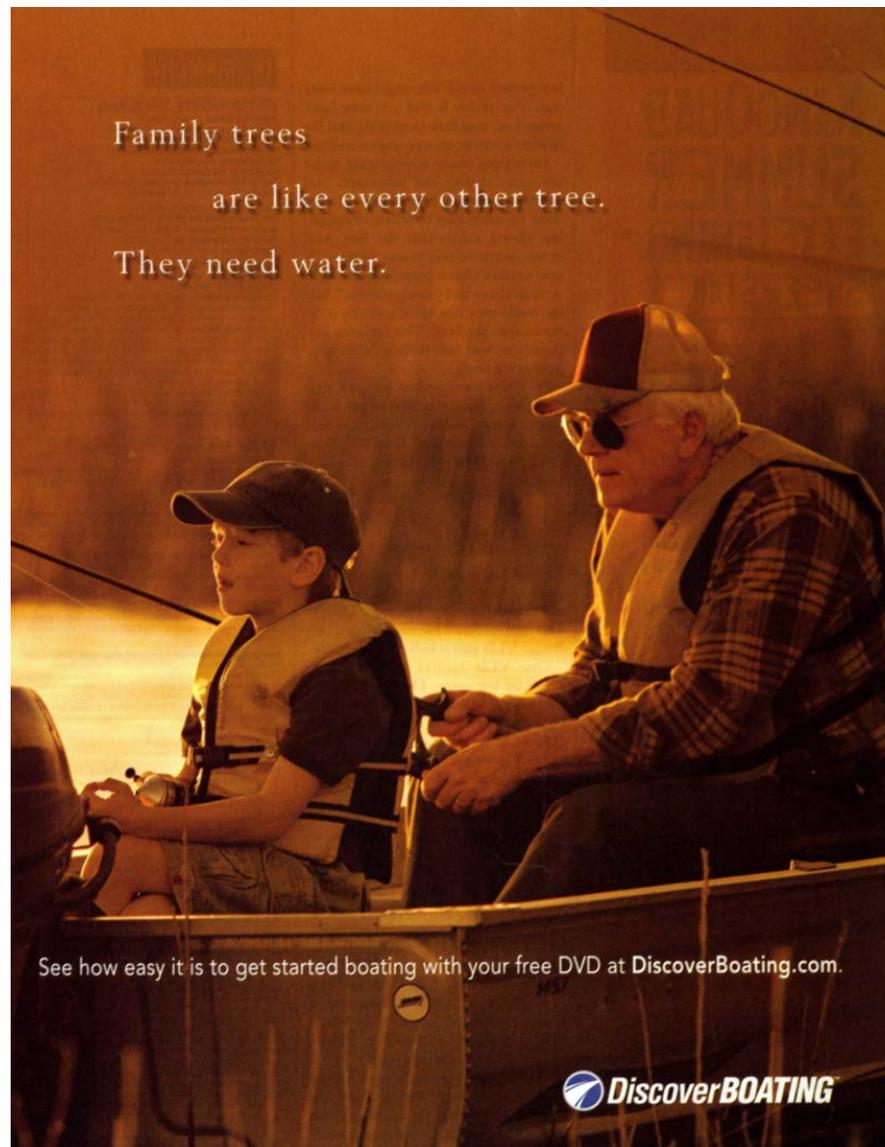
- Future Generations
- Healthy
- Family & Children
- Safe
- Trends



Support Us

Yes! I want clean water and healthy rivers.

How can I help?



Family trees

are like every other tree.

They need water.

See how easy it is to get started boating with your free DVD at DiscoverBoating.com.

 **DiscoverBOATING**



WATER WORDS
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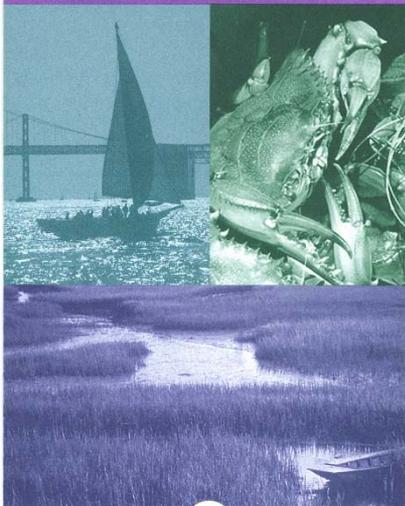
Don't Just Agree With Me, Do Something!

- **You Can Make a Difference**
- **It affects you**
- **What you can do**
- **Working together**
- **Save Money**



Great Work

Would you like to
save money,
reduce waste, and be
recognized for protecting
the Chesapeake Bay?



BUSINESSES
FOR THE BAY

Would you like to
save money,
reduce waste, and be
recognized for protecting
the Chesapeake Bay?



Take My Side, Not Theirs

- Accountability
- Corporations (are bad)/Businesses (are good)
- Choice
- Fair
- Balance
- Planning Ahead
- Responsible
- Freedom
- Investment
- Law



**Don't serve alcohol to teens.
It's unsafe. It's illegal. It's irresponsible.**

Recap

- **Everyday citizens care about clean water**
- **Everyday citizens have high trust for people like you**
- **Professional shop talk puzzles and turns off many of them**
- **So the public has generally chosen to get their environmental information from the media instead**

Recap

- But now those citizens are tuning out traditional news media, too
- This trend puts more responsibility on all of us to use words that work in our communications with everyday citizens.



Where do we find that list?

<http://waterwordsthatwork.com>



Maryland Department of Natural Resources
Forest Service

Riparian Forest Buffer Design and Maintenance



June 2005

