Value of Water (VOW) Campaign: 30 and :60 second PSAs

PSA Target Audience: General Public/Rate Payers

PSA Goal: Communicate the value and importance of clean, safe water and the reliability of water and wastewater services.

PSA Tone: Casual, Familiar, Educational. Focus is on readability vs. grammar. Word choice is influenced by timing.

:60 SECONDS

ANNOUNCER (TONE: INFORMATIVE BUT LIGHT)

EVER THINK ABOUT WHAT LIFE WOULD BE LIKE WITHOUT ACCESS TO CLEAN, SAFE AND RELIABLE WATER?

IT’S NOT JUST OUR HEALTH AND SAFETY, BUT OUR ECONOMY, ENVIRONMENT, AND WAY OF LIFE COULD ALL BE COMPROMISED WITHOUT RELIABLE ACCESS TO WATER AND WASTEWATER SERVICES.

AT HOME, AT WORK, AND AT PLAY – WATER IS A PART OF EVERYTHING WE DO. ESSENTIAL SERVICES LIKE HOSPITALS, SCHOOLS, BUSINESSES AND FIREHOUSES ALL DEPEND ON IT.

OUR WATER USE IS A TRUE CYCLE, FROM DRINKING WATER TO WASTEWATER AND BACK AGAIN. YOUR NEIGHBORS WORKING IN THE WATER SECTOR KEEP IT GOING BY CONTINUING TO TREAT AND DISTRIBUTE WATER IN NEWER, SMARTER AND MORE EFFICIENT WAYS.

WE’RE ACTIVELY RESEARCHING, DEVELOPING, AND ADOPTING INNOVATIVE SYSTEMS AND PROCESSES THAT PRODUCE VALUABLE, RENEWABLE RESOURCES FOR OUR COMMUNITIES BOTH TODAY AND INTO THE FUTURE.

BY SUPPORTING OUR WORK THROUGH YOUR WATER BILL, YOU ARE PART OF THIS IMPORTANT CYCLE AND VITAL TO OUR MISSION TO KEEP CLEAN, SAFE, RELIABLE WATER AVAILABLE TO EVERYONE NOW AND FOR YEARS TO COME.

FOR MORE INFORMATION VISIT WWW.AWWA.ORG OR WWW.WEF.ORG.
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