**WATER FOR LIFE AD CAMPAIGN**

**Call for Stories**

**Water champion stories are everywhere. Tell us yours today.**

Complete and send the attached story submission form to mail@newea.org by June 22, 2016.

NEWEA launched the first two Water for Life “Water Champion” ads at the 2016 Annual Conference, and now we are looking to you for story ideas to help build the campaign. Share your industry success story that supports Storm Preparedness, The Value of Infrastructure or Community Awareness, and it may be featured in an upcoming ad.

Stories must be located in New England and submitted in 150 words or less using the attached submission form.

For more information, email: Katelyn Biedron, P.E. | biedronkm@cdmsmith.com • Meg Tabacsko | Meg.Tabacsko@mwra.com • NEWEA Office | mail@newea.org

**USE THESE GUIDELINES TO DEVELOP YOUR STORY IDEA FOR SUBMISSION**

<table>
<thead>
<tr>
<th>Storm Preparedness Ad</th>
<th>The Value of Infrastructure Ad</th>
<th>Community Awareness Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE ASSIGNMENT:</strong></td>
<td>Submit a story that focuses on the important safety role utility and/or stormwater systems play in managing water during New England weather events</td>
<td>Submit a story that focuses on collaborative industry/community partnerships that provide high quality water services/resources to New Englanders</td>
</tr>
<tr>
<td><strong>THE SINGLE-MINDED PROPOSITION:</strong></td>
<td>“No one knows what water professionals do.” This story emphasizes how stormwater and utility management systems offer protection when planning for severe weather, sea level rise and climate change</td>
<td>Showcase the partnership between water treatment facilities and the public. This story emphasizes how each entity plays a role in ensuring high-quality water services/resources in our New England communities</td>
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<tr>
<td><strong>What do we want them to do?</strong></td>
<td>This story should inspire the audience to:</td>
<td>This story should inspire the audience to:</td>
</tr>
<tr>
<td></td>
<td>• Recognize how water can adversely affect quality of life</td>
<td>• Realize that wastewater, stormwater and drinking water are different systems, and that each is critical to a healthy environment</td>
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<td></td>
<td>• Understand the protective benefits of properly planned utility and stormwater management systems</td>
<td>• Understand how water infrastructure is vital to the economic health of the community</td>
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<tr>
<td></td>
<td>• Learn more about what property owners can do to manage stormwater at newea.org</td>
<td>• Recognize water infrastructure includes wastewater, stormwater and drinking water</td>
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<td></td>
<td><strong>Why will they respond?</strong></td>
<td><strong>Support infrastructure because it supplies sanitary, safety, and drinking water benefits daily</strong></td>
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<td></td>
<td>• The reader may remember recent storms (Irene/Sandy/Winter 2014 – 2015) and want to take preventative measures</td>
<td><strong>Support infrastructure because it is essential to maintaining quality of life</strong></td>
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<td></td>
<td><strong>How will they respond?</strong></td>
<td><strong>Why will they respond?</strong></td>
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<td></td>
<td>• Engage with NEWEA online at newea.org, and on social media channels</td>
<td>• Everyone needs water, it is imperative to maintaining public health. Collaboration to support infrastructure by every one of us ensures continued water access, safety, and quality</td>
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<td></td>
<td>• Take action to be prepared in their own home/community</td>
<td><strong>How will they respond?</strong></td>
</tr>
<tr>
<td></td>
<td><strong>THE WATER CHAMPIONS:</strong></td>
<td><strong>Engage with NEWEA online at newea.org or at water-related local event</strong></td>
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<tr>
<td></td>
<td>Suggest potential participants for this story</td>
<td>• Talk to their families, friends and neighbors</td>
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<td></td>
<td>• NEWEA Member</td>
<td><strong>Talk to their local politicians</strong></td>
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<td></td>
<td>• Celebrity spokesperson:</td>
<td><strong>THE WATER CHAMPIONS:</strong></td>
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<td></td>
<td>– Meteorologist</td>
<td>Suggest potential participants for this story</td>
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<td></td>
<td>– Scientist/Environmentalist</td>
<td>• NEWEA Member</td>
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<td></td>
<td>– First Responder</td>
<td>• Celebrity spokesperson:</td>
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<tr>
<td></td>
<td>– Community Leader</td>
<td>– Community Leader/Politician</td>
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<td></td>
<td>– Utility Leader</td>
<td>– Business Leader</td>
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<td>– Health Expert</td>
<td>– Professional Athlete</td>
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</tbody>
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**WATER FOR LIFE AD CAMPAIGN**

The **WATER FOR LIFE ad campaign’s goal is to raise awareness of:**

- NEWEA’s efforts in New England
- Collaborative, diverse water industry professionals
- Critical need to fund infrastructure

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**The Value of Infrastructure Ad**

**THE ASSIGNMENT:** Submit a story that focuses on collaborative industry/community partnerships that provide high quality water services/resources to New Englanders

**THE SINGLE-MINDED PROPOSITION:** Showcase the partnership between water treatment facilities and the public. This story emphasizes how each entity plays a role in ensuring high-quality water services/resources in our New England communities

**THE AUDIENCE:**


**What do we want them to do?**

This story should inspire the audience to:

- Realize that wastewater, stormwater and drinking water are different systems, and that each is critical to a healthy environment
- Understand how water infrastructure is vital to the economic health of the community
- Recognize water infrastructure includes wastewater, stormwater and drinking water
- Support infrastructure because it supplies sanitary, safety, and drinking water benefits daily
- Support infrastructure because it is essential to maintaining quality of life

**Why will they respond?**

- Everyone needs water, it is imperative to maintaining public health. Collaboration to support infrastructure by every one of us ensures continued water access, safety, and quality

**How will they respond?**

- Engage with NEWEA online at newea.org or at water-related local event
- Talk to their families, friends and neighbors
- Talk to their local politicians

**THE WATER CHAMPIONS:**

Suggest potential participants for this story

- NEWEA Member
- Celebrity spokesperson:
  - Community Leader/Politician
  - Business Leader
  - Professional Athlete
  - Health Expert

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**Community Awareness Ad**

**THE ASSIGNMENT:** Submit a story that focuses on water quality industry career opportunities — career benefits include training/growth potential, long-term career stability, and personal gratification

**THE SINGLE-MINDED PROPOSITION:** Profile a water quality professional with deep ties to the industry who reaps the benefits of his/her work through water-related recreational activities. This story profiles an individual and their unique challenges/rewards faced in their water quality career

**THE AUDIENCE:**

Primary: New England Secondary: Students, Young Adults, Educators, Parents, Community Leaders, Outdoor Enthusiasts

**What do we want them to do?**

This story should inspire the audience to:

- Realize that “future use” goes beyond potable water to leisure activities involving high quality water (surfing, fishing, all water sports, etc.)
- Consider an in-demand, long-term, rewarding career in the water quality industry
- Investigate job opportunities at newea.org/careers

**Why will they respond?**

- The reader may be interested in career opportunities, education/training, job security
- The reader values water-related recreational pursuits and can/will participate in keeping their local waters clean

**How will they respond?**

- Look into careers/job postings at newea.org
- Become NEWEA member
- Engage with NEWEA online at newea.org or at water-related local event

**THE WATER CHAMPIONS:**

Suggest potential participants for this story

- NEWEA Member
- Celebrity spokesperson:
  - Outdoor Enthusiast
  - Environmentalist
  - Utility Leader
WATER FOR LIFE AD CAMPAIGN

Call for Stories

STORY SUBMISSION FORM

Water champion stories are everywhere. Tell us yours today. Complete and send this form to mail@newea.org by June 22, 2016.

WHICH WATER FOR LIFE AD THEME DOES YOUR STORY REPRESENT?
Check One: ☐ Storm Preparedness Ad ☐ The Value of Infrastructure Ad ☐ Community Awareness Ad

WHO ARE THE PEOPLE INVOLVED? LIST PRIMARY CONTACTS BELOW

<table>
<thead>
<tr>
<th>FULL NAME</th>
<th>COMPANY</th>
<th>EMAIL</th>
<th>TELEPHONE</th>
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If you could choose a celebrity spokesperson to tell this story, who would it be and why would s/he be a good representative?

WHAT HAPPENS IN THIS STORY?

What is the water quality challenge/problem? __________________________________________

What is the solution? __________________________________________

What are the results? __________________________________________

WHEN DOES THIS STORY TAKE PLACE?

Is this story currently ☐ in development ☐ complete ☐ ongoing ☐ seasonal, circle one: Winter | Spring | Summer | Fall

WHERE DOES THIS STORY TAKE PLACE?

<table>
<thead>
<tr>
<th>CITY</th>
<th>STATE</th>
<th>LOCATION / SETTING</th>
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Environment(s) affected __________________________________________

WHY SHOULD THIS STORY BE FEATURED IN THE WATER FOR LIFE CAMPAIGN?

In your own words (150 or less), tell the NEWEA Water for Life Committee your Storm Preparedness | The Value of Infrastructure | Community Awareness story, and why it should be featured in the campaign:

__________________________________________

__________________________________________

__________________________________________

__________________________________________

For more information, email:
Katelyn Biedron, P.E. | biedronkm@cdmsmith.com • Meg Tabacsko | Meg.Tabacsko@mwra.com • NEWEA Office | mail@newea.org