

**Do
the
Right
Thing**

Year 4.0

Promoting Clean and
Healthy Watersheds



Objectives



- **AWARENESS.** Show and tell area residents the issues facing the Portland-Vancouver region in terms of healthy, clean water.
- **EDUCATION.** 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.

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KOIN local 6.com

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Do the Right Thing

RAIN GARDENS

HABITAT STORMWATER FOR KIDS INVASIVES HOMES PETS YARDS AUTOS STREAMS REPORT SPILLS RAIN GARDENS

Tip of the Month

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

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, yards, 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 pipes and is eventually released untreated into our local waterways.

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 Susman, KOIN meteorologist, and **Do The Right Thing!**

Sponsor Showcase

Metro Regional Coalition for Clean Rivers and Streams CleanWater Services City of LAKE OSWEGO FAIRVIEW CONSERVATION DISTRICT Tigard OREGON CITY

MS Mental Health Counseling Human Resource Management PhD K-12 Studies in Education General Psychology Ed Educational Leadership and Management MPH Health Management and Policy

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Funding plan



- 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

BOTTOM LINE



MORE FUNDING

= MORE COMMERCIALS PRODUCED

= MORE COMMERCIALS AIRED

= MORE PEOPLE REACHED

= MORE IMPACT

= CLEANER STREAMS, RIVERS AND WATERSHEDS