

Promoting Clean and Healthy Watersheds



Objectives



- <u>AWARENESS</u>. Show and tell area residents the issues facing the Portland-Vancouver region in terms of healthy, clean water.
- <u>EDUCATION</u>. Inform residents about the impact they can have -- positively and negatively -- on the water supply in their neighborhoods.
- MOTIVATION. Encourage the public to "do the right thing" and take the steps to better care for the local water supply.



Campaign Strategy



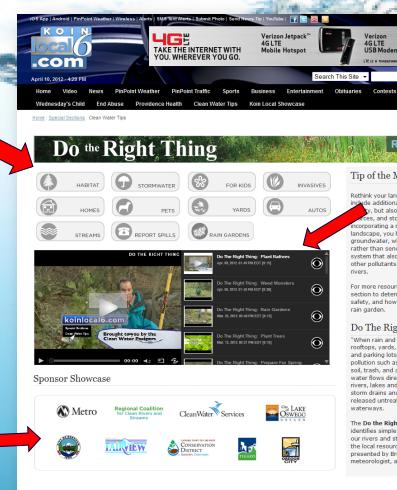
- □ KOIN-TV commercial airtime
- KOINlocal6.com "Splash Page"
- □ KOIN Local 6 News coverage
- Social media: Facebook, Twitter



Campaign Strategy



- **Brochures and** educational material downloaded and organized by topic.
- All KOIN news stories on the subject will be archived for quick review and reference.
- News stories and promotional announcements available to view with one-click!
- Logo recognition for all sponsoring agencies and links to your website.



Tip of the Month

Rethink your landscape plan this month to include additional elements, not just tv. but also habitat, wildlife food ces, and stormwater management. B ncorporating a rain garden into your landscape, you help recharge groundwater, which replicates nature, rather than sending rain through a nine system that also carries dirt and many other pollutants for our local streams and

RAIN GARDENS

For more resources visit our Rain Garden section to determine local guidelines for safety, and how to design and build your rain garden.

Do The Right Thing

"When rain and snow melt runs off rooftops, vards, paved streets, highways, and parking lots it can (and does!) pick up pollution such as: oil, fertilizers, pesticides, soil, trash, and animal waste. From here, water flows directly into our local streams. rivers, lakes and wetlands or travels into storm drains and nines and is eventually released untreated into our local

The Do the Right Thing outreach campaign identifies simple things we can do to keep our rivers and streams healthy. Check out the local resources and short videos presented by Bruce Sussman, KOIN meteorologist, and Do The Right Thing





- K-12 Studies in
- Educational Leadershir

Health Man



 You can be a "Do the Right Thing" partner for just \$9,000! Half sponsorships available for \$4,500



Join these Current Partners



- Coalition for Clean Rivers and Streams
- □ City of Gresham
- Clean Water Services
- □ City of Lake Oswego
- Clackamas Soil and Water Conservation District
- City of Fairview
- City of Oregon City
- Metro
- City of Tigard





MORE FUNDING

- = MORE COMMERCIALS PRODUCED
- = MORE COMMERCIALS AIRED
- = MORE PEOPLE REACHED
- = MORE IMPACT
- = CLEANER STREAMS, RIVERS AND WATERSHEDS

