

Major and supporting ideas from the Communication Clearinghouse Workshop at the June 10 WRRC meeting

1. Re-tool the essential public message to population sustainability: 1) water is finite in Arizona; 2) water availability changes over time; 3) it is a “zero-sum game”.

- Effective public relations campaign with targeted media list
- Updated digital, visible City H2O footprint histogram in real time, in an art form
- Dissemination of information through multiple communication channels by centralized entity
- Establish a Water Quality and/or Water Conservation Year as a city theme to guide events, dialogue

2. Create an online resource that organizes info from various technical sources and provides a platform for information exchange

- Website resource that contains: explanation of issues, a glossary, discussion forum, newsletter
- Establish local environmental advocacy e-site
- Have a watershed wiki
- Create a Facebook-based “Arizona Water Q&A”
- Create AZwaterclearinghouse.org that contains: search engine, resource links, blog, database with query capability

3. Use art to communicate to the community via all effective mediums, networking with schools and organizations

- Develop a creative artistic project together with community members, schools, and organizations
- Art billboards with thought-provoking water statements
- Install sculptures that model water science in public places: eco-machines, flow pools
- Pair scientists and writers/artists
- Creative communications in any art form in a fun and meaningful way

4. Educate policy makers through hands-on immersion and relevant science

- Educate politicians about water issues in a broad and condensed manner
- Take decision makers on tour of watershed to learn science and discuss issues
- Get these ideas to appropriate agencies, organizations, and individuals
- Make and distribute briefing packet for state/local elected officials

5. Reach and influence the public through educational advertising

- High-quality video public service announcements
- Water flash ads
- Weekly “Main Street” message with e-links
- Point of purchase info snippets: an opportunity for culture shift
- Communicate using advertorial messages to educate the public

6. Create a face, voice, or image for the environmental message

- Include personal stories in science outreach/newsletters about social values
- Incorporate stories and faces into as much water-related media communications as possible

7. Create a one-stop shop to connect those who know with those who want to know

- Centralized water entity (private) composed of communication officers from agencies
- Develop a network of interested parties to collaborate and share ideas
- Water librarian