

Community Outreach Toolkit

**Supporting the Reduction of Nutrient Pollution in the
Mississippi-Atchafalaya River Basin**



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United States Environmental Protection Agency
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Introduction

The goal of this toolkit is assist state and local agencies, watershed groups, nongovernmental organizations and others in developing effective communications materials related to nitrogen and phosphorus (N&P) pollution, also referred to as nutrient pollution. Nutrient pollution can cause human health problems, fish kills, and algal blooms. The U.S. Environmental Protection Agency (EPA) wants to enlist the help of local groups in sharing information with the media and the public about the growing threats to our nation's water resources from nutrient pollution and ways that the public can help make a difference. Making this important environmental issue relevant to one's community and explaining how it affects local water resources (like your local lake, river, reservoir, etc.) will be critical for success, and local organizations like yours are in the best position to tell and share this information.



A very helpful guidebook, ***Getting in Step: A Guide for Conducting Effective Watershed Outreach Campaigns***, developed by EPA, can assist further in developing effective outreach campaigns. It includes tips and tools for creating awareness, educating specific audiences and motivating positive behavior change. The latest edition includes more information on effective social marketing techniques and new information about using Web 2.0 technologies such as social networks to achieve outreach goals and objectives. Free copies of this guide and the companion video on DVD can be ordered by contacting the National Service Center for Environmental Publications at 1-800-490-9198. Ask for document number ***EPA 841-B-10-002***. It can also be downloaded from the Web at www.epa.gov/nps (click on NPS Outreach toolbox in the top navigation bar).



Media outlets—newspapers, magazines, radio stations, television stations and websites—are important ways to inform a broad range of people about nitrogen and nutrient pollution and the importance of clean water, and local and state actions that can be taken to reduce sources of this pollution. Social media sites such as blogs, Facebook/My Space, YouTube, Flickr, Google/Yahoo can also be effective tools in reaching and engaging the public on these issues. Banner and “Cost for Click” Ads may offer a cheaper alternative to costly television and radio advertising campaigns.

Media outreach can be broken down into five components:

- Developing Key Messages
- Developing Press Materials
- Preparing for Outreach
- Pitching to the Media
- Recording and Measuring Results

SECTION I:

Developing Key Messages

Establishing key messages at the beginning of a media outreach effort helps everybody speak with one voice and stay on message about the problem of nutrient pollution and actions individuals can take to reduce nutrient pollution in their local water bodies. All messages should be succinct and understandable to your target audience. EPA's Getting in Step A Guide For Conducting Watershed Outreach Campaigns (<http://cfpub.epa.gov/npstbx/files/getnstepguide.pdf>) walks you through the six key steps in developing an effective outreach effort.

In addition to using the key messages to prepare and respond to reporter inquiries, the key messages should be incorporated in all communication materials such as fact sheets, speeches or articles.

As a starting point, consider using as examples the key messages developed by the U.S. Environmental Protection Agency for nutrient pollution. These are included as **Appendix A** at the end of this document, and they can be tailored to your local outreach activities.

SECTION II:

Developing Press Materials

Press materials provide reporters additional information about your cause to help them write articles or produce news segments about your work. Some common and effective press materials include:

- Press Releases
- Public Service Announcements (PSAs)
- Radio Live-Reads
- Letters to the Editor or Op-eds
- Newspaper Articles
- Media Advisories

Press Releases

A press release is a short (usually one-page) description of your news or event designed to inform media of high-level information—the Who, What, Where, When, Why and How. A press release should include these key elements:

- Your contact information
- A captivating headline
- A quote from your organization’s President or spokesperson
- Essential information about your issue or event

Photo courtesy of Bill Yates.



Tips for writing a Press Release

- Keep the release to one page if possible
- Describe your main news up front
- Check your facts two or three times
- Type “FOR IMMEDIATE RELEASE” in the upper left margin
- Type “###” centered at the end of the page
- Additional information on writing a press release can be found in **Appendices B** and **C**.

Public Service Announcements (PSAs)

PSAs are non-commercial, unpaid radio and television messages used to promote information intended for the public good. They are generally produced in four different lengths: 15 seconds (40 words), 20 seconds (50 words), 30 seconds (75 words), and 60 seconds (150 words).

Before developing a PSA for your local radio or television stations, ask how long, in number of words and in time, your PSA should be, as different stations tend to prefer different lengths depending on their other advertising constraints. For more information on distributing PSAs see the PSA Tip Sheet in **Appendix D**.

EPA's Nonpoint Source Outreach Toolbox

The Environmental Protection Agency's Nonpoint Source Outreach Toolbox includes PSAs along with print and radio ads that have been used to educate the public about water pollution and polluted runoff. Since many of the ads were developed using Clean Water Act funds, a number of states and localities have agreed to make them available for use by other communities. Check out some of these ads and see how they may fit into your campaign. You may be to save some big bucks! Contact information about each of the outreach products can be found on the web site at: <http://cfpub.epa.gov/npstbx/index.html>. In October, 2011, EPA hosted a webinar about the Toolbox, which is now available at <http://epa.gov/watershedwebcasts>.

Radio Live-Reads

Radio live reads are another way to share information about nutrient pollution with the community. These short scripts can be shared with local Disk Jockeys to read on air and can be customized to include information about local news or events.

Letters to the Editor or Op-eds

Letters to the editor are letters that can be written by any reader of the publication in response to an issue that has been covered in the publication or is of interest to its readers. An Op-ed represents the opinion of an individual contributor, such as an "expert," public official, or anyone who represents an organization. These can provide a wide public forum that can be used to your advantage, before and after your event.

For both letters to the editor and Op-eds, contact your local newspapers to find out about length restrictions (word count limits) and deadlines. All letters must be signed and include an address.

Newspaper Articles

Newspaper articles, also known as drop-in articles, are an effective, cost-efficient way to share information on nutrient pollution with your community, as well as an excellent vehicle for sharing your success stories.

The article is written for direct insertion in community and weekly newspapers. Similar to a feature story in content, your article should focus on “soft” news and have a longer shelf life than more time-sensitive news releases.

Photo courtesy of USDA NRCS.



Tips for creating effective newspaper articles:

- Keep articles to one page if possible.
- Offer solutions.
- Include a photo or graphic.
- Localize the story with quotes, statistics or local contact information.
- Learn what format your publication prefers before submission.

Media Advisories

A media advisory alerts the media, in a concise manner, to your event. Think of it like an invitation and answer only the important questions: Who, What, When, Where, Why and How. A template for your use can be found in **Appendix E**.

Don't rely on the media advisory alone to publicize your event. Follow up with phone calls to reporters and news desks the morning of the event as a reminder and to confirm attendance.

SECTION III:

Preparing for Outreach

Now that you have developed your press materials it is time to identify which media contacts should receive them. This can be done in four simple, yet important, steps:

- Compile media lists
- Establish relationships
- Maintain relationships
- Provide trained spokespeople

Compile media (market) lists

Media lists or media markets help you organize local editors', reporters', and producers' names, outlets and contact information. It also should have information on topics they cover submission deadlines, conversation notes and best times to call. Your media lists should include:

- Environmental reporters
- Outdoors/recreational reporters
- Lifestyle reporters
- Other columnists who might be interested in nutrient pollution or water quality

You can compile information by calling local newsrooms, keeping track of journalists that have contacted your organization in the past, or by tracking the media that covers environment-related stories.

You also may consider adding non-traditional media outlets such as:

- Recreational groups and outfitter newsletters
- Supermarket and sporting goods store handouts
- Faith-based organization publications
- Ethnic media newspapers or community newsletters
- Environment and outdoors journals
- Business journals
- PTA/PTO newsletters or school newspapers

- Social Media: Facebook, Twitter, LinkedIn, Google+, Blogs
- Bilingual publications
- Homeowner association newsletters

See the sample template in [Appendix F](#) for assistance in developing a media list.

Establish Relationships

Once you develop your media lists, introduce yourself with a phone call or a get-to-know-you meeting to introduce your organization as a resource and authority on clean water, water quality protection, and nutrient pollution reduction efforts. Remember to have your media materials readily available to send as follow-up information or give during your meeting.

Maintain Relationships

Once you have made contact, maintaining relationships with the media should be a priority. The following are a few tips on maintaining good relations with the media.

- Be responsive and provide follow-up information as soon as possible.
- Be mindful of reporter's deadlines. Don't call or email when reporters are rushed.
- Know your reporter's beat or area of coverage and send only relevant news.
- Offer background information when a related news story breaks.
- When your story is covered, follow-up with that reporter.

Provide trained spokespeople

Reporters want to stay current on topics they write about. One way to establish yourself as a strong resource for nutrient pollution and water quality information is by offering a trained spokesperson.

A spokesperson serves as the "voice" to carry your campaign's messages. Ideally, s/he should be an expert on the topic, but if they are not an expert, they should have credibility on their topic, and have an engaging personality.

Preparing for interviews or speaking engagements should include:

- Reviewing key messages
- Practicing any prepared remarks
- Practicing questions and answers
- Reviewing background information on the journalist, outlet, or audience
- Staying on message

More information on how to write speeches and presentations and public speaking is available at [Appendices G](#) and [H](#).

SECTION IV:

Pitching to the Media

*Getting reporters and the local media interested in N&P pollution is an important part of increasing public awareness about water quality and the importance of clean water. **Remember that you have an important story to tell—one that affects the health and well-being of the entire community.***

There are several ways to pitch the media to cover your issue. Depending on the type of media, you can “pitch” (request) articles, PSAs, calendar items about nutrient pollution, letters to the editor or Op-eds. Your “pitch” can focus on events, new data, or a compelling personal story.

Photo courtesy of USDA NRCS.



Tips on pitching to the media

- Know who you are pitching to.
- Provide information in a timely manner.
- Be respectful and prepared.
- Be creative.
- Be persistent.

A photograph of a river with tall green reeds in the foreground and a line of trees in the background. The reeds are in sharp focus, with some showing signs of being cut or broken. The water is a deep blue color, and the trees in the background are a mix of green and brown, suggesting a natural, somewhat wild environment.

*Clean water keeps
Mississippi River basin
communities healthy
and vibrant.*

Photo courtesy of USDA NRCS.

SECTION V:

Recording and Measuring Results

Evaluation provides a feedback mechanism for ongoing improvement of your outreach effort. Many people don't think about how they'll evaluate the success of their outreach program until after the program has been implemented. Building an evaluation component into the plan from the beginning, however, will ensure that at least some accurate feedback on outreach program impact is generated. Ideally, feedback generated during the early stages of the project will be used immediately in making preliminary determinations about program effectiveness. Adapting elements of the outreach effort continually as new information is received ensures that ineffective components are adjusted or scrapped while pieces of the program that are working are supported and enhanced.

Check out [EPA's Getting in Step Guide for Conducting Watershed Outreach Campaigns](#) for tips on evaluating outreach efforts, adapting to feedback, and successful case study examples.

Recreational opportunities, tourism, jobs, and economic prosperity depend on clean water



APPENDIX A:

Sample Key Messages

These messages were developed by the U.S. Environmental Protection Agency and can serve as an example of key messages on the subject of nutrient pollution that target a variety of audiences, demonstrate the problem, focus on the positive, and give individuals clear actions they can take to make a difference.

**The bolded messages in blue are the key messages and information below is added to support the key overarching messaging.*

Clean Water Keeps Mississippi River Basin Communities Healthy and Vibrant

- “Clean water and healthy waterways are vital to the health and vibrancy of our communities and the strength of our economy,” Nancy Sutley, chair of the White House Council on Environmental Quality.
- “Healthy rivers and clean waters are fundamental to our economy, our health, and our way of life,” Secretary of the Interior Ken Salazar.
- “As our nation’s foremost conservationists, farmers, ranchers and forest owners have a values system rooted in rural America that recognizes that we cannot continue to take from the land without giving something back,” Agriculture Secretary Tom Vilsack.
- “After four decades of progress on clean water, there is still work to be done to tackle new threats to our waters. American families and businesses are counting on us to maintain and improve the rivers, lakes, streams, and other waters that support thousands of communities and millions of jobs across the country,” EPA Administrator Lisa P. Jackson.
- “Today about 117 million Americans — more than a third of the U.S. population — get their drinking water in part from sources that lack clear protection from pollution,” Environmental Protection Agency chief Lisa Jackson.
- “There is little doubt that one of mankind’s single most valuable assets is clean water. It impacts our lives and our livelihoods in a multitude of ways every day. It supplies our body’s daily needs, helps grow our food and fiber, contributes to our manufacturing and service industries, creates and supports energy production, sustains and nourishes our unique biodiversity, undergirds much of our transportation system, and provides us with recreational opportunities. Indeed, the very quality of our life depends on a reliable supply of clean, abundant water.” *What’s Water Worth? The Clean Water America Alliance’s National Dialogue Report, March 2010.*

Nutrient Pollution Is Becoming One of America's Costliest and Most Challenging Environmental Problems

- Nitrogen and phosphorus pollution (aka “nutrient pollution”) may sound benign, but it is anything but harmless. This pollution which comes from excess nitrogen and phosphorus, threatens the environmental and economic viability of our nation’s waters.
- This pollution threatens waters used for drinking, fishing, swimming, and other recreational purposes. It can hurt the tourism industry, decimate people’s home and property values, and cause illness.
- Over the last 50 years, the amount of nitrogen and phosphorus entering into our waters has escalated dramatically.
- Nutrient pollution has the potential to become one of America’s costliest and most challenging environmental problems.
- We know that drinking water and environmental water quality is degrading from excess levels of nitrogen and phosphorus; the science of has been studied and documented extensively.
- Nutrient pollution is expected to grow with:
 - U.S. population growth,
 - N&P loadings from urban stormwater runoff,
 - municipal wastewater discharges,
 - air deposition, and
 - Livestock production and row crop runoff.
- Cleaning up these already degraded waters will require significant resources. And if we take no action to clean up these waters, we simply pass along these restoration costs to our children and grandchildren.
- Ground water reserves, which serve as a source of drinking water to some 105 million people nationwide, can become contaminated by nitrogen and phosphorus through soil leaching.
- Excessive nutrient loads into coastal waters can cause blooms of algae and seaweed, overgrowing corals and blocking the light they need for photosynthesis.



Agriculture and Clean Water, Together, Help to Sustain our Economy, and Clean Water Protects the Health of our Communities

- Manage nitrogen and phosphorus inputs appropriately to reduce farm and environmental costs.
- Nutrients lost from the farm are an economic cost.
- Row crop agriculture in the Mississippi River Basin is a critical food and fiber source that needs to be managed to protect community drinking water supplies and sources of drinking water.
- Farms depend on clean water for irrigation—31% of all surface freshwater withdrawals in the U.S. are for irrigation.

Recreational Opportunities, Tourism, Jobs, and Economic Prosperity Depend on Clean Water

- Many industries and jobs in agriculture and food processing depend on having safe and abundant water resources.
- The range of businesses that we depend on—and who, in turn, depend on a reliable and plentiful supply of clean water—include tourism, farming, fishing, beverage production, manufacturing, transportation, and energy generation, just to mention a few.
- Nutrient pollution can have severe economic impacts on recreation, businesses, and tourism.
- Here are some statistics about the value of clean water and protected waterways and wetlands in America:
 - About 40 million anglers spend \$45 billion annually to fish all kinds of waters.
 - Manufacturing companies use nine trillion gallons of fresh water every year.
 - The beverage industry uses more than 12 billion gallons of water annually to produce products valued at \$58 billion.
 - Coastal wetlands are estimated to provide \$23 billion of storm protection services each year.
 - Each year, flooding causes an average of \$1.9 billion in property damage and \$438 million in damage to crops.
 - Every \$1 spent on source-water protection saves an average of \$27 in water treatment costs.
 - Clean water can increase the value of single-family homes up to 4,000-feet from the water's edge by up to 25%.
- The Gulf of Mexico is critical to the national economy and provides some of the Nation's most valuable fisheries.
- Commercial fishermen harvested some 1.27 billion pounds of finfish and shellfish (equating to \$659 million in total landings revenue) from the Gulf of Mexico in 2008.
- In 2008, 3.2 million recreational fishermen took a combined 24 million fishing trips.
- In 2004, Travelers to the Lower Mississippi River corridor spent about \$13.5 billion annually and these expenditures support roughly 183,000 jobs.
- Capital costs to remove nitrates from community systems or to provide alternative water supplies for individual households can be very high, with some communities spending upwards of several hundred thousand to tens of millions of dollars.

Clean Water Protects Human Health and Safeguards Drinking Water

- Nutrient pollution causes harmful algae blooms—the thick, green muck that fouls clear water—that produce toxins harmful to both humans and animals, and deplete oxygen needed for fish and shellfish survival, and smother vegetation and discolor water
- Nutrient pollution can leave swimmers with ear infections, eye infections, and stomach aches.
- Nutrient pollution can harm people by contaminating wells and local water supplies; Nitrogen-contaminated groundwater is harmful to humans, particularly to vulnerable populations such as children, the elderly, and people who have suppressed immune systems.
- Nitrate is a contaminant of drinking water in agricultural areas and is found at high levels in some vegetables, competes with uptake of iodide by the thyroid, thus potentially affecting thyroid function.
- Over the past 11 years, the number of nitrate violations has nearly doubled in the nation’s community drinking water systems. In the future, nitrate concentrations in drinking water aquifers are expected to increase as shallow ground water that already has high nitrate concentrations percolates downward into aquifers.
- Surface freshwater sources of drinking water are also at risk because stormwater runoff carries nutrients directly to rivers, lakes, and reservoirs.
- High nitrate levels in drinking water have been linked to serious illness in infants, as well as other potential human health effects.
- High levels of algae in drinking water sources combined with necessary disinfection agents used in water treatment can lead to elevated levels of disinfection by-products in drinking water. These by-products have been linked to increased cancer and reproductive health risks in humans, as well as liver, kidney, and central nervous system problems.
- If not properly treated, the ingestion of water contaminated with chemicals or toxins produced by harmful algal blooms can cause gastrointestinal complications, acute or chronic liver damage, and neurological symptoms.

States and Local Communities are Best Positioned to Restore and Protect their Waters

- EPA believes that states are best suited to address nutrient pollution, and while the Agency has an obligation under the Clean Water Act if state efforts are not sufficient, EPA works closely with our State and local partners on a technical basis to aid their efforts.
- While EPA has a number of regulatory tools at its disposal, resources can best be employed by catalyzing and supporting actions by states that want to protect their waters from nutrient pollution.
- States and local communities need room to innovate and respond to local water quality needs, so a one-size-fits-all solution to nutrient pollution is neither desirable nor necessary.

ACT

We can all take action to reduce nutrient pollution through the choices we make around the house, with our pets, in lawn maintenance, and in transportation. Families, individuals, students and teachers can access resources online to find out more about the health of their local waterways and participate in community efforts to make their environments healthier and safer.

Check out more resources and ways to act to address nutrient pollution:

- **In your community**
- **In and around your home**
- **In your yard**
- **In the classroom**

1. In your community

We can all work together to reduce nutrient pollution in our communities. You can find out more about your local watershed, volunteer with local watershed groups, become involved and spread the word

Get Involved

- **Surf Your Watershed**
Locate the watershed that you live in and learn more about it.
- **EPA's Adopt Your Watershed**
The Adopt Your Watershed database includes more than 2,600 watershed groups with opportunities to get involved in activities such as volunteer water monitoring, stream cleanups, and storm drain marking.
- **Start a Watershed Team**
This page links to resources to getting started on creating a watershed team.
- **Monitoring and Assessing Water Quality - Volunteer Monitoring**
This page has EPA resources and links to information about volunteer water quality monitoring.
- **Non-point Source Outreach Toolbox**
The toolbox contains a variety of resources to help develop an effective and targeted outreach campaign.
- **Create a Wildlife Habitat in your Backyard, Workplace or Schoolyard.** Certify your backyard or schoolyard as part of the National Wildlife Federation's **Backyard Wildlife Habitat Program** or **Schoolyard Habitat Program**.
- Join a nationwide river cleanup event (**National Rivers Cleanup**) or an international beach cleanup (**International Coastal Cleanup**).
- **Sponsor a watershed festival in your community to raise awareness about the importance of watershed protection.** Find out how to get involved in or start planning your own monitoring event using the Water Environment Federation's **World Wide Monitoring Day Web site**.
- **Become a Groundwater Guardian Community.** Find out how to promote groundwater protection in your community.
- **Visit EPA's Watershed Central Wiki**
Find information about local watershed groups, case studies and other tools to reduce nutrient pollution in your community.

Spread the Word

- [EPA's Water Is Worth It Facebook page](#)
- [EPA Office of Water Twitter Feed](#)
- [EPA's Greenversations Blog](#)
- [Healthy Waters for EPA's Mid-Atlantic Region Blog](#)
- [EPA Social Media](#)

2. In and Around Your Home

There are a number of actions people can take to address nutrient pollution in and around their homes whether it involves switching to phosphate-free detergents, using energy and water-efficient fixtures, or switching to more fuel efficient methods of transportation. The following are specific tips to be a part of the action to reduce nutrient pollution

- [Cleaning Supplies](#)
- [Septic Systems](#)
- [Water Efficiency](#)
- [Energy Efficiency](#)
- [Vehicles](#)

Cleaning Supplies-Detergents and Soaps

After the soapy water goes down the drain, it goes to your septic system or local wastewater treatment plant. At the wastewater treatment plant, the soapy water is treated to remove phosphorus and then discharged into a local water body or drainage field. Sometimes not all of the phosphorus is removed. Residents can take actions to help avoid costly treatment processes by cutting down on the use of certain soaps and detergents.

What you can do:

- Choose phosphate-free detergents, soaps, and household cleaners
- Select the proper load size for your washing machine
- Only run your clothes or dish washer when you have a full load
- Use the appropriate amount of detergent; more is not better
- Learn more about the effect of detergents and soaps on your environment
- Become an informed and environmentally-friendly consumer; consult [EPA's Design for the Environment website](#) while shopping for soap and laundry detergents
- Switch to water-based paints and solvents, which can release volatile organic compounds that react with nitrogen to form ozone, a component of smog

Septic Systems

Improperly maintained septic systems can contaminate ground water and surface water with nutrient pollution and pathogens. By following the recommendations below, you can help ensure that your system continues to function properly.

- Inspect your septic system annually.
- Pump out your septic system regularly. (Pumping out every two to five years is recommended for a three-bedroom house with a 1,000-gallon tank; smaller tanks should be pumped more often).
- Do not use septic system additives. There is no scientific evidence that biological and chemical additives aid or accelerate decomposition in septic tanks; some additives can in fact be detrimental to the septic system or contaminate ground water.
- Do not divert storm drains or basement pumps into septic systems.
- Avoid or reduce the use of your garbage disposal. Garbage disposals contribute unnecessary solids to your septic system and can also increase the frequency your tank needs to be pumped.
- Don't use toilets as trash cans. Excess solids can clog your drainfield and necessitate more frequent pumping.
- When installing a septic system, maintain a safe distance from drinking water sources to avoid potential contamination. Avoid areas with high water tables and shallow impermeable layers.
- Take advantage of local hazardous waste collection programs to dispose of harmful items such as drain cleaners, solvents, oils, paint, pharmaceuticals and pesticides.
- Know where your onsite wastewater system is located. Draw a map of your property that clearly identifies where the drain field and any other elements of the system are located (when transferring property to a new home buyer, be sure to provide a copy of this map).
- Plant only grass in the drain field and avoid planting trees, bushes, or other plants with extensive root systems that could damage the system's tank or pipes.
- Check out the EPA [Homeowner's Guide to Septic Systems](#) for additional information and tips about installing and maintaining a septic system.

Water Efficiency

Homeowners can significantly reduce the volume of wastewater discharged to home septic systems and sewage treatment plants by conserving water. If you have a septic system, by decreasing your water usage, you can help prevent your system from overloading and contaminating ground water and surface water.

- Choose **WaterSense labeled products**, which are high performing, water efficient appliances.
- Use low-flow faucets, shower heads, reduced-flow toilet flushing equipment, and water-saving appliances such as dish- and clothes washers.
- Repair leaking faucets, toilets and pumps.
- Use dishwashers and clothes washers only when fully loaded.
- Take short showers instead of baths and avoid letting faucets run unnecessarily.
- Wash your car only when necessary; use a bucket to save water. Alternatively, go to a commercial carwash that uses water efficiently and disposes of runoff properly.
- Do not over-water your lawn or garden. Over-watering can increase leaching of fertilizers to ground water.
- When your lawn or garden needs watering, use slow-watering techniques such as trickle irrigation or soaker hoses. Such devices reduce runoff and are 20 percent more effective than sprinklers.

Energy Efficiency

Every time you turn on a light switch, television, radio, or microwave, electricity is sent from a power plant to your

house. Most of the energy we use to power our homes comes from fossil fuels, which release harmful gases into the air including nitrogen oxides, which also can fall to the ground and increase nitrogen pollution in waterways. Decreasing the demand for energy is the best way to reduce nitrogen oxides emissions from power plants.

What you can do to reduce emissions of nitrogen pollution from electricity:

- Turn off the lights, computers, television, video games, and other electrical equipment when you're not using them. Buy equipment that uses less electricity, including lights, air conditioners, heaters, refrigerators, and washing machines. Such equipment might have the **Energy Star label**.
- Purchase a programmable thermostat to automatically adjust temperatures throughout the day or when you are not at home.
- Adjust the thermostat by a few degrees to be slightly warmer in the summer and cooler in the winter.
- Set the temperature before leaving the house so the house is warmer or cooler to use less electricity while you are gone.
- Replace old light bulbs with new energy efficient bulbs.
- Use a power strip to turn on and off electronic devices.
- Unplug your cell phone charger or other infrequently used electronics when not in use.
- Open shades to utilize daylight instead of turning on lights; on cool days this helps to keep rooms warmer.
- In the summer, close shades when not in the room to keep rooms cooler and use less electricity.
- Activate power management features on your computer.
- Hang-dry clothes instead of using the dryer.
- **Find out if it is possible to switch to wind generated energy.**
- Check out **EPA's Energy Star homepage** for more tips on how to reduce your electricity use

Vehicles

Washing Your Car

When washing your care at home, do you ever wonder where the dirt, grime, and soap goes after it washes down your driveway? It likely goes down a storm drain, where it will be sent untreated to a local stream or river.

What you can do to prevent polluted water from going down the storm drain:

- Use a commercial car wash; commercial car washes are required to properly dispose of wastewater and many filter and recycle their water.
- If washing your car at home consider the following actions:
 - Wash your car on a pervious surface such as grass or gravel (not concrete or asphalt) so water is filtered before reaching a water body.
 - Use nontoxic, phosphate-free soaps.
 - Use soap sparingly.
 - Minimize runoff by reducing water use, using a spray nozzle to restrict water flow.
 - Wring out sponges and rags over the bucket or in a sink, not the ground.



- Empty wash water into the sink or toilet, or the grass if you wish to dispose of it outside.
- Use waterless car wash products for spot-cleaning or a car wash kit, which redirects water from storm drains.
- When conducting car wash fundraisers use a car wash kit; many cities will lend kits free of charge to groups conducting car washes for fundraising, or you can buy car wash kits.
- Become an informed and environmentally friendly consumer. Consult EPA's Design for the Environment website while shopping for car detergents.

Driving

When we drive we burn fossil fuels and create nitrogen oxides that exit our automobiles' tailpipes and end up in the atmosphere. Many metropolitan areas offer a blend of public transportation alternatives and carpool systems to help commuters reduce their dependence on fossil fuels.

What you can do to reduce emissions of nitrogen pollution from vehicles:

- Plan out your errands for one trip so you can reduce the amount of time you have to drive.
- Carpool with friends or coworkers.
- Take public transportation.
- Consider alternative means of travel, such as biking or walking whenever practical.
- Telecommute from home.
- Choose for flex fuel, diesel, hybrid, compact, or other fuel-efficient vehicles.
- Get better gas mileage:
 - Routinely checking tire pressure.
 - Avoid using the air conditioning during city driving.
 - Be light on the gas by using smooth acceleration and deceleration and maintain a constant speed.
 - Regularly service and perform maintenance on your car.
 - Avoid driving with extra weight in the car; transport only necessary items.

Learn Where Your Drinking Water Comes From and How You Can Protect It

- [Find information about drinking water and your local water quality report](#)
- [Your Water. Your Decision. What can local officials do to protect drinking water sources](#)



3. In Your Yard

Lawn and Garden Care

Our lawns and gardens, and how we maintain them, can have a big influence on nutrient pollution. A number of easy landscaping techniques can be used to reduce the flow of water and transport of nutrients off the lawn and into local waterways and storm drains. Special care can be taken to not allow nutrient-rich fertilizer to flow off the property. EPA has estimated that 50 percent of the nitrogen in fertilizer can be carried off of a lawn due to improper fertilizer use. Pet waste can also be thrown away to prevent it from impacting water quality in local streams, creeks and rivers.

Garden Care:

- Plant a rain garden of native plants, shrubs and trees that reduce the amount of fertilizer needed and provide a way for water to soak into the ground.
- Install a rain barrel to collect rainwater; the rainwater can later be used to wash your car or water your plants and lawn.
- These techniques utilize natural processes to manage stormwater runoff and reduce the impact of impervious surfaces on water quality.
- Use pervious pavers for walkways and low traffic areas to allow water to soak into the ground.
- Install a green roof on your home or business.
- Incorporate best management practices, such as grassed swales, filter strips, or buffer strips on your property to control and temporarily store stormwater runoff.
- Use yard waste, which includes grass clippings and leaves, in mulch or compost for your garden. If this is not an option, prepare all clippings and leaves for community composting, or in barrels or secured papers bags for disposal, which keeps them from washing into streams.

Lawn Care:

- Apply fertilizers only when necessary and select the best fertilizer for your needs based on a soil test and at the recommended amount.
- Apply fertilizer after rainstorms or windy days.
- Apply fertilizer as close as possible to the period of maximum uptake and growth for grass and other plants, which is usually spring and fall in cool climate, and early and late summer in warm climates.
- Avoid applying fertilizer close to waterways.
- Do not overwater lawns and garden; use a soaker hose, a porous hose that releases water directly to the ground, which can reduce overwatering that carries away fertilizers that would otherwise enrich lawns and gardens.
- Core compacted soils before application to increase fertilizer uptake.
- Properly calibrate spreaders before applying fertilizers as settings can change over time due to wear and tear.
- Fill fertilizer spreaders on a hard surface so that any spills can be easily cleaned up.
- Properly store unused fertilizers and properly dispose of empty containers.
- Maintain your lawn mowers, snow blowers, chain saws, leaf vacuums and similar outdoor power equipment to reduce nitrogen oxide emissions. Maintaining your equipment regularly optimizes performance and minimizes pollution.

Pet Waste

Failing to pick up after your pet is a health concern for humans and other animals, and can lead to water quality problems. Pet waste contributes nutrients, parasites and bacteria to water bodies when it is not disposed of properly. This can lead to water body conditions that are unsafe for human recreation. Polluted water bodies can also sicken and kill pets and livestock that drink the water.

What you can do to prevent pet waste from polluting our water ways:

- When taking your pet for a walk, bring a bag with you to collect and dispose of pet waste in a trash can. Waste left on sidewalks, streets and other paved areas is carried away by stormwater directly into streams.
- Avoid walking your pet near streams and other waterways. Instead, walk them in grassy areas, parks or undeveloped areas.
- Inform other pet owners of why picking up pet waste is important and encourage them to do so.
- Take part in a storm drain marking program in your area to help make others aware of where pet waste and other runoff goes when not disposed of properly.

4. In the classroom

Teachers and students can work to reduce and prevent nutrient pollution in their communities. Check out these resources for use in the classroom.

Online educational resources from EPA and other federal agencies

- **Adopt Your Watershed Web Page**
Information about environmental educational materials related to watersheds and water quality protection.
- **National Estuaries Teacher Web Page**
- **Wetlands Education Web Page**
- **“After the Storm” Television Special**
A half-hour television special about watersheds produced by EPA and The Weather Channel.
- **EPA Water Drop Patch Project for Girl Scouts**
- Link to EPA and Future Farmers of America Curriculum
- **Watershed Academy**
The Watershed Academy offers a variety of training resources on watershed-related issues including self-paced training modules, webcasts, live training courses and certification.
- **Sources of Nitrogen and Phosphorus Pollution**
- **Solution to Nitrogen and Phosphorus Pollution**
- **Non-point Source Articles and Activities for Middle School Students**
- **Nonpoint Source Kids Page**
- **Ideas for Science Fair Projects About Surface Water Quality**
Bring attention to surface water quality problems by exploring some of these science fair project ideas.
- Nonpoint Source Activities and Lessons for Middle School Students
 - **“Streams in the City”**
These exercises are designed to guide a student to an understanding of how rainfall and storm events result in runoff over the surface of the earth.
 - **“Improving Old MacDonald’s Farm”**
Students work through calculations to determine how much fertilizer is needed to meet a plant’s nutrient requirements. Students then draw conclusions about the most cost-effective and environmentally sound farming practices.
 - **“Stop Pointless Personal Pollution”**
This is a set of exercises on how everyday chores can harm your streams and lakes. They emphasize personal participation and creation of a program in your community.
 - **“Join a Stream Team”**
Activities offer students the opportunity to learn about multiple facets of waterbodies and pollution, including aquatic life (indicator species), local concerns, and public outreach through research, teamwork, and role-playing exercises.
- **National Oceanic and Atmospheric Administration Non-point Source Pollution Kit**
Information for teachers on non-point source pollution
- **U.S. Geological Survey Water Resources Information for Students and Teachers**
Educational materials for various ages and grades.



Photo courtesy of Bill Yates.

Educational resources from non-government organizations

- **Classroom Earth**

Links to the top environmental education resources from the National Environmental Education Foundation.

- **Educating Young People About Water**

Site resources include a database of water education curricula and guides to help educators develop water education programs.

- **Secret Agent Worms**

An interactive non-point source educational experience for third through sixth graders.

- **Center for Global Environmental Education: Waters to the Sea Series**

Award-winning, interactive presentations and activities for exploring some of America's premier river systems, the forces that shape them, the problems they face and the solutions that can make a difference.

- **Earth Gauge™**

Earth Gauge is a free environmental information service for broadcast meteorologists in major US media markets, based on the three to five day forecast. The service is designed to make it easy to talk about the links between weather and the environment on-air with simple factoids and viewer action tips. Includes an interactive learning module on watersheds.

- **EE-Link: Environmental Education on the Internet**

EE-Link is a resource designed to support students, teachers and professionals that support K-12 environmental education. The site contains projects, classroom activities, lesson plans, environmental facts and data, curriculum guides and many other resources.

- **North American Association for Environmental Education**

Learn about the activities of a very active and knowledgeable environmental education association.

- **National Marine Educators Association**

The National Marine Educators Association brings together those interested in the study and enjoyment of both fresh and salt water and provides a focus for marine and aquatic studies all over the world.

APPENDIX B:

Press Release Template and Sample Press Release

Use the template below to draft your own press release, which should answer, who, what, where, when, why, and how of the event or activity. It also should include a quote from the appropriate person in your organization. A sample press release from the fictitious Mississippi River Basin Citizens' Watershed Alliance also is included below.

[Organization LETTERHEAD]

FOR IMMEDIATE RELEASE

CONTACT: Name of Contact

Organization of Contact

Phone: (###) ###-####

Fax: (###) ###-####

[Name of Your Organization] Holds [Type of Event] as Part of National Clean Water Week

[CITY, State]—Today, **[Name of Your Organization]** is hosting a **[Type of Event]**, which is expected to involve more than **[Minimum Number of Expected Participants]** from **[Name(s) of Area(s)]**. Some of the activities planned for today include **[Local Activities]**.

[Include Other Pertinent Information Regarding Your Event Here.]

“National Clean Water Week provides a valuable opportunity for our community to tell people how important clean water is for our health, local economy and enjoyment of our recreational waters, and how all of this is threatened by the worsening problem of nutrient pollution,” said **[Name and Title of Spokesperson]**. “Clean water keeps Mississippi River Basin communities healthy and vibrant. Make a difference—do your part for clean water”

For more information about National Clean Water Week or nutrient pollution, visit <http://epa.gov/nutrientpollution>

[Insert Organization website, If Applicable].

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APPENDIX C:

Sample Press Release

[LETTERHEAD]

ATTENTION:
ENVIRONMENTAL ISSUES REPORTER
Date

CONTACT:
Contact's Name
Phone Number

FOR IMMEDIATE RELEASE

***NAME OF ORGANIZATION* JOINS THE MISSISSIPPI RIVER BASIN CITIZENS WATERSHED ALLIANCE TO ADDRESS NUTRIENT POLLUTION**

Each year, a hypoxic or “dead zone” in the Gulf of Mexico forms because of high levels of nitrogen and phosphorus entering into Mississippi River Basin waterways. Several state citizen watershed groups have joined together to form an Alliance to address this growing problem. Today, the St. Louis Watershed Minders is announcing that they will be joining the Mississippi River Basin Citizens’ Watershed Alliance.

During the week of April 23-30, 2011, the Alliance including its newest member, ***NAME OF ORGANIZATION***, will be meeting in New Orleans, Louisiana to identify ways to work together and leverage resources to reduce nutrient pollution within the Mississippi River Basin and mitigate Gulf hypoxia. A special focus of the meeting is to accelerate development and implementation of state-level strategies to reduce excessive nutrient loadings. The expertise and diversity of participants from across the region and nation should ensure a highly successful meeting and development of a path forward for future collaboration and the efficient use of resources.

According to Jerry Greene of the St. Louis Watershed Minders, “This year’s meeting is especially important because of the challenges caused by potential Dead Zone increases in the Gulf due to flooding in the Mississippi River. This flooding has brought an unusually high level of upstream excess nutrients into the Gulf of Mexico. The nutrient increase has caused the Dead Zone size prediction to be the highest on record. The variables of nature, management practices and possible treatment options are some of the challenges that will be discussed at the April meeting.”

THE MEDIA AND ALL INTERESTED ENVIRONMENTAL PROFESSIONALS AND COMMUNITY MEMBERS ARE ENCOURAGED TO ATTEND.

For more information, call ***CONTACT NAME*** at ***CONTACT’S PHONE NUMBER***. XXX

APPENDIX D:

Public Service Announcement Tip Sheet

Public service announcements (PSAs) offer you the opportunity to promote clean water and citizen actions to address nutrient pollution to the general public for free through radio and television.

Motivating Public Service Directors and Producers

Most radio stations have public service directors who decide which PSAs will air. Public service directors are most likely to use PSAs that they believe are of **local interest** to their communities, and they often favor issues and causes related to water quality, public health, and economic growth. Because water quality is an important issue that affects many families in your community, public service directors will likely find nutrient pollution PSAs highly appealing.

The following tips will help you get your PSAs placed on radio stations.

Know Who Is in Charge

Radio station public service directors may have various titles, including community affairs director, advertising manager, or general manager. Often, the on-air personalities or the producers decide which PSAs will air. Call the station and ask whom you should contact about placing your PSAs.

Write a Letter of Introduction

Send a letter of introduction that includes the following information:

- The importance of clean water to your community and your concern about N&P pollution
- Your success stories addressing nutrient pollution and how they have made an impact on your community
- Your plans for addressing nutrient pollution in general
- A call-to-action—ask the radio station to support your activities by running PSAs.

Remember to **keep it local**. The people in charge of PSA placement want to know how the issue affects their community.

Meet Face to Face

Schedule meetings with the public service directors at the radio stations where you want your PSAs to air. These meetings put a face on the issue and provide an opportunity for you to educate public service directors about issues related to water quality and nutrient pollution.

It generally takes a few weeks for radio stations to put PSAs on the air, so you should schedule your meetings well in advance of your events, then, ask the radio station to run your PSAs before the event.

Say “Thank You”

Follow up your visits and meetings with thank-you notes. Acknowledge radio stations once they use the PSAs. Send thank-you notes, and let them know you are delighted that they were able to help raise awareness about the importance of clean water and citizen action to address nutrient pollution.

Use Your Connections

Perhaps you or someone in your program already knows someone in a management position at a radio station. Take advantage of that connection to encourage your contact to use your PSAs.

Only Approach Radio Stations That Use PSAs

Not all radio stations use PSAs. So listen to the radio stations in your community and approach those stations that already air PSAs.

Reaching Diverse Audiences with PSAs

Media serving diverse communities offer an outstanding opportunity for PSA placement, especially if you offer in-language PSAs. This is because there is often a lower demand for paid advertising among these media.

The key to placement in ethnic and specialized media is to make all communications meet the needs of that outlet’s target audiences.

If you are focusing on Hispanic radio stations, for example, make sure you provide both Spanish and English versions of the PSAs—there has been a growing trend toward Spanish media using both languages. Be sure any correspondence to the media outlet is in Spanish. Although public service directors at Spanish-language radio stations are likely fluent in both English and Spanish, they will appreciate the sincerity of your pitch if it is in Spanish, and the gesture will increase your opportunity for placement.



Photo courtesy of USDA NRCS.

APPENDIX E:

Media Advisory Template

Use the template below to create your media advisory. The advisory should answer the “who,” “what,” “where,” “when,” “why,” and “how” of the event or activity. It also should include contact information for your organization. A media advisory should be sent out a week before an event and again the day of the event.

[ON LETTERHEAD]

MEDIA ADVISORY FOR IMMEDIATE RELEASE

CONTACT: Name of Contact

Organization of Contact

Phone: (###) ###-####

Fax: (###) ###-####

[Name of Your Organization] Holds [Type of Event] Community Fundraiser to Support Local Efforts to Address Nutrient Pollution

[CITY, State]—**[Name of Your Department]** is hosting a **[Type of Event]**, which is expected to involve more than **[Minimum Number of Expected Participants]** from **[Name(s) of Area(s)]**.

WHO: [List any VIPs and other attendees of note who may be of interest to the press. Include titles whenever possible.]

WHAT: [Provide additional details about the event (i.e., what activities are scheduled, etc.)]

WHERE: [Address Of The Event Location]

WHEN: [Date And Time Of The Event]

WHY: Nitrogen and phosphorus pollution (aka “nutrient pollution”) may sound benign, but it is anything but harmless. This pollution which comes from excess nitrogen and phosphorus, threatens the environmental and economic viability of our nation’s waters. It causes harmful algae blooms—the thick, green muck that fouls clear water—that produce toxins harmful to both humans and animals, and deplete oxygen needed for fish and shellfish survival, and smother vegetation and discolor water. This pollution threatens waters used for drinking, fishing, swimming, and other recreational purposes. It can hurt the tourism industry, decimate people’s home and property values, raise your water bills, and cause illnesses.

CONTACT: [Name, Phone Number(s), Fax and Email Address Of Contact]

For more information about nutrient pollution <http://epa.gov/nutrientpollution> and [Insert Organization website, If Applicable].

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APPENDIX F:

Media List Template

First	Last	Title	Outlet	Email	Phone	Address	Notes
<i>Susie</i>	<i>Smith</i>	<i>Environmental Columnist</i>	<i>Local Times Gazette</i>	<i>ss@ltg.xyz</i>	<i>(123) 456-7890</i>	<i>123 Place Your Town, State, 12345</i>	<i>Publishes column every Wednesday. Interested in water quality.</i>

NOTICE

An algae bloom has made this area potentially unsafe for water contact. Avoid direct contact with visible surface scum.

APPENDIX G:

Speechwriting Tip Sheet

If you are participating in any activities involving Clean Water and/or Earth Day, there is a good chance that someone from your organization will deliver your messages through a short speech or presentation. A detailed outline can provide the framework for an organized and compelling speech. The outline should include the topic, purpose, and audience, as well as three main ideas that support the topic and purpose.

Below is a general speech outline that you might be able to adapt to suit the special needs of your audience.

I. Introduction—Tell them what you're going to tell them. This should take 1 to 3 minutes.

- A. Grab your audience's attention
- B. State your topic and purpose
- C. Preview your speech

II. Body—Tell them. Illustrate the points that support your theme. This should take 8 to 15 minutes.

- A. State first main idea
- B. State second main idea
- C. State third main idea

III. Conclusion—Tell them what you told them. This should take 1 to 2 minutes.

- A. Restate your main ideas
- B. Add a memorable conclusion

After your first draft of the presentation, go back and revise, reword and rearrange your ideas, as necessary. Refer back to your outline to make sure that items are parallel and logical. Make sure you have sufficient support for each of the statements you have included.

Do's and Don'ts of Speechwriting

Do:

- Find out everything you can about the group you are speaking to, the venue and the event.
- Ask how much time you have to give your speech.
- Confirm audio visual equipment—laptop, LCD projector, etc.
- Prepare an outline of your speech before you start to write it.
- Practice your speech with someone before the event.
- Give facts and figures with references to back them up.
- Have a clear objective in giving the speech (what you want the audience to know and do).
- Concentrate on your message(s).
- Visualize yourself giving the speech.

Don't:

- Use humor unless you are positive about what the reaction will be.
- Assume the audience knows all of the background information about your topic.
- Use jargon or confusing phrases.
- Rely too much on visual aids to tell your message.
- Use the same speech for every venue.

APPENDIX H:

Public Speaking Tip Sheet

The best speakers are those who believe in what they are saying and whose sincerity and dedication to their topic are apparent.

Before you choose your speakers, consider your audience. What messenger will they best respond to? No matter whom you choose, the speaker needs to convey expertise, experience, interest, and commitment to the importance of clean water, water quality and efforts to address nutrient pollution.

These tips can help you prepare your spokespeople to present a confident and compelling speech.

Content. Share information about yourself up front and your experiences enjoying the Mississippi River for recreational purposes, and concern about the impact that nutrient pollution is having in your local area and the Dead Zone in the Gulf of Mexico.

Eye Contact. The only way you will know if your audience is getting the message is through eye contact. Look for eyes and heads nodding with you.

Facial Expressions. Your facial expressions can tell the story of how much you care about the issues you are talking about. Allow your passion for the issue to show.

Gestures. Some of what people retain from speeches is through body language. Gestures reinforce and highlight your story and give you energy in your delivery.

Voice. Try not to speak in a monotone. Avoid “language helpers” such as “ums,” “ahs,” and “you knows.”

Pauses/Silence. There are four good times to pause--when you move from one subject to another, when you want the message to sink in, when you want or need to collect your thoughts, and when you receive laughter or applause.

Avoid Distractions. Do not fiddle with your hair, shuffle your feet, sway back and forth, jingle change in your pockets, play with your eyeglasses, or otherwise do something that will take away from what you are saying.

Practice. Practice, practice, practice. If possible, spend time alone just prior to your speech; take some deep breaths and think about your central theme and key messages.

Being Nervous Is Normal. Try and “reframe” your fear into excitement and enthusiasm. Remember that you are the expert and people have come to hear you talk about what you know.

APPENDIX I:

Farmer Thank You Letter Writing Campaign

Project Overview:

This effort is based on the premise that farmers deserve to be thanked for making an effort to manage nitrogen and phosphorus on their farms to prevent nutrient pollution. Farming is risky business, so when a farmer steps-up to do the right thing, because it is the right thing to do, they should be thanked.

Project Goal:

The goal of the letter writing campaign is two-fold:

1. to build awareness among the general public, e.g., teens, homeowners, recreationists, fishermen, users of the Gulf of Mexico, etc., about the importance of managing nitrogen and phosphorus to minimize nutrient pollution; and
 2. to recognize those farmers who are doing the right thing so that they can serve as a model to other farmers.
-

Project Benefits:

- This project promises to build awareness and knowledge about nutrient pollution among the general public;
 - This project can change attitudes toward farmers and recognize their efforts on behalf of producing an abundant food supply while safeguarding the environment; and
 - This project can enlist the support of a broad range of audiences toward addressing sources of nitrogen and phosphorus leading to nutrient pollution.
-

Milestones:

- Analyze prospective audience(s)
 - Identify their needs and capacity (knowledge and abilities)
 - Spread the word and get buy-in on the letter writing campaign
 - Identify potential media markets for reaching audiences
- Provide a letter template and sample letter for reference
 - Share the template and sample letter with target groups
 - Publicize the availability of these materials in media markets
- Initiate a letter-writing contest
 - Encourage students and young future farmers to write letters
 - Develop criteria, rules, and awards
 - Share contest information through media markets

- Evaluate letters and determine winner
 - Review letters based on established criteria
 - Recognize all participants
 - Recognize winner and present award
 - Award could be presented by a Community Leader
 - Award ceremony during Earth Day

Sample Letter:

Dear Mr. Farmer,

Thank you for caring about America and its water and the people who need clean water for survival and for their livelihood. We appreciate your efforts toward managing nutrients in your farm production. This sets an example that we hope will be emulated by all farmers.

~Sincerely, John Doe, Concerned Citizen



APPENDIX J:

Additional Resources for N & P Pollution Outreach

- **U.S. EPA Nutrient Pollution Website**
- **USGS Circular 1350: Nutrients in the Nation's Streams and Groundwater**
- **State-EPA Nutrient Innovations Task Group Report (PDF)**
- **Scientific Assessment of Hypoxia in U.S. Coastal Waters**
- **The Mississippi River/Gulf of Mexico Watershed Nutrient Task Force**
- **The Gulf of Mexico at a Second Glance**
- **USGS: Hypoxia Information**
- **Harmful Algae**
- **Scientific Assessment of Freshwater Harmful Algal Blooms (PDF)**
- **Nonpoint Source Outreach Toolbox** and Getting in Step: A Guide for Conducting Effective Watershed Outreach Campaigns
- **Water Science and Technology For Students and Educators**
- **EPA Watershed Academy Webcasts on Nutrient Management**
 - Nitrogen and Phosphorus Pollutions Series: Tools for Developing State N and P Reduction Strategies, November 30, 2011
 - Conducting Effective Stormwater Outreach, October 27, 2011
 - Nitrogen and Phosphorus Pollution Series: State and Local Policies to Restrict the Use of Lawn Fertilizers, Sept. 21, 2011
 - Nitrogen and Phosphorus Pollution Series: Nitrate in Ground Water, March 29, 2011
 - Nitrogen and Phosphorus Pollution Series: Harmful Algal Blooms in Lakes, January 26, 2011
 - Managing Nutrients in the National Estuary Program, March 1, 2010
 - National Lakes Assessment: Reporting on the Condition of the Nation's Lakes, January 5, 2010
 - Nitrogen and Phosphorus Pollution and Harmful Algal Blooms in Lakes
 - An Urgent Call to Action: Nutrient Innovations Task Group, Dec. 1, 2009
 - Moving Forward on Gulf Hypoxia, Oct. 7, 2008
 - Managing Nutrients in Your Backyard and Your Community, March 19, 2008
- **EPA Water Quality Standards Academy**
- **Nitrogen in Agricultural Systems: Implications for Conservation Policy**
- **Field to Faucet**
- **Source Water Collaborative**

