



**American Water Works
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The Authoritative Resource on Safe Water[®]

Public Affairs Advisory

**TO: AWWA Leadership
All Utilities**

FROM: AWWA Public Affairs

DATE: February 15, 2011

Who:	AWWA Utility Members
What:	Dr. Oz Show segment on unsafe water
When:	Today

Water utility managers and spokespersons should be aware of an episode of TV's Dr. Oz Show airing today. It will feature a segment that claims to help consumers protect themselves from toxins in the water supply. A link to portions of the pre-taped program is available here: <http://www.doctoroz.com/>.

Story topics include:

1. Is your water causing cancer?
2. Water safety: what you can do
3. Bottled water's dirty secrets

Dr. Oz, the show's host will report on results of water quality tests conducted at consumer taps in 19 cities. While on-show experts report that the tests results indicated generally good water quality, much of the program content is alarmist in tone. The first portion of the show will focus on Chromium-6, perchlorate, lead, and arsenic in public drinking water. The show will also touch on common topics such as Consumer Confidence Reports, POU devices and bottled water. AWWA experts were consulted for background information prior to the taping.

In light of recent regulatory activities and this show, it is possible that drinking water utilities will receive increasing inquiries from local media and customers on tap water quality. AWWA maintains consumer-oriented information on tap water quality at www.drinktap.org consumer site to which utilities can link.

Utilities who are interested in responding to the Dr. Oz Show can also send letters to Dr. Oz Show - Harpo Productions, 30 Rockefeller Plaza, Studio 6A , New York, NY 10112-0015.

AWWA's Public Affairs Office is also available to assist with questions or to serve as third-party sources. Please contact us at 303-347-6140 or 303-734-3410.