

Committee Standard Operating Procedures

PUBLIC INFORMATION COMMITTEE

October 26, 2009

Goals

1. Provide drinking water information to the media and to the public throughout the year.
2. Investigate alternative methods of delivering public information.

Committee Membership

1. Anyone with an interest in providing public information.

Timeline / Deadlines

1. Submit committee report prior to board meetings held in January, March, May, July, September, November.
2. Submit budget request for the upcoming year at the November board meeting.

Deliverables / Activities

1. Distribute press release and/or public service announcements for Drinking Water Week.
2. Distribute press releases for the annual conference, award recipients, and other events/information, as needed.
3. Provide drinking water information to the media throughout the year (e.g. PSAs).
4. Post drinking water related events and information on the Nebraska Section facebook page.
5. Prepare for and conduct water tasting contest at annual conference.

Standard Procedures

1. Develop press releases for Drinking Water Week and the Fall Conference.
 - a. Write press release and submit to the Nebraska Press Association for distribution to all the newspaper, and broadcast (television and radio) outlets in the state.
 - b. Submit in April for Drinking Water Week (May) and mid-October for the fall conference (November).
 - i. Be prepared for inquiries from the media. Be prepared to accommodate the media if they wish to visit the fall conference.
 - ii. Send thank you notes to the reporters who cover the fall conference.
2. Develop press releases for award recipients.
 - a. After awards are presented at the fall conference (or any other time during the year), get award recipient names from Awards Committee Chair.
 - b. Send press release relating to each particular award and its recipient to newspapers in the community where the recipient lives/works.
3. Public Service Announcements
 - a. PSAs may be used for Drinking Water Week or any other time.
 - b. Obtain prerecorded PSAs from National AWWA or develop our own.
 - c. Copy PSAs onto CDs.
 - d. Prepare cover letter.
 - e. Send letter and a CD containing the PSAs to the 69 radio station groups in Nebraska.

4. Post drinking water related events and information on the Nebraska Section facebook page.
 - a. Inform the fans of the Nebraska Section facebook page of upcoming events.
 - b. Periodically post general information on the page.
5. Prepare for and conduct water tasting contest at annual conference.
 - a. Receive approval from the Nebraska Section Board that a water tasting contest will be held at the fall conference (March).
 - b. Identify the panel of judges (June).
 - c. Invite judges and solidify the judging panel (July-October).
 - d. Contact Publications Chair about promoting the contest in the Wise Water Words (July).
 - e. Send a postcard reminder to utilities (mid-October) but the reminder may not be needed once the contest is established.
 - f. Order award from Awards Unlimited in Lincoln for the winner of the contest (October).
 - g. Obtain supplies (cups, crackers, etc) needed for the contest (October).
 - h. After the contest, send press release to the local media announcing the winner (November).

Supporting Materials

1. Example of fall conference press release
2. PSA cover letter
3. Radio station contact information

Applicable Policy Numbers

For immediate release

Contact: Mary Poe, Public Information Committee Chair, Nebraska Section AWWA (402) 471-1003
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NEBRASKA'S WATER FUTURE IS ON THE TABLE IN KEARNEY, NOVEMBER 4th AND 5th

(Lincoln, NE) More than 400 of Nebraska's top water professionals will meet in Kearney November 4th and 5th to discuss the condition of the state's drinking water supplies and make plans to improve and preserve those resources for generations to come. The 2009 Fall Conference of the Nebraska Section – American Water Works Association (AWWA) will be held November 4 and 5 at the Holiday Inn, Kearney. AWWA is the premiere organization in the state dedicated to the delivery of safe drinking water to every community in Nebraska.

Conference attendees will be invited to participate in more than 20 different presentations, including natural disaster preparedness for water systems; the effect of water appropriations on endangered species on the Lower Platte River; and case studies in treatment and distribution at places like Broadwater, Seward, York and Lincoln. More than 50 vendors also will be on display, sharing the latest in equipment and methods to help protect the most precious resource on the planet.

New to the conference this year is a water-tasting contest for public water systems that brings a sample of drinking water from their municipal supply. The contest begins at 5 p.m., November 4, where a panel of judges will choose a winner that will be nominated to compete in the water-tasting competition at the National AWWA conference and exposition in Chicago, June 20-24, 2010. The state's young water professionals and college students also will be well-represented at the statewide conference, helping to place their mark today on the water issues they will be responsible for managing tomorrow.

The Fall Conference is a joint event, which includes the Nebraska Water Environment Association and the Nebraska Chapter of the American Public Works Association. These three organizations together represent more than 1,000 members working across business, industry, and the public sector to help ensure the quality and safety of the state's natural resources.

The Fall Conference is open to the public. To register or to obtain further details, please visit www.awwaneb.org.

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NOTE TO JOURNALISTS:

The Fall Conference welcomes the state's media to attend the conference. Please contact Mary Poe, Public Information Committee Chair, (402) 471-1003 or mary.poe@nebraska.gov for credentials and further information (or if you want contact information for water professionals in your area). Seating in some sessions may be limited, so we would appreciate advance notice if you intend to join us so that we can ensure you have appropriate access to the resources you need to cover the story.

Radio/Audio actualities (in high-quality MP3 format) will be available for you to download after the winner of the water-tasting contest is announced. You will be able to find them at <http://www.djgongol.com/awwa/> after the event.

April 10, 2009

Dear PSA Director:

Enclosed is a CD containing four Public Service Announcements relaying the importance of safe drinking water. As you probably know, water issues are becoming more of a concern in our state, so I would be grateful if your station could assist in reminding the public about how tap water benefits all of us and how everyone plays an important role in keeping water safe. I would appreciate it if you could play the PSAs on your station(s) during and leading up to the designated **Drinking Water Week of May 3-9, 2009.**

If you have any questions, you may contact me at mary.poe@nebraska.gov or at 402-471-1003.

Thank you.

A handwritten signature in cursive script that reads "Mary G. Poe".

Mary G. Poe
Public Information Committee Chair
Nebraska Section American Water Works Association

| Station | Address | PO Box | City | State | Zip | Format | Ownership |
|--------------|----------------------|---------------|--------------|-------|------------|----------------|-----------------------------------|
| PSA Director | | PO Box 333 | McCook | NE | 69001 | Oldies | Armada Media |
| PSA Director | | PO Box 465 | Holdrege | NE | 68949 | Oldies | Armada Media |
| PSA Director | | PO Box 1085 | North Platte | NE | 69103 | | Armada Media |
| PSA Director | 233 S 13th St | | Lincoln | NE | 68508 | News/Talk | Bott Radio Network |
| PSA Director | | PO Box 1024 | Hastings | NE | 68902 | CHR | Central Community College |
| PSA Director | 226 Bordeaux St | | Chadron | NE | 69337 | Country | Chadrad Communications |
| PSA Director | 3800 Cornhusker Hwy | | Lincoln | NE | 68504 | Talk | Chapin Enterprises |
| PSA Director | 630 W 8th St | | Superior | NE | 68978 | | CK Broadcasting |
| PSA Director | 5010 Underwood Ave | | Omaha | NE | 68132 | | Clear Channel |
| PSA Director | | PO Box 509 | Ogallala | NE | 69153 | Hot Country | Clear Channel |
| PSA Director | 5030 N 72nd St | | Omaha | NE | 68134 | Adult Standard | Cochise Broadcasting |
| PSA Director | 11128 John Galt Blvd | | Omaha | NE | 68137 | Spanish | Connoisseur Media |
| PSA Director | | PO Box 409 | Broken Bow | NE | 68822 | Classic Rock | Custer Co Broadcasting |
| PSA Director | | PO Box 390 | Gordon | NE | 69343 | Talk | DJ Broadcasting |
| PSA Director | 1014 Boswell | | Crete | NE | 68333 | | Doane College |
| PSA Director | | PO Box 600 | Alliance | NE | 69301 | AC | Eagle Communications |
| PSA Director | | PO Box 248 | North Platte | NE | 69103-0248 | Talk | Eagle Communications |
| PSA Director | | PO Box 1117 | Chadron | NE | 69337 | Country | Eagle Communications |
| PSA Director | | PO Box 747 | Norfolk | NE | 68702-0747 | | Flood Communications |
| PSA Director | | PO Box 5853 | Grand Island | NE | 68803 | Hot AC | GI Family Radio |
| PSA Director | | PO Box 269 | Hastings | NE | 68901 | Alternative | Hastings College |
| PSA Director | 126 W 3rd St | | Valentine | NE | 69201 | Country | Heart City Radio |
| PSA Director | | PO Box 939 | McCook | NE | 69001-0939 | Country | Hometown Family Radio |
| PSA Director | 2002 Char Ave | | Scottsbluff | NE | 69363 | Classic Rock | Hometown Family Radio |
| PSA Director | 400 N Dewey St | | North Platte | NE | 69101 | Country | Hometown Family Radio |
| PSA Director | 5030 N 72nd St | | Omaha | NE | 68134 | | Journal Broadcast Group |
| PSA Director | 38005 Route 717 | | McCook | NE | 69001 | Religious | KS-NE Goodnews Broadcasting |
| PSA Director | | PO Box 285 | Ainsworth | NE | 69210 | AC | KBR Broadcasting |
| PSA Director | | PO Box 37 | Sidney | NE | 69162 | Country | KSID Radio |
| PSA Director | 1602 Stone St | | Falls City | NE | 68355 | Oldies | KTNC Radio |
| PSA Director | 414 - 4th St | | Fairbury | NE | 68352 | AC | KUTT/KGMT Radio |
| PSA Director | | 1602 Stone St | Falls City | NE | 68355 | Sunny 101.3 | KLZA Radio |
| PSA Director | | PO Box 1029 | Imperial | NE | 69033 | Talk | McCook Radio Group |
| PSA Director | | PO Box 30345 | Lincoln | NE | 68503 | Christian | Mission Nebraska |
| PSA Director | 1309 Rd 11 | | York | NE | 68467 | AC | MWB Broadcasting |
| PSA Director | 1800 N 33rd | | Lincoln | NE | 68503 | NPR | NE Educational Telecommunications |
| PSA Director | | PO Box 239 | Scottsbluff | NE | 69363 | Ag | NE Rural Radio Association |
| PSA Director | | PO Box 880 | Lexington | NE | 68850 | Ag | NE Rural Radio Association |
| PSA Director | 5011 Capitol Ave | | Omaha | NE | 68132 | Top 40 | NRG Media |
| PSA Director | | PO Box 666 | Kearney | NE | 68848 | Country | NRG Media |

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|--------------|--------------------------------|----------------|--------------|----|------------|----------------|--------------------------------|
| PSA Director | | PO Box 5108 | Grand Island | NE | 68802 | Classic Rock | NRG Media |
| PSA Director | | PO Box 413 | Wayne | NE | 68787 | | NRG Media |
| PSA Director | | PO Box 10 | Beatrice | NE | 68310 | AC | NRG Media |
| PSA Director | | PO Box 669 | Fremont | NE | 68025 | News/Talk | NRG Radio |
| PSA Director | | 214 N 7th St S | Norfolk | NE | 68701-4086 | AC | KNEN Radio |
| PSA Director | 3230 Burt St | | Omaha | NE | 68131 | News | Omaha Public Schools |
| PSA Director | | PO Box 726 | Hastings | NE | 68902 | AC | Platte River Radio |
| PSA Director | | PO Box 130 | Kearney | NE | 68848 | Adult Standard | Platte River Radio |
| PSA Director | 128 S 4th St | | O'Neill | NE | 68763 | Religious | Praise Network |
| PSA Director | 109 S 2nd St | | Norfolk | NE | 68701-5327 | Christian | Praise Network |
| PSA Director | | PO Box 150 | O'Neill | NE | 68763-0150 | Classic Hits | Ranchland Broadcasting |
| PSA Director | | PO Box 278 | Nebraska Cit | NE | 68410 | Variety | Riverfront Broadcasting |
| PSA Director | 11717 Burt St | | Omaha | NE | 68154-1500 | Christian Talk | Salem Communications |
| PSA Director | 206 S 16th St | | Ord | NE | 68862 | Talk | Sandhills Advertising |
| PSA Director | 941 O St | | Lincoln | NE | 68508 | Variety | Sunrise Communications |
| PSA Director | 3800 Cornhusker Hwy | | Lincoln | NE | 68504 | Active Rock | Three Eagles Communications |
| PSA Director | 1418 - 25th St | | Columbus | NE | 68601 | Christian Talk | Three Eagles Communications |
| PSA Director | 2200 - 25th St | | Columbus | NE | 68601 | News/Talk | TLC Educational Corporation |
| PSA Director | 4343 O St | | Lincoln | NE | 68503 | AC | Triad Broadcasting |
| PSA Director | | PO Box 709 | North Platte | NE | 69103 | Religious | Tri-State Broadcasting |
| PSA Director | 147 Andersen Hall | | Lincoln | NE | 68588-0466 | Alternative | UNL |
| PSA Director | Engineering Building, Room 200 | | Omaha | NE | 68182-0234 | Classical | UNO |
| PSA Director | 109 Thomas Hall | | Kearney | NE | 68849 | | University of Nebraska-Kearney |
| PSA Director | 1313 Eldon Dr | | Lincoln | NE | 68510 | Religious | VSS Catholic Communications |
| PSA Director | 5829 N 60th St | | Omaha | NE | 68104 | Christian Talk | VSS Catholic Communications |
| PSA Director | 1111 Main St | | Wayne | NE | 68787 | | Wayne State College |
| PSA Director | | PO Box 84 | West Point | NE | 68788 | Ag | West Point Broadcasting |
| PSA Director | | PO Box 789 | Norfolk | NE | 68702 | News/Talk | WJAG |