



*2009 CSREES National Water Conference; St. Louis, MO*

**Communicating Ground Water Stewardship to the General Public: The  
NGWA Story**

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Abstract:

The National Ground Water Association, the founder of National Ground Water Awareness Week, has been at the forefront of public communications on ground water and water well system stewardship.

In this presentation, the author will discuss how the association formulated Ground Water Awareness Week, what messages it conveys, the partnerships, both private and public, utilized, and the outcomes achieved. Additionally, there will be a discussion of [www.wellowner.org](http://www.wellowner.org), the consumer education Web site, the Association's Clip and Copy topic series, its Public Awareness Toolbox, its annual media outreach campaign, and most recently, its one-hour telecast on RFD-TV.

Impact Statement:

The presentation will focus on the objectives of each effort, as well as the measurements utilized to determine the growth of the audience reach of the various programs.

Category: Rural Environmental Protection

Type of Presentation: Oral Presentation