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Collector: Web Link 1 (Web Link)
Started: Thursday, April 26, 2018 7:37:17 PM
Last Modified: Thursday, April 26, 2018 7:46:05 PM
Time Spent: 00:08:47
IP Address: 66.193.33.18

Page 2: Tell us who you are!

Q1 Contact Information

Name [REDACTED]
Title Director of Development
Station [REDACTED]
Email [REDACTED]
Phone Number [REDACTED]

Page 3: Award Categories

Q2 Select a category. Corporate Support

Page 4: Corporate Support

Q3 Project Title

Water Education Provides Long-Term Corporate Support Funding

Q4 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The greater [REDACTED] area is situated over our region's sole source of drinking water, the Rathdrum Prairie [REDACTED] Valley Aquifer. 10 years ago, years of pollution and a take-it-for-granted attitude had led to issues that threatened the aquifer and the lakes and rivers that interconnect with it. Over-watering of lawns and wasting of water meant rationing might be necessary. Over-fertilization, ground pollution from cars, use of phosphates in cleaning, and other pollution had caused poisonous algae blooms in lakes that fed into and out of the aquifer. Back then, most people in our region had no idea what an aquifer was or why it was important to them.

This project's goal was, and still is, to educate children, their parents and the public about the importance of protecting the aquifer, and the actions they can take to safeguard it.

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Q5 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Over a decade ago [REDACTED] began a partnership with a consortium of governmental and private water providers in the [REDACTED] region, the [REDACTED] Aquifer Joint Board, to elevate the public's understanding of its role in preserving the aquifer. Knowing this was a long-term issue, we started with children, aiming to reach their parents and grandparents as well. SAJB wanted to reach into schools, and [REDACTED] had the credibility to do that. That partnership continues today, and while its main focus is still on children, we have grown it to reach adults throughout the area.

With SAJB funding, we hired a part-time Aquifer Educator who conducted workshops in elementary classes in greater [REDACTED]. She developed an interactive approach where each student creates her/his own "Aquifer-in-a-Cup." The workshops are in high demand and we now have two teachers who conduct over 60 per year. Each child gets aquifer comic books, developed by SAJB, which they take home to share with their families, and a take-home Aquifer-in-a-Cup so they can do the experiment with their parents. We provide Aquifer-in-a-Cup lessons to homeschoolers along with tours of [REDACTED].

On the air, we promote the workshops and run underwritten messages about steps individuals can take to preserve the aquifer. Some spots target children and air during PBS Kids, featuring an SAJB-developed cartoon character, AquaDuck. Other spots target the public, airing throughout the schedule to reach homeowners and business people with ways to be water stewards. [REDACTED] produces all video spots.

We feature water education on our website, emails and social media. We are now creating shorter Aquifer-in-a-Cup video lessons geared toward parents and home schools, to air on PBS Kids 24/7 and be uploaded to PBS LearningMedia.

AquaDuck is also a costume character that [REDACTED] takes to many regional events. Our annual elementary student art contest focuses on SAJB's slogan, "Don't Pollute Our Water. It's Beneath You." Last year, the winner's poster was featured on an SAJB billboard in Spokane.

In 2016, we developed water conservation messaging for the city of [REDACTED], and in 2017, we partnered with another public/private water consortium, the [REDACTED] Aquifer Collaboration. [REDACTED] has many viewers in northern Idaho; IWAC sought help in reaching across the state line, as our aquifer does, to share the what-you-can-do messages. They gave us funding to create a set of four fun spots, and to create an "Aquifer 101" video, finished last fall.

Q6 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Income – Water Education contracts have generated \$468,000 in Corporate Support income over the last decade. Since 2016, water education contracts have grown to 19% of our overall Corporate Support income, fueling overall CS income growth of 61%. Factoring out costs of part-time teachers, materials, appearances, volunteer coordination, and production of spots, we have netted well over 60% for the station. SAJB continues to be happy with the audience, messaging and effectiveness we have delivered, as shown by 10 years of annual renewals and recent increases. Plus, we've added new contracts from the city of [REDACTED] and IWAC.

Serving our Education mission/raising our community profile – AquaDuck has appeared at dozens of community events large and small, reaching over 100,000 people. About 12,000 children have built their own Aquifer-in-a-Cup, via over 500 classroom workshops.

Positioning for the Future – As populations grow and climates change, water conservation/preservation is more important than ever. Some predict it may soon be the single most important problem in the world. The [REDACTED] Aquifer is one of many regions in the U.S. designated by the EPA as a "Sole Source" aquifer where local water education is vital. Other sole-source communities include Idaho Falls, Fresno, Tucson, Santa Fe, Peoria, Dayton, Champaign, South Bend, Baton Rouge, Lake Charles, southern Florida, New Jersey, Philadelphia, Binghamton, New York City, and Cape Cod. Stations across the country have a vital role to play in educating our viewers about water protection... and there are plenty of potential funding partners in this effort.

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Q7 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

██████ was the natural choice for teaching about Aquifer preservation because of our commitment to children's education through PBS Kids, PBS LearningMedia and now PBS Kids 24/7.

As the "science" station (Nova, Nature) we are recognized as providing credible and trusted information about the condition of our aquifer and the impacts that individual viewers of all ages have on it.

Q8 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 11: Tell us what you thought!

Q32 This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was not very helpful**