

Texas Water Resources Institute

Public Service Announcements for the Arroyo Colorado Watershed Coastal Management Program, Cycle 14 General Land Office Agreement No. 10-063-000-3762

Quarter no. 1 From 10/1/09 Through 12/31/09

ABSTRACT

The contract for the Public Service Announcements for the Arroyo Colorado Watershed Project (GLO# 10-063-000-3762) was signed during this quarter, which initiated discussion of project efforts and collaboration. Draft Public Service Announcements (PSAs) turned in to GLO in December. Administratively, subaccounts are being set up for each task. Looking forward to the second quarter of the project, TWRI anticipates hosting meetings and finalizing the PSA scripts.

TASK REPORT

TASK 1: Texas A&M Agricultural Communications (Ag Communications) and the Texas Water Resources Institute (TWRI) will develop a script and general outline for the two PSAs. One PSA will provide generic information on water quality issues in the Arroyo Colorado watershed while the second will provide specific tips for citizens to reduce urban and agricultural water pollution.

Task Status: In progress 15% complete

Major Accomplishments for the reporting period include:

- Both the Urban and Agricultural PSA draft scripts were submitted to GLO on December 21, 2009.
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Related Issues/Current Problems and Favorable of Unusual Developments:

- There were some issues on getting the contract and accounts set up with AgriLife.

Projected Work for Next Quarter:

- Present Urban PSA script to Outreach and Education Workgroup for the Arroyo Colorado Partnership for suggestions and input.
- Present the Agriculture PSA script to the Agriculture Issues Workgroup for the Arroyo Colorado Partnership for suggestions and input.
- Get comments from TCEQ and TSSWCB.
- Incorporate comments into scripts and get final approval.

TASK 2: Ag Communications in collaboration with TWRI will identify local English and Spanish television stations for airtime and make arrangements for broadcast of final PSAs.

Task Status: In progress 15% complete

Major Accomplishments for the reporting period include:

- Television stations have been identified and quotes for cost of broadcasting have been received.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report.

Projected Work for Next Quarter:

- Submit broadcast schedule (including matching airtime) to GLO

TASK 3: Ag Communications will produce PSAs and distribute PSAs to local television stations for broadcasting.

Task Status: In progress 5% complete

Major Accomplishments for the reporting period include:

- We have permission to use the Rubber Duckies Video which is the basis for the Urban PSA.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- Identify and secure a speaker for the Agriculture PSA, for which we will contact the county extension agents for the area.
- Work on production of the PSAs.