Getting in Step

A Guide for Conducting Watershed Outreach Campaigns

Coming Spring 2003!

The EPA/State Nonpoint Source Outreach Workgroup is pleased to announce the release of the expanded guide ***Getting in Step: A Guide for Conducting Watershed Outreach Campaigns.*** The guide is an update of the popular 1998 ***Getting In Step: A Guide to Effective Outreach in Your Watershed***. The new release explains how to map out strategies and tailor campaign materials to reach your critical target audience for maximum campaign effectiveness.

The guide includes:

- **Tips on applying community-based social marketing techniques**
- **Creating your outreach message**
- **Targeting your audience**
- **The scoop on working with mass media, and**
- **How-to's on developing materials, presentations, and creative community campaigns**

The guide also comes with a companion half-hour video that showcases four watershed campaigns around the U.S. and the outreach techniques used to accomplish each community's goals.

For more information, and to download a copy of the book guide when it is available, visit www.epa.gov/nps/outreach.html

To reserve your free Getting in Step guide and/or its companion video, return this form to:

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