

A Stormwater Campaign in Cartoons



Small Agency Uses Cartoons for Adding
Low-Budget Fun
to the Stormwater Message

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Who We Are



- ◆ This campaign was developed by "W V C W P"
-- West Valley Clean Water Program
- ◆ WVCWP: an agency for 4 small cities & their Sanitation District - in the SF Bay watershed
 - ◆ Combined population is appx 101,000

City of Campbell • City of Monte Sereno • City of Saratoga
Town of Los Gatos
West Valley Sanitation District

- ◆ Each city has a very limited budget for dealing with NPDES requirements

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What We Do

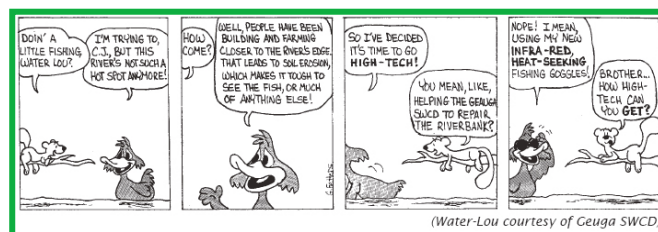
- One of WVCWP's tasks: NPDES Public Information / Participation (PIP) requirements for our 4 cities
- We participate in PIP with our County-wide program (radio PSAs, bus ads, major newspaper ads, etc.)
- We also develop our own, local PIP material and activities.
- Due to our small budget, we're always looking for **LOW BUDGET OUTREACH** methods



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How we got into CARTOONS

- We noticed a cartoon called "Water-Lou" in a stormwater journal
- "Water-Lou" was created for: Geauga (OH) Soil & Water Conservation District



- We contacted their cartoonist in Ohio
His fees fit our budget, & he agreed to work with us

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How we got into CARTOONS

- ◆ We had a series of cartoon strips created
- ◆ We bought ad space in our local weekly newspapers



- ◆ We later developed a T-shirt, Calendar, Costumes

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Why Cartoons Appealed to Us

- ◆ **BUDGET:**
We needed a low-budget 'BRAND' image, which could be used in a variety of media
- ◆ **COMMUNITY NEWSPAPERS:**
We wanted to use our community Weekly Newspapers -- which are mailed to every household
- ◆ **BROAD AUDIENCE:**
We wanted an image which would appeal to residents of all types: Parents, Young Adults, Seniors, Students, Teachers, etc.



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Benefits of using Cartoons

- ◆ Low-Budget
- ◆ Small Size
- ◆ Brand Recognition
- ◆ EASILY TRANSLATED to a Variety of Media
- ◆ Proven Effective
- ◆ Eye-Catching; Fun



Our
Cartoon
Calendar

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Benefits - Low Budget

Once the basic characters are established, creating ads via a cartoonist can be **very cost effective**

Claire Water



Cartoon strip
Per Message
= \$50 - \$100

VS



Public Relations firm Ad
Per Message
= \$500 - \$1,000

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Benefits - Big Message/ Small Size

Cartoons can convey a message in a **succinct** manner, using very little space.



- ◆ QUICK TO READ = READER-FRIENDLY

--Everyone's busy:

People may be more likely to read a short cartoon vs. an article

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Benefits - Big Message/ Small Size

- ◆ SPEND LESS ON AD SPACE

--When buying ad space, you need only a small area = **LESS COST**

- ◆ FITS EASILY INTO 8" X 11" MUNICIPAL NEWSLETTERS

Newsletter are on a tight budget, with limited page space

They tend to have space for a cartoon, even if not for an article

cartoon
in →
Municipal
Newsletter

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Benefits - Small Size = Versatile

A message that works in a small size,
can also be used in a variety of spaces

- Very Small =
Characters used as Logos
or
Single Frame Cartoon



- Small = Newspapers, Flyers
- Moderate = Calendars, Re-Usable Bags
- Large = T-shirts, Posters

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Benefits - Brand Recognition

Cartoon characters present a consistent “brand”
throughout a variety of MESSAGES

- ◆ *VARIATION among the STRIPS*
The strip/characters will be recognized as your “BRAND”
yet, they can convey a different message, by varying:

- the background
- and
- the “accessories”



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Benefits - Brand Recognition

Cartoon characters present a consistent “brand”
 -- throughout a variety of **MEDIA**

◆ **VARIETY OF MEDIA**

The strip/characters will be recognized as your “BRAND” even when used in different media

Such as:

- T-shirts
- Calendars
- Coloring Books

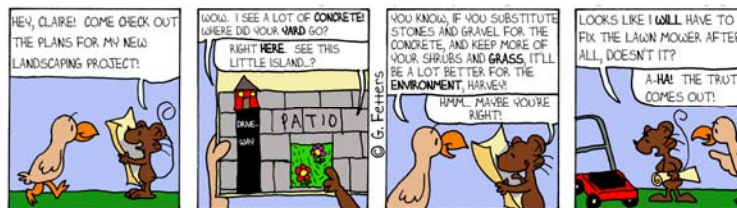
T-shirt
 cartoon



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Benefits - Proven Effective

Studies show: cartoons effective at reaching an audience



◆ **EXAMPLE:** American Medical Association journal

“Cartoon Characters as Tobacco Warning Labels”

“Conclusions: The finding that **cartoon ... warnings are more believable than plain warnings** suggests that it may be desirable to include cartoons in future tobacco warning labels”

Arch Pediatr Adolesc Med. <http://archpedi.ama-assn.org/cgi/reprint/154/12/1230.pdf>

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Benefits - Eye-Catching & Fun

Cartoons draw an audience to look at them.



- ◆ *DESIRABLE TO EDITORS:* They add Graphic Interest
 - Various newspapers have given a 50% PSA discount, in order to include these cartoons in their papers
 - Municipal newsletters enjoy including the cartoons

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Making it Work: Finding a Cartoonist

- ◆ *Look at Local Newspapers/ Publications*
Working with a local artist will make collaborating much easier
- ◆ *Local Art School or Art Program*
Rec Depts and Art Schools offer 'cartooning' classes
May find a local teacher who could work with you
- ◆ *Trade Publications*
Look for cartoons in any publications (not just stormwater)
- ◆ **Google** ----- search for "FREELANCE CARTOONIST"
----- iFreelance.com allows artists to bid on your project
- ◆ *Look for Appropriate Style & Sense of Humor*
Humor helps to make your message memorable
 - find someone whose sense of humor fits with your audience

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Making it Work: Finding a Character

- ◆ *Anything can work*

In Phoenix AZ, a Stormdrain Pipe is 'Stormdrain Dan'.



In Boulder CO, a Waterdrop is 'H2O Joe'

--Sacramento, CA uses "Sammy Salmon"

--Boulder Springs, CO uses "Ollie Otter"

- ◆ *Something Local*

We wanted something that would fit in with our presentations to schoolchildren - related to our local watersheds

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Making it Work: Finding a Character

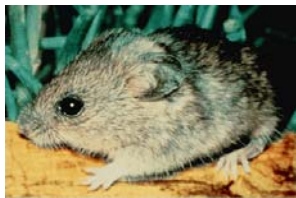
- ◆ *Local Wildlife*

We chose 2 Endangered Species from the wetlands along San Francisco Bay

- ◆ *Schoolchildren*

Many schoolchildren in our County learn about these 2 during field trips to our local wildlife refuge

our **Saltmarsh Harvest Mouse**



became

"Harvey"



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Making it Work: Finding a Character

our Clapper Rail



became

"Claire"



- ◆ *Use your characters' backgrounds*

When giving presentations, we can include:

- posters of these 2 Endangered Species
- a discussion of how pollution is affecting them

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Making it Work: 2 Characters

- ◆ *2 Characters works well*

- 2 characters allows for information through dialogue
- 2 characters allows for one to model "WRONG" behavior, & one to model "RIGHT" behavior



Modeling 'Wrong' & 'Right'



Dialogue = "Punch line"

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Making it Work: Introducing Characters

Claire Water



◆ Introductory Strip

- Start with a strip telling about the characters, & their purpose
- Find a topic to illustrate their purpose
- This strip can be used again - i.e. at the beginning of a calendar

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Working with your Cartoonist: *Topics*

We started with a table laying out various topics.

TOPIC	WRONG BEHAVIOR	RIGHT BEHAVIOR	KEY MESSAGES
Mercury	Disposing of mercury containing products in the trash --Thermometers --fluorescent light bulbs	Dispose of mercury containing products as a hazardous waste Purchase non-mercury containing products.	Dispose of mercury containing products at a County HHW facility. Call 299-7300 for more info.
Swimming pool/ Spa discharges	Draining pool or spa into the street	Discharge to a sanitary sewer clean-out or landscaped area	Before emptying, call the West Valley Sanitation District at 378-2407 for info on procedures.

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Working with your Cartoonist: *Details*

Share details to help your cartoonist

- ◆ *Remember that your cartoonist is NOT familiar with your topic*
 - Send text, explaining the topic
 - Send program materials, rough sketches (even stick figures)
- ◆ *Initial sharing = fewer 'corrections' by the cartoonist*
 - Re-working strips will be costly to you
 - A 're-do' will be frustrating to the cartoonist
- ◆ *Ask for rough sketches, for review*
 - Allows you to comment & correct, before too much time has been invested in a drawing



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Working with your Cartoonist: *Details*

Share exact details;
send them early

- ◆ *Share specifics on COLOR*
 - If you need a certain color, send it
- ◆ *Share specifics on TEXT*
 - When sending the initial topic info, include phone #s, names, etc.
- ◆ *Share specifics on LOGOs, etc.*
 - Send logo, website URL - whatever should appear with your strip
 - Ask for it on the cartoon, so it's 'print-ready' when you receive it



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Ask your Cartoonist: 3 Strips

Ask for
3
versions



- ◆ *LINE ONLY copy* - use for *Coloring Books, etc.*
--The cartoonist can save a copy of his work *before* adding colors
- ◆ *GREYSCALE copy* - to be used for *Newspapers*
--Use this when you don't want to pay for color printing
--If you have graphics-savvy staff, they can do this in-house
- ◆ *COLOR copy*
--This can be used for municipal newsletters, posters, etc.

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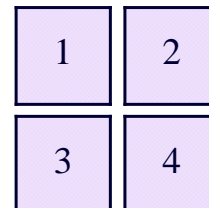
Ask your Cartoonist: Layout

- ◆ *Ask for individual panels with space between*
--This allows your staff to 'cut & paste'
to create a different layout,
if needed in the future



Newspaper Layout

Poster Layout

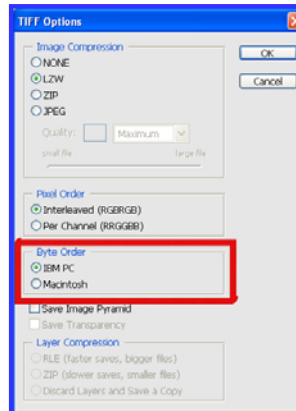


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Ask your Cartoonist: Computer Graphics

Ask for 2 versions of TIFFs

- ◆ A TIFF file holds the most data, so it makes the best “original”
- ◆ TIFFs can be saved as:
 - a MAC version
 - a PC version
- ◆ Get both versions
 - you will have whatever may be needed in the future
 - CARTOON-mac.TIFF
 - CARTOON-pc.TIFF



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Ask your Cartoonist: Computer Graphics



- ◆ Ask for a ‘High Resolution’ file
 - a size of 10” wide, at 600 pixels/inch will allow for a good quality picture when enlarged for a poster

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Ask your Cartoonist: Keep it Basic

Have the cartoonist scan the strips into a graphics program, such as PhotoShop.

- ◆ Check for a basic, *SHARED GRAPHICS PROGRAM*
 - If you and the artist both own the same graphics program, you can share files, and make future changes, more easily

“Claire Water”

www.cleancreeks.org

- ◆ Use a basic, ‘COMMON’ FONT for Titles
 - The FONT used in your Title Block should be a “common” font
 - It allows you to keep future changes looking consistent

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Ask your Cartoonist: Text

- ◆ “Word Bubbles” should be typed in a “common” font
 - Ask for a common font in ‘word bubbles’, to allow future changes
 - If necessary, you can type in a new phone # or name using a matching font: Comic - Bradley - Kristen



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Respect your Cartoonist: Copyright

Anything the artist creates is automatically copyrighted

- ◆ *Specifics can be written into a contract*
 - Artist may want to retain rights to use the characters, etc.
 - Agency may want all future rights to use, or sell



- ◆ *Artist may want to include own identity*
 - Artist's name, website, etc. may be in the strip

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Respect your Cartoonist: Artistic Freedom

- ◆ Artists are happiest when they're given "Artistic Freedom"
- ◆ Your cartoonist will expect guidelines from your agency
 - Lay out expectations: deadlines, # of rough drafts, etc.
 - Try not to micro-manage the Artwork



Then, allow your artist freedom to create...

...sit back and enjoy a fun campaign!

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Watersheds

Claire Water



www.cleancreeks.org

Car Washing

Claire Water



www.cleancreeks.org

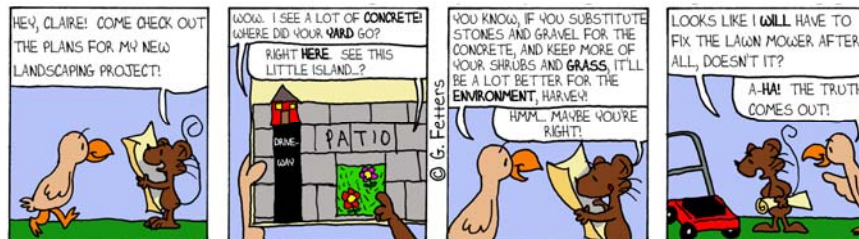
Washing Tools

Claire Water



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Impervious Surfaces



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Draining Pools

Claire Water



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Landscaping Contractor: Runoff

Claire Water



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Painting

Claire Water



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Creek Clean-Ups



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Creek Clean-Ups

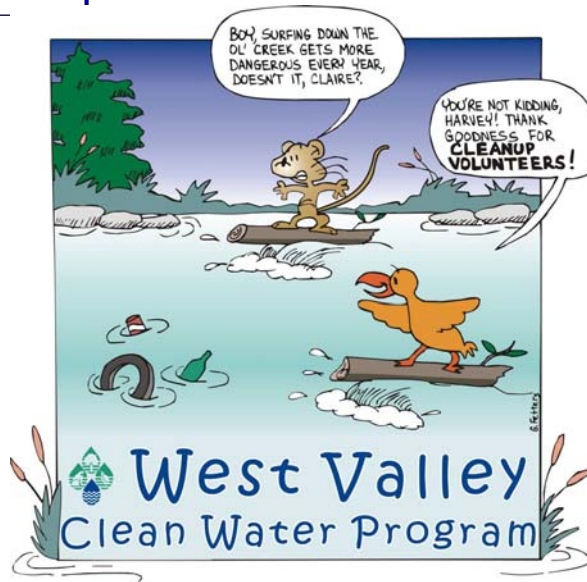
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