



State Water Resources Control Board



Office of Public Affairs

1001 I Street • Sacramento, California 95814 • (916) 341-5254
Mailing Address: P.O. Box 100 • Sacramento, California • 95812-0100
FAX (916) 341-5252 • Internet Address: <http://www.swrcb.ca.gov>

Arnold Schwarzenegger
Governor

Terry Tamminen
Secretary for
Environmental
Protection

*The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption.
For a list of simple ways you can reduce demand and cut your energy costs, see our website at <http://www.swrcb.ca.gov>.*

ERASE THE WASTE LA COUNTY STORM WATER POLLUTION PREVENTION CAMPAIGN ADVERTISING FACT SHEET

Campaign Overview

- The State Water Resources Control Board's storm water public education effort in Los Angeles County is centered on the theme, *Erase the Waste* – a positive, empowering message that encourages all residents and stakeholders to take ownership of their communities, help reduce storm water pollution from the local landscape, and “*be part of the pollution solution.*”
- A high-visibility, multi-media paid advertising campaign is the first venue to deliver *Erase the Waste* pollution prevention messages to Los Angeles County residents and stakeholders.
- 50 percent of the campaign's total \$5 million budget is being spent on advertising, which includes print, radio and television advertisements - including use of the first paid, network television advertising to address the storm water issue in the Los Angeles media market. Total campaign funding comes from California's Cleanup and Abatement Account (CAA), which derives funds from court judgments and administrative sanctions levied against corporate, government and industry polluters. All CAA funds, by law, must be used for clean water purposes, and do not represent taxpayer dollars.
- The first wave of advertising will launch August 4, 2003 and run through October 5, 2003.
- The ads are designed primarily to reach those residents identified through research as the “greatest polluters, most likely to change behavior.” Collectively, these residents make up approximately 72 percent of the LA County population, and represent all ethnicities, genders and levels of socio-economic status.
- All ads have been produced in both English and Spanish, to effectively reach LA County's diverse audiences.

Key Messages

- The campaign uses a combination of dramatic and humorous approaches to illustrate the extent and compelling human consequences of storm water pollution – with emphasis on the health and safety of children.
- The ads use straightforward pollutant-specific messages (focusing on several of the region's priority pollutants – trash, cigarette butts and pet waste) and offer simple, everyday actions to encourage pollution-reducing behaviors among residents.
- All ads will promote and drive traffic to the campaign's newly created Web site www.erasethewaste.com, which residents can visit for further information on ways to reduce storm water pollution in Los Angeles County and to learn more about the campaign. Key materials created specifically for the new Web site will also be available in Spanish.

Advertising Summaries

- Television – one :30 second spot, titled *“Health Threat”* (focus: multiple pollutants)
- Radio – three :60 second spots, titled *“Take One for the Team”* (focus: trash); *“Hold on to Your Butts”* (focus: cigarette butts); *“Drop Something”* (focus: pet waste)
- Print – three print advertisements, titled *“Health Threat”* (focus: litter); *“Cause & Effect”* (focus: cigarette butts); *“Drop Something”* (focus: pet waste)

Production

- The Erase the Waste advertising campaign creative was developed by Santa Monica-based ad agency, Big Honkin’ Ideas (BHI) for Los Angeles-based public relations/marketing firm, Rogers & Associates, the public education campaign’s prime contractor.