



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Stormwater Management Program Plan – Template

2011 Public Education & Public Participation Addendum

- Public Education & Public Participation Database
- H2O Hero Campaign – Mass Media
- H2O Hero Campaign – Online and Social Media
- Events and Pictures – Examples
- Newly Created or Produced Resources



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Public Education & Public Participation Database

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2011-2012

Date	Event	Sponsor	Location	MS4 or School		Demographics	Public Events /	School	Cleanup	Plantings	Storm Drain	Volunteer	Other
				Presentations	Program		Events	Square Feet	Markings	Monitoring			
				District			# Attendees	# Attendees	# Events		# Drains	# Events	Attendees
3/14/2011	environmental club	Pine Brook School in Greece	Greece	Greece		Elementary Students (grade 3-5)							
3/22/2011	Enviroscape Presentation	Genesee Charter School	GCC / RMSC	MC		Children							
4/9/2011	Pick Up the Parks	MC Parks	Black Creek	MC			30		1				
4/9/2011	Pick Up the Parks	MC Parks	Ellison	MC			50		1				
4/16/2011	Earth Day at Hamlin BSP	SUNY Brockport and the NYS Office of Parks	HBSP	MC		gen public	200		1				
4/22/2011	Raindrops & Runoff	WEC / RMSC	RMSC	MC		Families							
4/23/2011	Raindrops & Runoff	WEC / RMSC	RMSC	MC		Families							
4/24/2011	Raindrops & Runoff	WEC / RMSC	RMSC	MC		Families							
4/27/2011	E3 Fair	Rochester Engineering Society	RIT	MC		middle school	300						
4/30/2011	Make a Difference Day	Spencerport	Spencerport			Families	130		1				
4/30/2011	Cornell Cooperative's Earth Day	CEI ?	CCE	MC		gen public	75						
5/6/2011	Our Fragile World	Seneca Park Zoo	SP Zoo	MC		Students / Community	200						
5/6/2011	Our Fragile World	Seneca Park Zoo	SP Zoo	MC		Students / Community	100						
5/7/2011							200						
5/11/2011	SJFC Science Exploration Days	Science Teachers NYS	SJFC	MC		MS students, teachers, chaperones, parents		321					
5/12/2011	SJFC Science Exploration Days	Science Teachers NYS	SJFC	MC		MS students, teachers, chaperones, parents		545					
5/13/2011	Delta Labs' Field Trip	Delta Labs	Cobbs Hill	MC		Students		75					
5/20/2011	Annual Science Discovery Day	Dr. Charles T. Lunsford School #19	Dr. Charles T. Lunsford School #19	City		K-7 grades							
6/11/2011	ADK Outdoor Expo	ADK	Mendon Ponds Park	mc			250						
6/12/2011	H2O Hero Exhibit @Zoo Opening	Pollution Prevention Institute / SP Zoo	SP Zoo	County			200						
6/24/2011	Rochester Harbor and Carousel Festival	Ontario Beach Park Program Committee, Inc	Ontario Beach	mc			300						
6/25/2011	Rochester Harbor and Carousel Festival	Ontario Beach Park Program Committee, Inc	Ontario Beach	mc			300						
6/26/2011	Rochester Harbor and Carousel Festival	Ontario Beach Park Program Committee, Inc	Ontario Beach	mc			300						
6/29/2011	Riga recreation summer camp	Riga	36 buffalo rd, churchville	Riga		Children		35					
7/7/2011	North Hemisphere Gymnastics							30					
7/8/2011	Family Fridays	RMSC	RMSC	MC									
7/13/2011	North Hemisphere Gymnastics		36 buffalo rd, churchville	Riga		Children		30					
7/15/2011	Family Fridays	RMSC	RMSC	MC			544						
7/16/2011	Wonders of Water	Seneca Park Zoo Docents				MC students, families, adults	250						
7/22/2011	Family Fridays	RMSC	RMSC	MC			702						
7/22/2011	Karknocker 5K race	East Rochester	East Rochester	East Rochester		Dults	125						
7/28/2011	MC Library	MC Library		MC		Children	20						
7/28/2011	Mill Seat Landfill Open House	Waste Management	Mill Seat Landfill	MC		Families	250						
7/29/2011	Family Fridays	RMSC	RMSC	MC			814						
8/2/2011	MC Library	MC Library		MC		Children	20						
8/2/2011	High Acres Landfill Open House	Waste Management	Mill Seat Landfill	MC		Families	300						
8/5/2011	Family Fridays	RMSC	RMSC	MC			401						
8/12/2011	Family Fridays	RMSC	RMSC	MC			295						
8/13/2011	Webster Village Days	Webster Conservation Bd	Webster V	Webster V&T		family	100						
8/17/2011	Water Wonders	Girl Scouts	North Ponds Park			girl scouts and adults	60						

Storm Water Coalition of Monroe County Public Education, Outreach and Participation (PEOP) Program 2011-2012

Date	Event	Sponsor	Location	MS4 or School District	Demographics	Public Events /	School	Cleanup	Plantings	Storm Drain	Volunteer	Other
						Presentations	Program	Events		Markings	Monitoring	
						# Attendees	# Attendees	# Events	Square Feet	# Drains	# Events	Attendees
8/18/2011	North Hemisphere Gymnastics		36 buffalo rd. churchville	Riga	Children	35						
8/19/2011	Family Fridays	RMSC	RMSC	MC		340						
8/26/2011	Family Fridays	RMSC	RMSC	MC		293						
8/28/2011	Family Workshops: Rain Barrels	WEC	RMSC	MC	Families	30						
8/29/2011	Wilson Day	UR	Fleet Ctr	MC	UR Freshman	20						
9/10/2011	Ecofest		Genesee Vally Park	MC	Families	75						
9/17/2011	Coastal Watershed Cleanup	WEC	10 sites throughout Mon Co									
9/17/2011	Greentopia	Philipson Group	High Falls	MC	Community	5000						
9/17/2011	Coastal Watershed Cleanup	WEC	10 sites throughout Mon Co			16		1				
9/17/2011	Greentopia	Philipson Group	High Falls	MC	Community	30						
9/18/2011						5000						
9/18/2011						30						
9/24/2011	Costal Clean up	Girl Scouts	North Ponds Park		Community and Girl Scouts	120		1				
9/27/2011	Conservation Field Days		Ellison Park		Students		80					
9/27/2011	Conservation Field Days		Ellison Park		Students		1400					
9/28/2011	Conservation Field Days		Ellison Park		Students		80					
9/29/2011	Science Stars	East High School	East High Sch		Students	50						
10/1/2011	Community Water Watch	Girl Scouts	Oatka Cr	Chili	students	12				1		
10/12/2011	Delta Labs Field Day	Delta Labs	Mendon Ponds	MC	Students		60					
10/12/2011	Rain Garden Presentaion	Brockport Garden Club	Clarkson Schoolhouse	Clarkson	Adults	12						
10/13/2011	Delta Labs Field Day	Delta Labs	Mendon Ponds	MC	Students		60					
10/15/2011	Comic Book Heroes @ The Strong	The Strong	Strong Museum	MC	Families	1500						
10/16/2011	Comic Book Heroes @ The Strong	The Strong	Strong Museum	MC	Families	1000						
10/18/2011	St Lawrence School		School	Greece	Students		90					
10/19/2011	St Lawrence School		School	Greece	Students		90					
10/21/2011	St Lawrence School		School	Greece	Students		90					
10/24/2011	School # 54		School	City	Students		30					
10/25/2011	School # 20		School	City	Students		30					
10/31/2011	Northridge Christian Sch.		School	Private (City)	Students		60					
11/7/2011	rain barrel construction demonstration	Ant Hill Cooperative	960 So. Plymouth	city	adults	2						
1/23/2012	environmental club	Pine Brook School in Greece	Greece	Greece	Elementary Students (grade 3-5)		25					
3/8/2012	Henrietta Wellness Fair		RMSC	Henrietta								



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

H2O Hero Campaign – Mass Media



0:19 / 0:30



YouTube



WEC H2O Hero 2011 TV

4/21/2011

TV SCHEDULE

Client: The Water Education Collaborative
 Product: H2O Hero Water Quality Education
 Market: Rochester, NY
 Flight Dates: 4/25/11-5/15/11

Estimate: 1418
 Description: Water Education Collaborative - 2011 TV
 Survey: May11 Proj. (May10 HUT, Feb11 SHR) DMA Nielsen, May11 Proj. (May10 HUT, Feb11 SHR) C-DMA Nielsen #

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Dur	4/25	5/2	5/9	Total Spots
							5/1	5/8	5/15	
6750 TIME WARNER C, Time Warner/TW-Rochester Local-Cable		W	RT	10:00p-11:00p	BRVO TOP CHEF	30	1	0	1	2
		W	RT	10:00p-11:00p	CNB AMERICAN GREED	30	1	1	1	3
		W	RT	10:00p-11:00p	FX JUSTIFIED	30	1	1	1	3
		M	RT	10:00p-11:00p	HIST PAWN STARS	30	1	1	1	3
		M-F	RT	6:00a-8:00a	HLN MORNING EXPRES	30	4	4	4	12
		Tu	RT	9:00p-10:00p	TRAV BIZARRE FOODS	30	1	1	1	3
		Tu	RT	10:00p-11:00p	TRAV BIZARRE FOODS	30	1	1	1	3
		M-Su	RT	5:00a-5:00a	TWC VARIOUS Added Value Weather Crawl	5	0	336	0	336
	M-F	RT	7:00p-9:00p	VS VERSUS PRIME	30	5	5	5	15	
Station Total:										380
WHAM-TV	ABC	M-F	EM	5:00a-6:00a	13WHAM NW MOR1	30	3	3	3	9
	ABC	M-F	EM	6:00a-7:00a	13WHAM NW MOR2	30	4	3	4	11
	ABC	M-F	DT	10:00a-11:00a	DOCTORS	30	1	1	1	3
	ABC	M-F	DT	1:00p-4:00p	VARIOUS	30	2	2	2	6
	ABC	Su	EN	6:00p-6:30p	13WHAM NWS WEEKEND	30	1	1	1	3
	ABC	M-Su	RT	5:00a-12:00a	VARIOUS Non-profit bonus	30	5	5	5	15
	ABC	M-Su	RT	5:00a-12:00a	VARIOUS Added Value	5	5	5	5	15
	ABC	M-Su	RT	5:00a-12:00a	VARIOUS Added Value	30	2	3	2	7
Station Total:										69
WHEC-TV	NBC	M-F	EM	6:00a-7:00a	NWS10NBC TDAY2	30	1	1	1	3
	NBC	M-F	DT	9:00a-10:00a	REGIS&KELLY	30	3	3	3	9
	NBC	M-F	DT	12:00p-12:30p	NWS 10-AT NOON	30	4	4	4	12
	NBC	M-F	DT	12:30p-1:00p	MILLIONAIRE	30	2	2	2	6
	NBC	M-F	EN	6:00p-6:30p	NWS 10-AT SIX	30	1	1	1	3
	NBC	Su	EM	8:00a-9:00a	SUN TODAY-NBC	30	1	1	1	3
	NBC	M-Su	RT	5:30a-12:00a	VARIOUS	30	10	10	10	30
					Added Value					
Station Total:										66
WROC-TV	CBS	M-F	EM	6:00a-7:00a	NEWS 8 AT SUNRISE	30	1	1	1	3
	CBS	M-F	EM	6:00a-7:00a	NEWS 8 AT SUNRISE	5	1	0	0	1
					Added Value					
	CBS	M-F	DT	9:00a-10:00a	DR. OZ	30	1	1	1	3
	CBS	M-F	DT	12:00p-12:30p	NEWS 8 NOON	30	3	3	3	9
	CBS	M-F	DT	12:00p-12:30p	NEWS 8 NOON	5	1	1	1	3
				Added Value						

WEC H2O Hero 2011 TV

4/21/2011

TV SCHEDULE

Client: The Water Education Collaborative
 Product: H2O Hero Water Quality Education
 Market: Rochester, NY
 Flight Dates: 4/25/11-5/15/11

Estimate: 1418
 Description: Water Education Collaborative - 2011 TV
 Survey: May11 Proj. (May10 HUT, Feb11 SHR) DMA Nielsen, May11 Proj. (May10 HUT, Feb11 SHR) C-DMA Nielsen #

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Dur	4/25 5/1	5/2 5/8	5/9 5/15	Total Spots	
CBS	M-F	DT		12:30p-1:30p	YOUNG&RESTLESS	30	2	2	2	6	
CBS	M-F	DT		1:30p-2:00p	BOLD&BEAUTIFUL	30	2	2	2	6	
CBS	M-F	EN		6:00p-6:30p	NEWS 8 @ 6PM	30	1	1	1	3	
CBS	M-F	EN		6:00p-6:30p	NEWS 8 @ 6PM	5	1	0	0	1	
				Added Value							
CBS	M-F	PA		7:30p-8:00p	JEOPARDY	30	0	1	0	1	
CBS	M-F	LF		11:35p-12:35a	DAVID LETTERMAN	30	1	1	1	3	
CBS	Sa	EN		6:00p-6:30p	SAT NEWS @ 6PM	30	1	1	1	3	
CBS	Sa	EN		6:00p-6:30p	SAT NEWS @ 6PM	5	0	0	1	1	
				Added Value							
CBS	Su	WK		9:00a-10:30a	SUNDAY MRN-CBS	30	1	1	1	3	
CBS	Su	EN		6:00p-6:30p	NEWS 8@6 WKND	30	1	1	1	3	
CBS	Su	EN		6:00p-6:30p	NEWS 8@6 WKND	5	1	0	0	1	
				Added Value							
CBS	M-Su	RT		6:00a-7:00p	VARIOUS	30	5	5	5	15	
				Non-profit bonus							
Station Total:										65	
WUHF-TV	FOX	M-F	EF	4:00p-4:30p	JUDGE JUDY	30	2	2	2	6	
	FOX	M-F	EF	4:30p-5:00p	JUDGE JUDY B	30	2	2	2	6	
	FOX	M-F	EF	5:00p-6:00p	PEOPLE'S COURT	30	2	2	2	6	
	FOX	M-F	PA	7:00p-7:30p	TWO AND A HALF MEN/TWO AND A HALF MEN	30	1	1	1	3	
	FOX	M-F	PA	7:30p-8:00p	TWO&HALF MEN B	30	1	1	1	3	
	FOX	M-Su	LN	10:00p-11:00p	FOX FIRST AT 10	30	3	3	3	9	
	FOX	M-Su	LN	10:00p-11:00p	FOX FIRST AT 10	5	3	3	3	9	
				Added Value							
	FOX	Sa	WK	7:00p-10:00p	RED SOXS @ YANKEES	30	0	0	1	1	
	FOX	M-Su	RT	6:00a-7:00p	VARIOUS	30	4	3	4	11	
				Non-profit bonus							
Station Total:										54	
Spots Per Week:							101	433	100		634

WEC H2O Hero 2011 TV

TV SCHEDULE

Client: The Water Education Collaborative
 Product: H2O Hero Water Quality Education
 Market: Rochester, NY
 Flight Dates: 4/25/11-5/15/11

Estimate: 1418
 Description: Water Education Collaborative - 2011 TV
 Survey: May11 Proj. (May10 HUT, Feb11 SHR) DMA Nielsen, May11 Proj. (May10 HUT, Feb11 SHR) C-DMA Nielsen #

of SPOTS PER WEEK

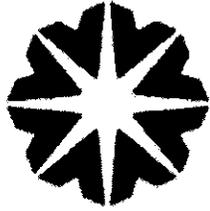
Station	Affil	Day	DP	Time	Program	Dur	4/25 5/1	5/2 5/8	5/9 5/15	Total Spots
---------	-------	-----	----	------	---------	-----	-------------	------------	-------------	----------------

SCHEDULE TOTALS:

TOTAL SPOTS: 634
 TOTAL COST: \$18,742.00
 TOTAL Adults 25-54 Reach Pct/Frequency: 82.9% / 4.8
 TOTAL Adults 18+ Reach Pct/Frequency: 92.3% / 5.6

Agreed to and Accepted by: _____

Disclaimer:
 Upon receipt of this insertion order, please review & confirm acceptance by signing and faxing back. This ensures that both parties agree to the rates highlighted and flight dates. If for any reason a spot fails to run as ordered please notify the buyer reschedule the spot. Please include station affidavit with your invoice. Invoices cannot be paid without receipt of station affidavit. Thank you.



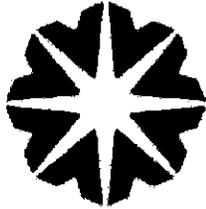
butler/till
REDEFINING MEDIA

Water Education Collaborative
Attn: Kate Bennett
c/o Rochester Museum and Science Center
657 East Avenue
Rochester, NY 14607

INVOICE

Invoice Number : 023055-00
Date : 5/5/2011
Page : 1

Order	Order Months	Bill Amount
Market: Rochester, NY		
Vendor: Time Warner/Rochester Local Zo		
Order: 024663 - Water Education Collaborative - 2011 TV		
Client PO: 1418		
Order Total:	MAY11	1,612.45
Total		1,612.45
		Total \$1,612.45



butler/till
REDEFINING MEDIA

Water Education Collaborative
Attn: Kate Bennett
c/o Rochester Museum and Science Center
657 East Avenue
Rochester, NY 14607

INVOICE

Invoice Number : 023054-00
Date : 5/5/2011
Page : 1

Order	Order Months	Bill Amount
Market: Rochester, NY		
Vendor: WHAM-TV		
Order: 024624 - Water Education Collaborative - 2011 TV		
Client PO: 1418		
Order Total:	MAY11	3,837.75
Vendor: WHEC-TV		
Order: 024625 - Water Education Collaborative - 2011 TV		
Client PO: 1418		
Order Total:	MAY11	3,442.50
Vendor: WROC-TV		
Order: 024626 - Water Education Collaborative - 2011 TV		
Client PO: 1418		
Order Total:	MAY11	3,349.00
Vendor: WUHF-TV		
Order: 024627 - Water Education Collaborative - 2011 TV		
Client PO: 1418		
Order Total:	MAY11	3,669.00
		<hr/>
Total		14,318.25
		<hr/>
		14,318.25
		<hr/>
		Total
		\$14,318.25



butler/till

REDEFINING MEDIA

Water Education Collaborative
Attn: Kate Bennett
c/o Rochester Museum and Science Center
657 East Avenue
Rochester, NY 14607

INVOICE

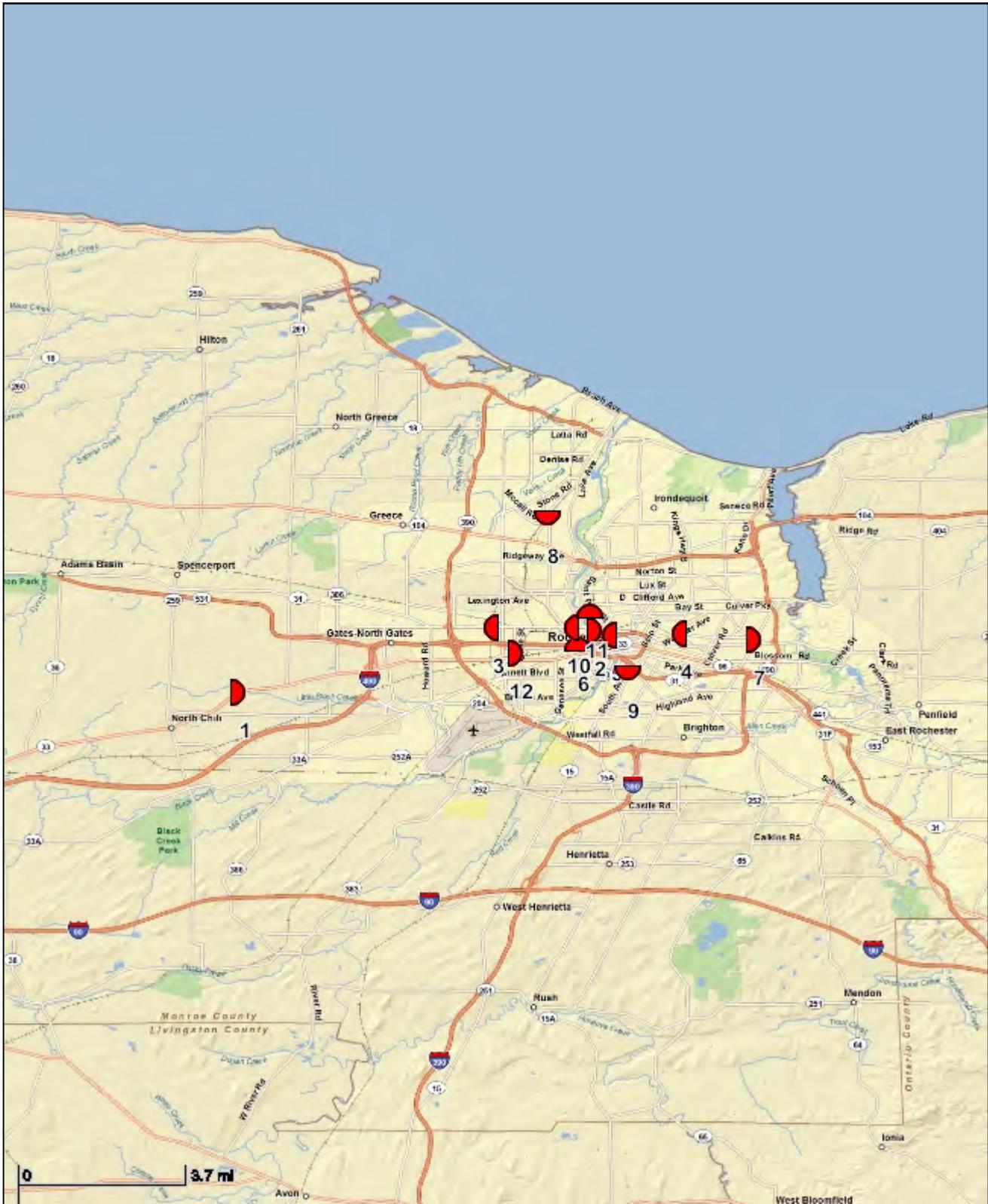
Invoice Number : 023023-00
Date : 5/5/2011
Page : 1

Order-Line	Vendor Name	Insert Date(s)	Bill Amount
Market: Rochester, NY			
Order: 024738 - WEC - 2011 OOH - Lamar			
0001	Lamar Outdoor - Rochester, NY Location: TBD	04/18/11	6,560.00
Total			6,560.00
			Total \$6,560.00



WEC

Map #1





WEC

Map Icon	Label	Panel#	Media/Style	Facing	H x W	DEC	Total Weekly EOI	Illum.
	1	60432	Poster / Retro	West	10' 6" x 22' 9"	6678	26646	YES
Location: RT 33 E/O CHILI LINE N/L W/F (1328) Current Advertiser: WATER EDUCATION								
	2	60492	Poster / Retro	West	10' 6" x 22' 9"	15903	51208	NO
Location: SMITH ST E/O VINCENT ST. N/L W/F Current Advertiser: WATER EDUCATION								
	3	60264	Poster / Retro	East	10' 6" x 22' 9"	8651	25432	NO
Location: LYELL AVE W/O DODGE ST S/L E/F (1231) Current Advertiser: WATER EDUCATION								
	4	60267	Poster / Retro	East	10' 6" x 22' 9"	14283	45991	YES
Location: E. MAIN ST. W/O PALMER ST. S/L E/F Current Advertiser: CELLINO & BARNES								
	5	60463	Poster / Retro	East	10' 6" x 22' 9"	26788	106881	YES
Location: INNER LOOP W/O ST. PAUL ST. N/L E/F 1179 Current Advertiser: WATER EDUCATION								
	6	60800	Poster / Retro	South	10' 6" x 22' 9"	8296	33102	YES
Location: BROAD ST. S/O ALLEN ST. E/L Current Advertiser: WATER EDUCATION								
	7	60208	Poster / Retro	West	10' 6" x 22' 9"	5452	17556	YES
Location: E. MAIN ST. W/O WINTON RD. N/L W/F Current Advertiser: WATER EDUCATION								
	8	60468	Poster / Retro	North	10' 6" x 22' 9"	11122	32701	YES
Location: DEWEY AVE. S/O BENNINGTON E/L N/F Current Advertiser: WATER EDUCATION								
	9	60157	Poster / Retro	North	10' 6" x 22' 9"	6638	21376	NO
Location: SOUTH AVE. S/O AVERILL E/L N/F (1356) Current Advertiser: WATER EDUCATION								
	10	60223	Poster / Retro	East	10' 6" x 22' 9"	7587	24430	YES
Location: LYELL AVE E/O SARATOGA S/L E/F (1213) Current Advertiser: WATER EDUCATION								



WEC

Map Icon	Label	Panel#	Media/Style	Facing	H x W	DEC	Total Weekly EOI	Illum.
	11	60487	Poster / Retro	South	10' 6" x 22' 9"	12657	40758	YES

Location: ST PAUL ST. S/O SCRANTON ST. W/L S/F

Current Advertiser: WATER EDUCATION

	12	60851	Poster / Retro	West	10' 6" x 22' 9"	7566	22248	YES
---	----	-------	----------------	------	-----------------	------	-------	-----

Location: BUFFALO RD E/O GLIDE ST. N/L

Current Advertiser: WATER EDUCATION

Total DEC: 131621

Total EOI: 448329



WEC



Location #1

Panel: 60432

Media/Style: Poster/Retro

Market: ROCHESTER

Location: RT 33 E/O CHILI LINE N/L W/F (1328)

Facing/Read: West / Right

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 6678

Total Weekly EOI: 26646

Lat/Long: 43.13533 / -77.77581

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #2

Panel: 60492

Media/Style: Poster/Retro

Market: ROCHESTER

Location: SMITH ST E/O VINCENT ST. N/L W/F

Facing/Read: West / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: NO

DEC: 15903

Total Weekly EOI: 51208

Lat/Long: 43.16317 / -77.61900

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #3

Panel: 60264

Media/Style: Poster/Retro

Market: ROCHESTER

Location: LYELL AVE W/O DODGE ST S/L E/F (1231)

Facing/Read: East / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: NO

DEC: 8651

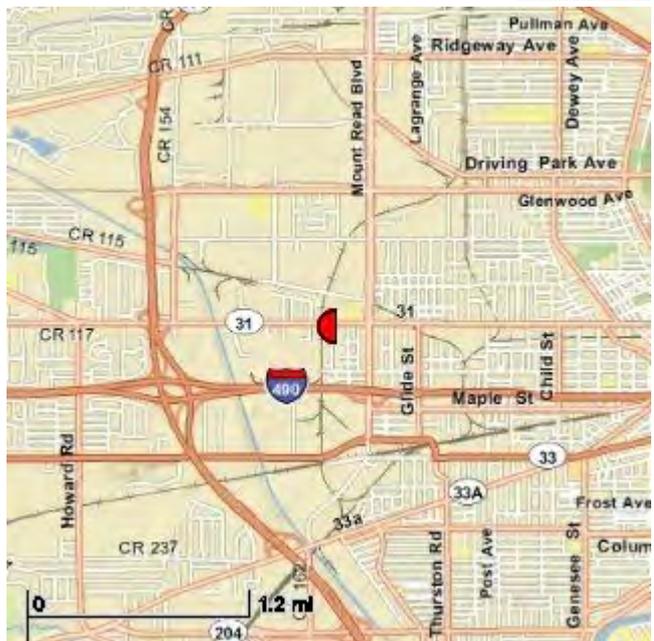
Total Weekly EOI: 25432

Lat/Long: 43.16433 / -77.66383

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #4

Panel: 60267

Media/Style: Poster/Retro

Market: ROCHESTER

Location: E. MAIN ST. W/O PALMER ST. S/L E/F

Facing/Read: East / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 14283

Total Weekly EOI: 45991

Lat/Long: 43.16149 / -77.58083

Rate:

Current Advertiser: CELLINO & BARNES

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #5

Panel: 60463

Media/Style: Poster/Retro

Market: ROCHESTER

Location: INNER LOOP W/O ST. PAUL ST. N/L E/F 1179

Facing/Read: East / Right

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 26788

Total Weekly EOI: 106881

Lat/Long: 43.16133 / -77.61181

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



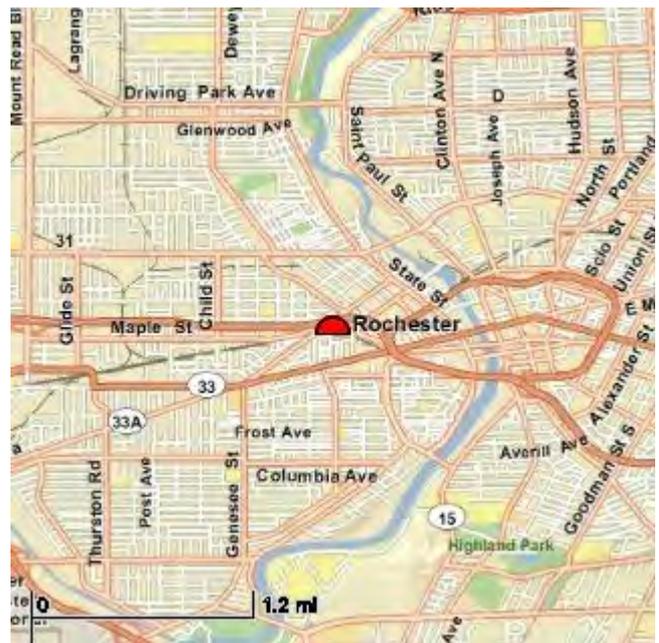
WEC



Advertising Strengths: This panel targets traffic using Broad St. as a connection between West Main St. and I-490, and those traveling to residential areas downtown.

Location #6

- Panel: 60800
- Media/Style: Poster/Retro
- Market: ROCHESTER
- Location: BROAD ST. S/O ALLEN ST. E/L
- Facing/Read: South / Right
- Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)
- Vinyl Size: 10' 6" x 22' 9"
- Illuminated: YES
- DEC: 8296
- Total Weekly EOJ: 33102
- Lat/Long: 43.15650 / -77.62636
- Rate:
- Current Advertiser: WATER EDUCATION
- Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #7

Panel: 60208

Media/Style: Poster/Retro

Market: ROCHESTER

Location: E. MAIN ST. W/O WINTON RD. N/L W/F

Facing/Read: West / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 5452

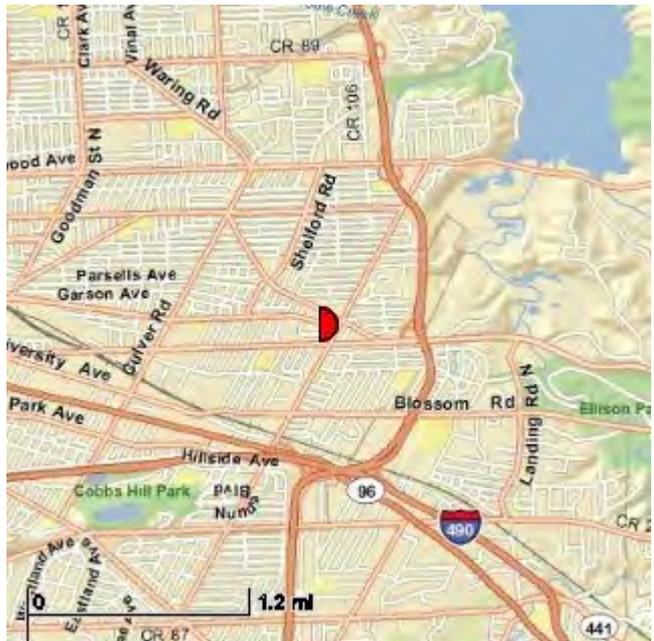
Total Weekly EOI: 17556

Lat/Long: 43.15917 / -77.54900

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #8

Panel: 60468

Media/Style: Poster/Retro

Market: ROCHESTER

Location: DEWEY AVE. S/O BENNINGTON E/L N/F

Facing/Read: North / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 11122

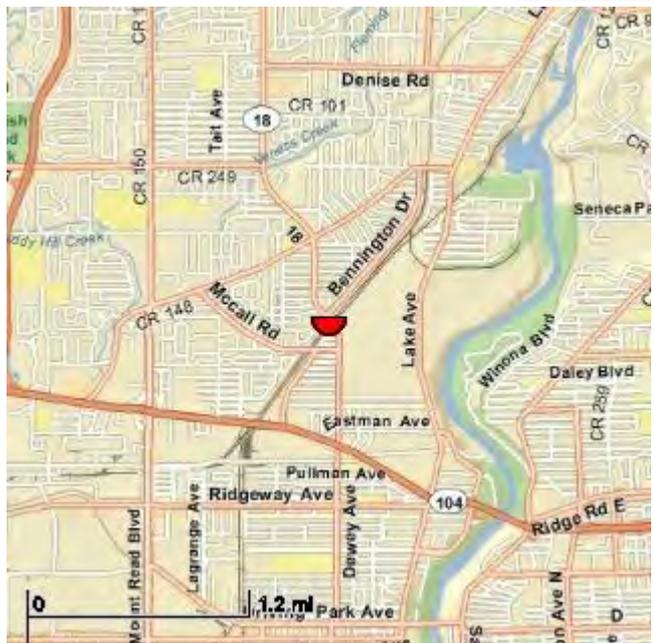
Total Weekly EOI: 32701

Lat/Long: 43.21350 / -77.63967

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #9

Panel: 60157

Media/Style: Poster/Retro

Market: ROCHESTER

Location: SOUTH AVE. S/O AVERILL E/L N/F (1356)

Facing/Read: North / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: NO

DEC: 6638

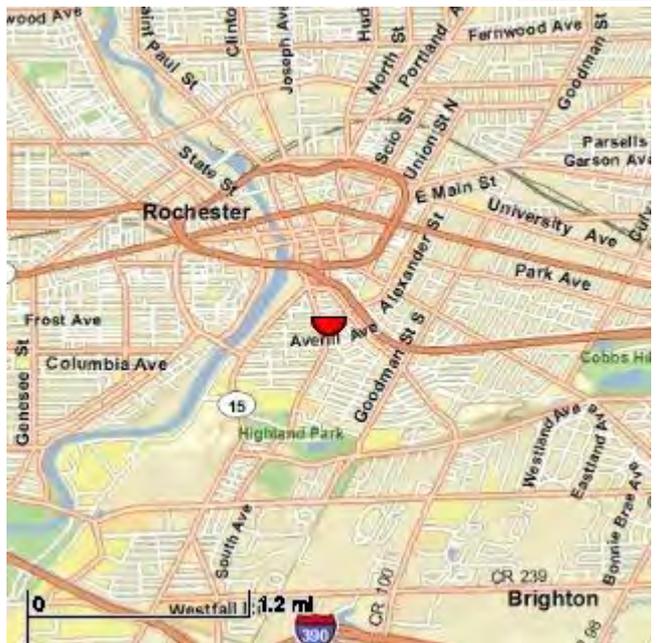
Total Weekly EOI: 21376

Lat/Long: 43.14432 / -77.60398

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #10

Panel: 60223

Media/Style: Poster/Retro

Market: ROCHESTER

Location: LYELL AVE E/O SARATOGA S/L E/F (1213)

Facing/Read: East / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 7587

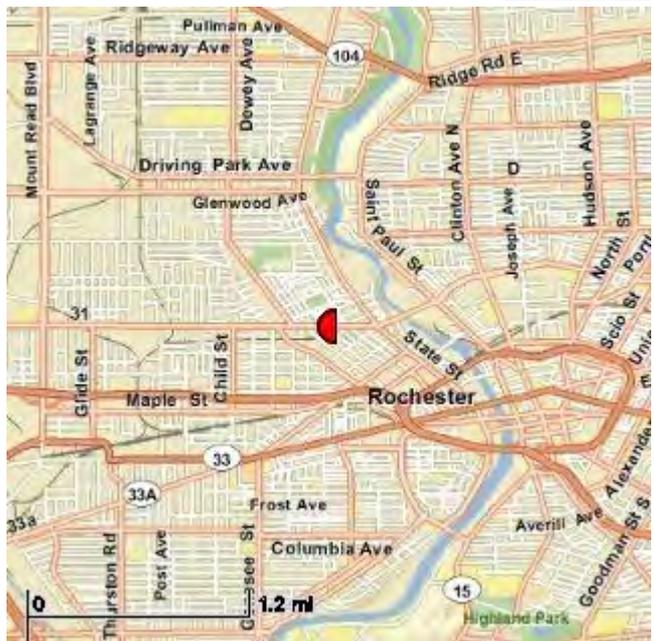
Total Weekly EO: 24430

Lat/Long: 43.16455 / -77.62844

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



WEC



Location #11

Panel: 60487

Media/Style: Poster/Retro

Market: ROCHESTER

Location: ST PAUL ST. S/O SCRANTON ST. W/L S/F

Facing/Read: South / Left

Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)

Vinyl Size: 10' 6" x 22' 9"

Illuminated: YES

DEC: 12657

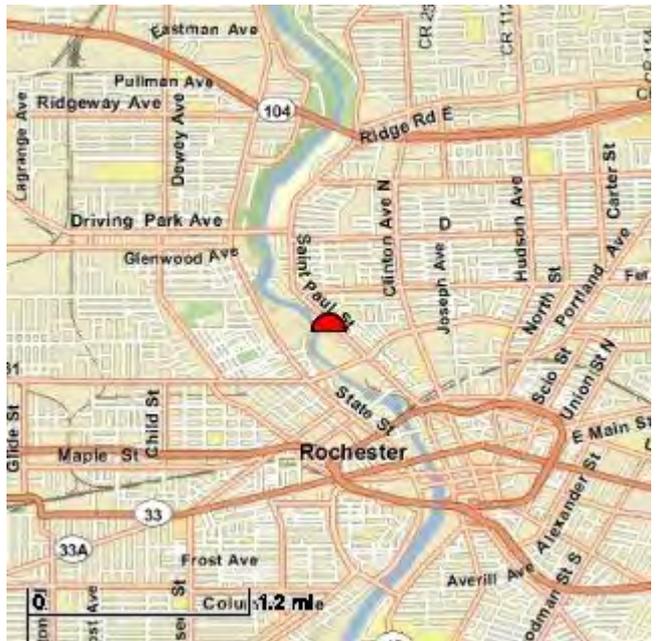
Total Weekly EO: 40758

Lat/Long: 43.17083 / -77.62099

Rate:

Current Advertiser: WATER EDUCATION

Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742



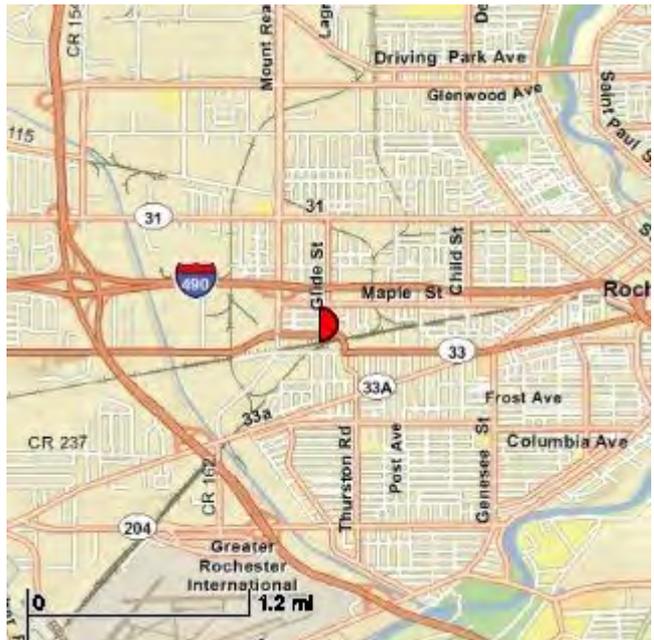
WEC



Advertising Strengths: This panel targets travelers from the city's west side including Gates, Chili, and the manufacturing district along Mt. Read heading into the City and using Buffalo Rd. as a connection to West Ave industrial district.

Location #12

- Panel: 60851
- Media/Style: Poster/Retro
- Market: ROCHESTER
- Location: BUFFALO RD E/O GLIDE ST. N/L
- Facing/Read: West / Left
- Copy Size: 10' 6" x 22' 9" [Spec Sheet](#)
- Vinyl Size: 10' 6" x 22' 9"
- Illuminated: YES
- DEC: 7566
- Total Weekly EO: 22248
- Lat/Long: 43.15299 / -77.65398
- Rate:
- Current Advertiser: WATER EDUCATION
- Misc:



Contact Lamar Advertising of Rochester

Physical Address: 55 Rockwood St., Rochester, NY 14610 - Mailing Address: P.O. Box 10756, Rochester, NY 14610 - Phone:585-244-5330, Fax:585-244-4742

Only Rain Down the Drain!
Find out more at
H2OHero.org



Presented by
TRANSUE



Billboard Design Example:

Only Rain Down the Drain!

Find out more at

H2OHero.org



Lake Ontario needs heroes.

Find out more at
H2OHero.org



4/3/07

Our water needs a hero.



Find out more at
www.H2OHero.org



Sizes:
(Ad can float in a larger width)

SMALL
3.375 " x 4.75"
3.25 x 4"
3.5" x 4.3"
3.5" x 4.75"
3.375 x 4.25 (2)

3.625 x 4.75"

LARGE
5 x 8"
4.875 x 6.75"
5" x 3.75"
3.8125 x 5"
4.125 x 6.375"
4.25 x 5"

www.H2OHero.org

The Mix Bold Plain

Our water needs a hero.



Find out more at
www.H2OHero.org



3.25 x 4"



**H2O
HERO**

He's just like you and me.

Find out more at
www.H2OHero.org

 AdCouncil
ROCHESTER



**H2O
HERO**

He's just like you and me.

Find out more at
www.H2OHero.org

 AdCouncil
ROCHESTER

3.25 x 4"



Three Heroic Acts You Can Perform Today:

1. Clean up after your pet.
2. Recycle used motor oil.
3. Test the soil before you fertilize your lawn.

*Did you know that the stuff that goes into
your neighborhood storm drains causes 80%
of the pollution problems in Lake Ontario?*

Do your part. Be an H2O Hero.

Find out more at

www.H2OHero.org



5" x 3.75"



Three Heroic Acts You Can Perform Today:

1. Clean up after your pet.
2. Recycle used motor oil.
3. Test the soil before you fertilize your lawn.

*Did you know that the stuff that goes into
your neighborhood storm drains causes 80%
of the pollution problems in Lake Ontario?*

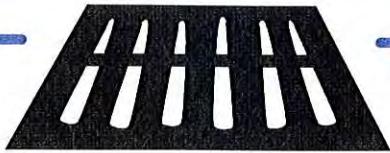
Do your part. Be an H2O Hero.

Find out more at

www.H2OHero.org



5" x 3.75"



Grate Lakes.

Did you know that the stuff that goes into your neighborhood storm drains causes 80% of the pollution problems in Lake Ontario?

1. Clean up after your pet.
2. Recycle used motor oil.
3. Test the soil before you fertilize your lawn.

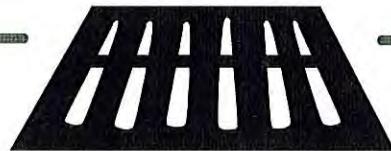
Be an H₂O Hero.

Find out more at

www.H2OHero.org



 AdCouncil
ROCHESTER



Grate Lakes.

Did you know that the stuff that goes into your neighborhood storm drains causes 80% of the pollution problems in Lake Ontario?

1. Clean up after your pet.
2. Recycle used motor oil.
3. Test the soil before you fertilize your lawn.

Be an H₂O Hero.

Find out more at

www.H2OHero.org



 AdCouncil
ROCHESTER

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$175,227.25
	3/1					
		2/15/2011				\$3,240.00
			Radio			\$3,240.00
				FLR - WFLR		\$600.00
					:15	\$600.00
				FLR - WLLW		\$540.00
					:15	\$540.00
				Stephens Radio - WZNE		\$700.00
					:15	\$700.00
				WLGZ - 990am		\$1,400.00
					:15	\$1,400.00
	4/1					
		3/19/2010				\$600.00
			Online			\$600.00
				CatholicCourier.com		\$600.00
					728 x 90	\$600.00
		3/10/2011				\$164.70
			Newspaper			\$164.70
				Genesee Valley Pennysaver		\$164.70
					3.75" x 2.5" BW	\$164.70
		3/15/2011				\$54,440.00
			Newspaper			\$33,840.00
				Democrat and Chronicle		\$33,840.00
					10" x 20.8"	\$33,840.00
			Radio			\$17,600.00
				Clear Channel Radio Cluster		\$3,500.00
					:15	\$3,500.00
				Entercom Radio - Station WCMF-FM		\$10,000.00
					:30 / :15	\$10,000.00
				FLR - WAUB		\$600.00
					:30	\$600.00
				FLR - WCGR		\$600.00
					:30	\$600.00
				FLR - WGVA		\$600.00
					:30	\$600.00
				FLR - WNYR		\$500.00
					:30	\$500.00
				Stephens Radio - WFKL		\$400.00
					:30	\$400.00
				Stephens Radio - WRMM		\$1,400.00
					:30	\$1,400.00
			TV			\$3,000.00
				Time Warner Cable		\$1,000.00
					:30	\$1,000.00
				WHAM TV13		\$1,000.00
					:30	\$1,000.00
				WHEC TV10		\$1,000.00
					:30	\$1,000.00
		3/16/2011				\$350.00
			Magazine			\$350.00
				Computer Link Magazine		\$350.00
					3.4" x 4.5"	\$350.00

	3/21/2011			\$400.00
		Online		\$400.00
			13wham.com	\$400.00
4/6			Big Box	\$400.00
	3/30/2011			\$285.00
		Newspaper		\$285.00
			Freetime Magazine	\$285.00
4/8			3.5" x 4.75", bw	\$285.00
	4/1/2011			\$1,316.00
		Newspaper		\$1,316.00
			RBJ	\$1,316.00
4/14			4 7/8" x 6 3/4"	\$1,316.00
	4/12/2011			\$206.25
		Newspaper		\$206.25
			Minority Reporter	\$206.25
4/15			5.167" x 6.75"	\$206.25
	4/1/2011			\$1,095.00
		Newspaper		\$1,095.00
			Shopping Bag	\$1,095.00
4/20			3.167" x 5" BW	\$1,095.00
	4/13/2011			\$1,033.00
		Newspaper		\$1,033.00
			Daily Messenger	\$175.00
			3.25" x 5"	\$175.00
			Messenger Post Wklies	\$858.00
4/29			3.25" x 5"	\$858.00
	4/22/2011			\$1,316.00
		Newspaper		\$1,316.00
			RBJ	\$1,316.00
5/1			4 7/8" x 6 3/4"	\$1,316.00
	3/4/2011			\$10,050.00
		Magazine		\$10,050.00
			NextStep Magazine	\$10,050.00
			3.625" x 4.75"	\$10,050.00
	4/8/2011			\$250.00
		Online		\$250.00
			GVParent.com	\$250.00
			125 x 250	\$250.00
	4/15/2011			\$35,779.20
		Newspaper		\$30,039.20
			Democrat and Chronicle	\$29,464.20
			10" x 20.8"	\$22,560.00
			4.93" x 10"	\$6,904.20
			Western NY Physician	\$575.00
			3.75" x 4.8125"	\$575.00
		Radio		\$3,240.00
			FLR - WFLR	\$600.00

		:30	\$600.00
		<i>FLR - WLLW</i>	\$540.00
		:30	\$540.00
		<i>Stephens Radio - WZNE</i>	\$700.00
		:30	\$700.00
		<i>WLGZ - 990am</i>	\$1,400.00
		:30	\$1,400.00
	TV		\$2,500.00
		<i>CW TV16</i>	\$500.00
		:30	\$500.00
		<i>WROC TV08</i>	\$1,000.00
		:30	\$1,000.00
		<i>WUHF TV31</i>	\$1,000.00
		:30	\$1,000.00
5/3			
		4/29/2011	\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
5/4			
		4/27/2011	\$1,421.00
	Newspaper		\$1,421.00
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
5/5			
		5/3/2011	\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
		5.167" x 6.75"	\$206.25
5/6			
		4/22/2011	\$1,095.00
	Newspaper		\$1,095.00
		<i>Shopping Bag</i>	\$1,095.00
		3.167" x 5" BW	\$1,095.00
5/11			
		5/2/2011	\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
		5/4/2011	\$858.00
	Newspaper		\$858.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
5/14			
		5/10/2011	\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
5/20			
		5/13/2011	\$1,316.00

	Newspaper		\$1,316.00
		<i>RBJ</i>	\$1,316.00
5/24		4 7/8" x 6 3/4"	\$1,316.00
		5/20/2011	\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
5/25		4.75" x 7.75", bw	\$292.00
		5/18/2011	\$175.00
	Newspaper		\$175.00
		<i>Daily Messenger</i>	\$175.00
5/26		3.25" x 5"	\$175.00
		5/24/2011	\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
5/28		5.167" x 6.75"	\$206.25
		5/24/2011	\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
6/1		4" x 5"	\$300.00
		5/10/2011	\$289.70
	Newspaper		\$164.70
		<i>Genesee Valley Pennysaver</i>	\$164.70
		3.75" x 2.5" BW	\$164.70
	Online		\$125.00
		<i>GVParent.com</i>	\$125.00
		125 x 125	\$125.00
		5/13/2011	\$1,100.00
	Radio		\$1,100.00
		<i>FLR - WGVA</i>	\$600.00
		:30	\$600.00
		<i>FLR - WNYR</i>	\$500.00
		:30	\$500.00
		5/15/2011	\$3,500.00
	Radio		\$3,500.00
		<i>Clear Channel Radio Cluster</i>	\$3,500.00
		:15	\$3,500.00
		5/16/2011	\$27,730.00
	Magazine		\$350.00
		<i>Computer Link Magazine</i>	\$350.00
		3.4" x 4.5"	\$350.00
	Newspaper		\$11,280.00
		<i>Democrat and Chronicle</i>	\$11,280.00
		10" x 20.8"	\$11,280.00
	Radio		\$13,100.00
		<i>Entercom Radio - Station WBEE-FM</i>	\$10,000.00
		:30 / :15	\$10,000.00
		<i>FLR - WAUB</i>	\$600.00
		:30	\$600.00

		<i>Stephens Radio - WFKL</i>	\$400.00
		:30	\$400.00
		<i>Stephens Radio - WRMM</i>	\$1,400.00
		:30	\$1,400.00
		<i>Stephens Radio - WZNE</i>	\$700.00
		:30	\$700.00
	TV		\$3,000.00
		<i>WHAM TV13</i>	\$1,000.00
		:30	\$1,000.00
		<i>WHEC TV10</i>	\$1,000.00
		:30	\$1,000.00
		<i>WROC TV08</i>	\$1,000.00
		:30	\$1,000.00
		5/18/2011	\$921.20
	Newspaper		\$921.20
		<i>Catholic Courier</i>	\$921.20
		4.7" x 4.9", CYMK	\$921.20
		5/20/2011	\$400.00
	Online		\$400.00
		<i>13wham.com</i>	\$400.00
		Big Box	\$400.00
		5/25/2011	\$563.00
	Newspaper		\$563.00
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
6/3		5/20/2011	\$1,095.00
	Newspaper		\$1,095.00
		<i>Shopping Bag</i>	\$1,095.00
		3.167" x 5" BW	\$1,095.00
6/8		6/1/2011	\$858.00
	Newspaper		\$858.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
6/10		6/3/2011	\$1,316.00
	Newspaper		\$1,316.00
		<i>RBJ</i>	\$1,316.00
		4 7/8" x 6 3/4"	\$1,316.00
6/14		6/10/2011	\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
6/15		5/16/2011	\$6,904.20
	Newspaper		\$6,904.20
		<i>Democrat and Chronicle</i>	\$6,904.20
		4.93" x 10"	\$6,904.20
		6/6/2011	\$168.00

	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
6/8/2011			\$1,318.00
	Newspaper		\$1,318.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
6/23			
6/21/2011			\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
		5.167" x 6.75"	\$206.25
6/25			
6/21/2011			\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
6/28			
6/24/2011			\$292.00
	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
		4.75" x 7.75", bw	\$292.00
6/29			
6/22/2011			\$563.00
	Newspaper		\$563.00
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
6/30			
6/28/2011			\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
		5.167" x 6.75"	\$206.25

**Grand
Total**

\$175,227.25

Client	Issue Date	Closing Date	Media Type	Media Vendor	Ad Size	Value
WEC						\$211,731.85
	7/1					
		6/10/2011				\$539.70
			Newspaper			\$164.70
				<i>Genesee Valley Pennysaver</i>		\$164.70
					3.75" x 2.5" BW	\$164.70
			Online			\$375.00
				<i>GVParent.com</i>		\$375.00
					125 x 250	\$250.00
					175 x 175	\$125.00
		6/15/2011				\$59,344.20
			Newspaper			\$40,744.20
				<i>Democrat and Chronicle</i>		\$40,744.20
					10" x 20.8"	\$33,840.00
					4.93" x 10"	\$6,904.20
			Radio			\$16,100.00
				<i>Clear Channel Radio Cluster</i>		\$3,500.00
					:15	\$3,500.00
				<i>Entercom Radio - Station WBZA-FM</i>		\$10,000.00
					:30 / :15	\$10,000.00
				<i>FLR - WCGR</i>		\$600.00
					:30	\$600.00
				<i>FLR - WFLR</i>		\$600.00
					:30	\$600.00
				<i>WLGZ - 990am</i>		\$1,400.00
					:15	\$1,400.00
			TV			\$2,500.00
				<i>CW TV16</i>		\$500.00
					:30	\$500.00
				<i>Time Warner Cable</i>		\$1,000.00
					:30	\$1,000.00
				<i>WUHF TV31</i>		\$1,000.00
					:30	\$1,000.00
		6/16/2011				\$575.00
			Newspaper			\$575.00
				<i>Western NY Physician</i>		\$575.00
					3.75" x 4.8125"	\$575.00
		6/20/2011				\$400.00
			Online			\$400.00
				<i>13wham.com</i>		\$400.00
					Big Box	\$400.00
		6/24/2011				\$1,316.00
			Newspaper			\$1,316.00
				<i>RBJ</i>		\$1,316.00
					4 7/8" x 6 3/4"	\$1,316.00
	7/6					
		6/22/2011				\$921.20
			Newspaper			\$921.20
				<i>Catholic Courier</i>		\$921.20
					4.7" x 4.9", CYMK	\$921.20
		6/29/2011				\$858.00
			Newspaper			\$858.00

		<i>Messenger Post Wklies</i>		\$858.00
7/9			3.25" x 5"	\$858.00
	7/5/2011			\$300.00
		Newspaper		\$300.00
		<i>Golf Week</i>		\$300.00
			4" x 5"	\$300.00
7/12	7/8/2011			\$292.00
		Newspaper		\$292.00
		<i>Daily Record</i>		\$292.00
			4.75" x 7.75", bw	\$292.00
7/13	7/4/2011			\$168.00
		Newspaper		\$168.00
		<i>Empire State Wklies</i>		\$168.00
			4 7/8" x 5"	\$168.00
7/14	7/12/2011			\$206.25
		Newspaper		\$206.25
		<i>Minority Reporter</i>		\$206.25
			5.167" x 6.75"	\$206.25
7/15	7/1/2011			\$1,095.00
		Newspaper		\$1,095.00
		<i>Shopping Bag</i>		\$1,095.00
			3.167" x 5" BW	\$1,095.00
7/19	7/15/2011			\$292.00
		Newspaper		\$292.00
		<i>Daily Record</i>		\$292.00
			4.75" x 7.75", bw	\$292.00
7/20	7/13/2011			\$1,033.00
		Newspaper		\$1,033.00
		<i>Daily Messenger</i>		\$175.00
			3.25" x 5"	\$175.00
		<i>Messenger Post Wklies</i>		\$858.00
			3.25" x 5"	\$858.00
7/21	7/19/2011			\$206.25
		Newspaper		\$206.25
		<i>Minority Reporter</i>		\$206.25
			5.167" x 6.75"	\$206.25
7/22	7/15/2011			\$1,316.00
		Newspaper		\$1,316.00
		<i>RBJ</i>		\$1,316.00
			4 7/8" x 6 3/4"	\$1,316.00
7/23	7/19/2011			\$300.00
		Newspaper		\$300.00
		<i>Golf Week</i>		\$300.00
			4" x 5"	\$300.00

7/27

7/20/2011			\$673.00
	Newspaper		\$673.00
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00

8/1

7/20/2010			\$600.00
	Online		\$600.00
		<i>CatholicCourier.com</i>	\$600.00
		728 x 90	\$600.00
7/8/2011			\$375.00
	Online		\$375.00
		<i>GVParent.com</i>	\$375.00
		125 x 250	\$250.00
		175 x 175	\$125.00
7/9/2011			\$164.70
	Newspaper		\$164.70
		<i>Genesee Valley Pennysaver</i>	\$164.70
		3.75" x 2.5" BW	\$164.70
7/15/2011			\$41,750.00
	Magazine		\$350.00
		<i>Computer Link Magazine</i>	\$350.00
		3.4" x 4.5"	\$350.00
	Newspaper		\$22,560.00
		<i>Democrat and Chronicle</i>	\$22,560.00
		10" x 20.8"	\$22,560.00
	Radio		\$16,340.00
		<i>Clear Channel Radio Cluster</i>	\$3,500.00
		:15	\$3,500.00
		<i>Entercom Radio - Station WBEE-FM</i>	\$10,000.00
		:30 / :15	\$10,000.00
		<i>FLR - WAUB</i>	\$600.00
		:30	\$600.00
		<i>FLR - WFLR</i>	\$600.00
		:30	\$600.00
		<i>FLR - WGVA</i>	\$600.00
		:30	\$600.00
		<i>FLR - WLLW</i>	\$540.00
		:30	\$540.00
		<i>FLR - WNYR</i>	\$500.00
		:30	\$500.00
	TV		\$2,500.00
		<i>CW TV16</i>	\$500.00
		:30	\$500.00
		<i>WHAM TV13</i>	\$1,000.00
		:30	\$1,000.00
		<i>WHEC TV10</i>	\$1,000.00
		:30	\$1,000.00
7/20/2011			\$600.00
	Online		\$600.00
		<i>13wham.com</i>	\$600.00
		Leaderboard	\$600.00

	7/25/2011			\$6,904.20
		Newspaper		\$6,904.20
			<i>Democrat and Chronicle</i>	\$6,904.20
8/3			4.93" x 10"	\$6,904.20
	7/25/2011			\$168.00
		Newspaper		\$168.00
			<i>Empire State Wklies</i>	\$168.00
			4 7/8" x 5"	\$168.00
	7/27/2011			\$1,033.00
		Newspaper		\$1,033.00
			<i>Daily Messenger</i>	\$175.00
			3.25" x 5"	\$175.00
			<i>Messenger Post Wklies</i>	\$858.00
			3.25" x 5"	\$858.00
8/4				
	8/2/2011			\$206.25
		Newspaper		\$206.25
			<i>Minority Reporter</i>	\$206.25
			5.167" x 6.75"	\$206.25
8/5				
	7/22/2011			\$1,095.00
		Newspaper		\$1,095.00
			<i>Shopping Bag</i>	\$1,095.00
			3.167" x 5" BW	\$1,095.00
8/10				
	8/1/2011			\$168.00
		Newspaper		\$168.00
			<i>Empire State Wklies</i>	\$168.00
			4 7/8" x 5"	\$168.00
	8/3/2011			\$285.00
		Newspaper		\$285.00
			<i>Freetime Magazine</i>	\$285.00
			3.5" x 4.75", bw	\$285.00
8/12				
	8/5/2011			\$1,316.00
		Newspaper		\$1,316.00
			<i>RBJ</i>	\$1,316.00
			4 7/8" x 6 3/4"	\$1,316.00
8/13				
	8/9/2011			\$300.00
		Newspaper		\$300.00
			<i>Golf Week</i>	\$300.00
			4" x 5"	\$300.00
8/17				
	8/10/2011			\$858.00
		Newspaper		\$858.00
			<i>Messenger Post Wklies</i>	\$858.00
			3.25" x 5"	\$858.00
8/19				
	8/12/2011			\$1,316.00
		Newspaper		\$1,316.00
			<i>RBJ</i>	\$1,316.00
			4 7/8" x 6 3/4"	\$1,316.00

8/23	8/19/2011		\$292.00	
	Newspaper		\$292.00	
		<i>Daily Record</i>	4.75" x 7.75", bw	\$292.00
8/24	8/17/2011		\$1,421.00	
	Newspaper		\$1,421.00	
		<i>City Newspaper</i>	4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>		\$175.00
		<i>Messenger Post Wklies</i>	3.25" x 5"	\$175.00
		3.25" x 5"	\$858.00	
8/25	8/23/2011		\$206.25	
	Newspaper		\$206.25	
		<i>Minority Reporter</i>	5.167" x 6.75"	\$206.25
8/27	8/23/2011		\$300.00	
	Newspaper		\$300.00	
		<i>Golf Week</i>	4" x 5"	\$300.00
9/1	8/10/2011		\$375.00	
	Online		\$375.00	
		<i>GVParent.com</i>	125 x 250	\$250.00
			175 x 175	\$125.00
	8/15/2011		\$25,460.00	
Newspaper		\$22,560.00		
	<i>Democrat and Chronicle</i>	10" x 20.8"	\$22,560.00	
Radio		\$1,900.00		
	<i>FLR - WNYR</i>	:30	\$500.00	
	<i>WLGZ - 990am</i>	:30	\$1,400.00	
TV		\$1,000.00		
	<i>WROC TV08</i>	:30	\$1,000.00	
8/19/2011		\$400.00		
Online		\$400.00		
	<i>13wham.com</i>	Big Box	\$400.00	
8/25/2011		\$3,452.00		
Newspaper		\$3,452.00		
	<i>Democrat and Chronicle</i>	4.93" x 5"	\$3,452.00	
9/2	8/19/2011		\$1,095.00	
	Newspaper		\$1,095.00	
		<i>Shopping Bag</i>		\$1,095.00

9/7		3.167" x 5" BW	\$1,095.00
	8/24/2011		\$921.20
	Newspaper		\$921.20
		<i>Catholic Courier</i>	\$921.20
		4.7" x 4.9", CYMK	\$921.20
	8/31/2011		\$460.00
	Newspaper		\$460.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00
9/14	9/5/2011		\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
	9/7/2011		\$858.00
	Newspaper		\$858.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
9/21	9/14/2011		\$563.00
	Newspaper		\$563.00
		<i>City Newspaper</i>	\$388.00
		4.85" x 4.3", BW	\$388.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
9/23	9/16/2011		\$1,316.00
	Newspaper		\$1,316.00
		<i>RBJ</i>	\$1,316.00
		4 7/8" x 6 3/4"	\$1,316.00
9/24	9/20/2011		\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
9/29	9/27/2011		\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
		5.167" x 6.75"	\$206.25
10/1	9/9/2011		\$289.70
	Newspaper		\$164.70
		<i>Genesee Valley Pennysaver</i>	\$164.70
		3.75" x 2.5" BW	\$164.70
	Online		\$125.00
		<i>GVParent.com</i>	\$125.00
		175 x 175	\$125.00
	9/15/2011		\$5,815.00
	Newspaper		\$575.00

		<i>Western NY Physician</i>		\$575.00
			3.75" x 4.8125"	\$575.00
	Radio			\$5,240.00
		<i>Clear Channel Radio Cluster</i>		\$3,500.00
			:15	\$3,500.00
		<i>FLR - WCGR</i>		\$600.00
			:30	\$600.00
		<i>FLR - WGVA</i>		\$600.00
			:30	\$600.00
		<i>FLR - WLLW</i>		\$540.00
			:30	\$540.00
10/11		10/7/2011		\$292.00
	Newspaper			\$292.00
		<i>Daily Record</i>		\$292.00
			4.75" x 7.75", bw	\$292.00
10/12		10/5/2011		\$858.00
	Newspaper			\$858.00
		<i>Messenger Post Wklies</i>		\$858.00
			3.25" x 5"	\$858.00
10/14		10/7/2011		\$1,316.00
	Newspaper			\$1,316.00
		<i>RBJ</i>		\$1,316.00
			4 7/8" x 6 3/4"	\$1,316.00
10/19		10/12/2011		\$175.00
	Newspaper			\$175.00
		<i>Daily Messenger</i>		\$175.00
			3.25" x 5"	\$175.00
10/25		10/21/2011		\$292.00
	Newspaper			\$292.00
		<i>Daily Record</i>		\$292.00
			4.75" x 7.75", bw	\$292.00
11/1		9/15/2011		\$6,904.20
	Newspaper			\$6,904.20
		<i>Democrat and Chronicle</i>		\$6,904.20
			4.93" x 10"	\$6,904.20
		10/10/2011		\$375.00
	Online			\$375.00
		<i>GVParent.com</i>		\$375.00
			125 x 250	\$250.00
			175 x 175	\$125.00
		10/14/2011		\$24,110.00
	Magazine			\$350.00
		<i>Computer Link Magazine</i>		\$350.00
			3.4" x 4.5"	\$350.00
	Newspaper			\$22,560.00
		<i>Democrat and Chronicle</i>		\$22,560.00
			10" x 20.8"	\$22,560.00

	Radio		\$1,200.00
		<i>FLR - WAUB</i>	\$600.00
		:30	\$600.00
		<i>FLR - WFLR</i>	\$600.00
		:30	\$600.00
	10/17/2011		\$1,400.00
	Radio		\$1,400.00
		<i>WLGZ - 990am</i>	\$1,400.00
		:30	\$1,400.00
	10/20/2011		\$400.00
	Online		\$400.00
		<i>13wham.com</i>	\$400.00
		Big Box	\$400.00
11/2	10/24/2011		\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
		4 7/8" x 5"	\$168.00
	10/26/2011		\$858.00
	Newspaper		\$858.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
11/4	10/21/2011		\$1,095.00
	Newspaper		\$1,095.00
		<i>Shopping Bag</i>	\$1,095.00
		3.167" x 5" BW	\$1,095.00
11/9	11/2/2011		\$175.00
	Newspaper		\$175.00
		<i>Daily Messenger</i>	\$175.00
		3.25" x 5"	\$175.00
11/12	11/8/2011		\$300.00
	Newspaper		\$300.00
		<i>Golf Week</i>	\$300.00
		4" x 5"	\$300.00
11/16	11/9/2011		\$285.00
	Newspaper		\$285.00
		<i>Freetime Magazine</i>	\$285.00
		3.5" x 4.75", bw	\$285.00
11/17	11/15/2011		\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
		5.167" x 6.75"	\$206.25
12/1	11/10/2011		\$125.00
	Online		\$125.00
		<i>GVParent.com</i>	\$125.00
		175 x 175	\$125.00
12/6	12/2/2011		\$292.00

	Newspaper		\$292.00
		<i>Daily Record</i>	\$292.00
12/7		4.75" x 7.75", bw	\$292.00
		11/28/2011	\$168.00
	Newspaper		\$168.00
		<i>Empire State Wklies</i>	\$168.00
12/8		4 7/8" x 5"	\$168.00
		12/6/2011	\$206.25
	Newspaper		\$206.25
		<i>Minority Reporter</i>	\$206.25
12/21		5.167" x 6.75"	\$206.25
		12/14/2011	\$858.00
	Newspaper		\$858.00
		<i>Messenger Post Wklies</i>	\$858.00
		3.25" x 5"	\$858.00
Grand Total			\$211,731.85



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

H2O Hero Campaign – Online and Social Media



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Events and Pictures – Examples

Earth Day, colossal dinosaurs a popular magnet for museum

1:02 AM, Apr. 25, 2011 |
Comments



Owen Linville, 2, of Rochester explores a Rochester Museum and Science Center facility at the Earth Day exhibition that shows how raindrops evaporate in the atmosphere. / MARIE DE JESUS staff photographer



Ben Leubitz of Fort Lauderdale, Fla., and his daughter, Talia, 3, maneuver a simulator submarine with an attached camera that offers an example of how ocean floors are explored. / MARIE DE JESUS staff photographer

After discovering Easter baskets hidden in linen closets filled with chocolate bunnies and jelly beans, some families opted for a different way to work off their sugar high. At the Rochester

Museum and Science Center on Sunday afternoon, children and parents alike roamed the museum's many exhibits.

One of the featured exhibitions was the museum's Earth Day Celebration: Raindrops and Runoff, which helped attract more than 3,500 visitors from Friday through Sunday, said Dan Winklebleck, public programs supervisor at the museum.

"We work with the Water Education Collaborative to conduct outreach and education activities to teach the importance of protecting our water," he said. The Water Education Collaborative (WEC) is a collection of organizations that works together to increase water quality education in Monroe County.

Visitors to the exhibit could learn just how important water is to life on Earth and how to keep it clean and healthy. Activities and exhibitions included a scavenger hunt, testing water quality, discovering macroinvertebrates creatures that share the water and traveling the water cycle from evaporation to accumulation on a playground-like climbing toy. Children could also make their own superhero capes like the H₂O Hero, the mascot for the WEC's campaign.

On Saturday, the museum also had a family workshop to make rain barrels, which catch rainwater to store it for future use and can also help reduce pollutants.

While families took part in the Earth Day exhibits, others were also there to see the Colossal Dinosaur exhibit before it closes May 1. Elizabeth Lewis of Pittsford brought her 4-year-old son Tim to the museum Sunday afternoon. "(Tim) loves dinosaurs, so we just had to come see the dinosaurs," she said.



Stormwater Coalition of Monroe County

Joe Herbst
Chairman

Eric Williams
Vice-Chairman

Newly Created or Produced Resources

H2O Hero Exhibit at the Rochester Museum & Science Center:



Welcome to the Home of Larry the H2O Hero!

To Protect Water Quality, Remember: Only Rain Down the Drain.

For more information,
go to www.H2OHero.org, or



Water is a precious resource. It's important to take care of it. Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

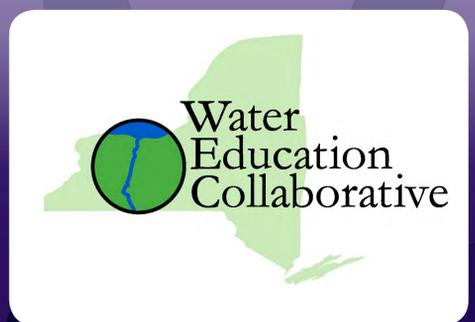
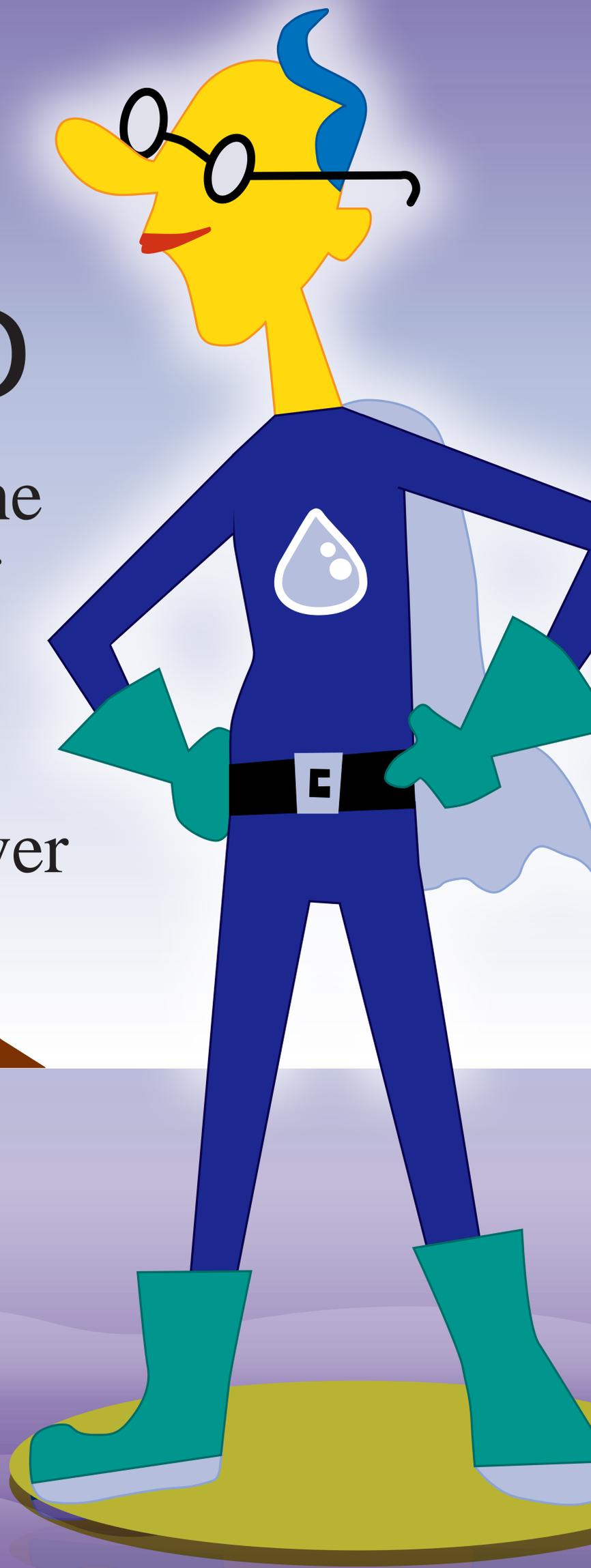
Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.

Only rain down the drain. Don't pour anything down the drain that can harm the water. This includes paint, oil, and other household chemicals. These substances can pollute the water and harm the environment. Only rain down the drain.



Be an H₂O Hero

Protecting The
Watershed of
Lake Ontario
and the
Genessee River





Strategic Roundtable Presentation Guide

Please submit your written portion of your Presentation to katelin@adcouncilroch.org at least **THREE** days prior to your Strategic Roundtable for review. Thank you!

I. **WHO** we are Water Education Collaborative (WEC) & Monroe County Parks Department

Our mission

- ◆ The WEC is an effective partnership of environmental and community organizations that advances educational programming consistent with the Rochester Embayment Remedial Action Plan and other regional water resource needs identified in the community.
- ◆ The Parks Department is comprised of dedicated staff working with community partners in effectively and efficiently providing an array of park services. This ensures that everyone may enjoy recreational and educational opportunities while treasuring the natural, zoological, horticultural, historical and geological features of the Monroe County Parks System.

Our history

- ◆ The WEC was formed in 2001 in response to a recommendation in Stage II of the Rochester Embayment Remedial Action Plan which called for the creation of a not-for-profit organization that plans, coordinates, funds and implements educational activities within the Rochester Embayment watershed.
- ◆ The WEC consists of a number of local environmental and community organizations, agencies, and private citizens, and operates under the auspices of the Rochester Museum and Science Center (RMSC).
- ◆ The WEC is entirely grant funded by NYS, Federal, and private foundation grants.
- ◆ The Stormwater Coalition of Monroe County has been a principal funder of the WEC and H2O Hero Campaign. The Coalition is comprised of 29 municipalities that work together to reduce stormwater pollution and comply with stormwater regulations.
- ◆ Parks in Monroe County were established in 1888 with the creation of the Rochester Parks Commission and the dedication of Highland Park. In 1926, the county began to assume direct responsibility for the management of local parklands. Today the Parks Department operates 21 parks totaling nearly 12,000 acres. Almost all 21 County Parks have picnic and hiking areas and most are equipped with sports facilities, shelters and lodges.

Our goals; programs

- ◆ To make consumers in the Genesee River Watershed aware that they have an affect on water quality and educate them.
- ◆ To ask people to take personal actions to protect water quality.
- ◆ To get people outside enjoying the many natural and unique activities their parks provide 365 days a year.

Our competition

- ◆ The general lack of public awareness concerning the impacts of common everyday activities upon local water quality, developed through cultural misperceptions and behaviors.
- ◆ Lawn care companies
- ◆ Other public service campaigns and volunteer opportunities
- ◆ City and town parks plus hose local cultural attractions, facilities, and festivals/events not contained in the parks themselves.

II. **WHAT** we do

Our work

- ◆ In conjunction with the Monroe County Stormwater Coalition (SWC), the WEC is currently focused upon public education, outreach and participation concerning non-point source pollution, i.e., contamination of stormwater runoff, especially within the general residential and homeowner populations.
- ◆ We provide lodges, shelters, athletic fields, hiking & biking trails, historic locations, wide open spaces, and so much more to the community in a variety of natural settings.

Our primary constituents

- ◆ Residents of the Greater Rochester region of the Genesee River Watershed, focused on residents of Monroe County
- ◆ Homeowners who use lawn care chemicals: fertilizers, pesticides, herbicides
- ◆ Residents who
 - have access to a storm drain
 - perform car maintenance, including washing
 - have pets, especially those who walk, or care for, a dog
- ◆ Certainly the overall residency of Monroe County but we see the most visitation from outdoor enthusiasts, horticulturalists of every skill level, and community organizations/event organizers who gather people together to raise awareness of a certain mission or raise funds.

Any recent (three – five years) research findings about our work

- ◆ Public opinion telephone surveys of residents within Monroe County and the Greater Rochester Region concerning local water quality were most recently conducted in 2006 and 2009.
- ◆ Pertinent findings include:
 - Percent of respondents identifying industry as a major source of pollution: 62% (2006) & 44% (2009)
In actuality, >80% can be attributed to non-point source pollution
 - Percent of respondents identifying residential sources as a major source of pollution: 15% (2006) & 24% (2009)
 - Percent of respondents knowing the definitions of
Stormwater: 71% (2006) & 65% (2009)
Watershed: 54% (2006) & 45% (2009)
 - Percent of respondents who think stormwater entering a storm drain goes to a treatment plant 34% (2006) & 29% (2009)
goes to a nearby waterbody: 34% (2006) & 38% (2009)
Overall, **62-66%** of respondents don't know that storm drains lead to the nearest local waterbody.
- ◆ Given the state of the economy and people staying closer to home, we have seen a significant increase in the use of our parks and their facilities in the last three years.

Lodge and shelter rentals are up as well as event attendance. Even visitation to the beach has either remained steady or increased despite many closings.

III. **WHERE & HOW** we accomplish our work

How we accomplish our work

- ◆ Development and implementation of the H2O Hero Mass Media Campaign and coordinating, facilitating and promoting this campaign through the heroic next steps of public education, outreach and participation, as implemented by RMSC educators under contract to SWC, WEC member organizations, and other WEC partners.
- ◆ www.H2OHero.org Website and Facebook
- ◆ With 21 facilities including a Zoo, we are constantly using “traditional” media as well as Facebook, Twitter and several web portals. We also do outreach when we can for educational talks and interactive tours. Obviously, the many volunteer organizations who use the parks help a tremendous amount in spreading the word.

How we are unique...what sets us apart

- ◆ The H2O Hero!
- ◆ SWC support ensures public education, outreach and participation, and makes the H2O Hero programs welcome in essentially every Monroe County municipality.
- ◆ The H2O Hero Program provides an easy way for the general public to join the current “green” movement.
- ◆ We have nearly 12,000 acres of limitless possibilities for outdoor enjoyment, green infrastructure, and some of the rarest wildlife from around the world that can only be seen in our community.

What geographic area we serve

- ◆ The Greater Rochester region of the Genesee River Watershed, with a focus on Monroe County
- ◆ **Monroe County**

Who funds us

- ◆ Entirely grant funded, from such sources as the Ad Council, SWC, Rose Family Foundation, Finger Lakes - Lake Ontario Water Protection Alliance, Pollution Prevention Institute, USEPA
- ◆ The taxpayers of Monroe County, NYS grants, and charitable contributions to several parks trust funds.

IV. **WHY** we're here

Why we are here today

- ◆ The Rochester Embayment is the collection point for all local stormwater pollution received from the regional watersheds, and high profile beach closings and foul odors at Ontario Beach epitomize this community-wide environmental degradation.
- ◆ Because of the large number of visitors to Ontario Beach, there is no better location for explaining to the public the connection between their everyday behaviors and the results of stormwater pollution.
- ◆ We feel we can help broaden the WEC's message and mission in a unique way via the H2O Hero Campaign.

What we have done up to this point to resolve our problem

- ◆ The H2O Hero Mass Media Campaign, with media buys done each spring since 2007 and planned for 2011, including TV, print and Facebook advertising
- ◆ On-going public education, outreach and participation activities, including school presentations, storm drain marking, watershed cleanups, and community environmentally themed events
- ◆ Stormwater Exhibit at RMSC, and at Seneca Park Zoo
- ◆ Use / distribution of numerous educational materials, including signs, brochures, door hangers, car magnets, reusable bags, and comic books
- ◆ pet waste stations in county parks
- ◆ door hangers
- ◆ festival booths
- ◆ Beach cleanup day participation
- ◆ "Hero" costumed character guest appearances at sporting events
- ◆ Not enough.

The challenges we face

- ◆ Lack of funding
- ◆ Cultural / historical behavioral patterns
- ◆ Getting 1 million people educated about stormwater, to the point that they act responsibly
- ◆ Other than perception of the facility and possible project costs, nothing.

What we would like to learn today

- ◆ How can we effectively incorporate the H2O Hero message into Ontario Beach Park to address our educational challenges.
- ◆ How we can generate ideas and interactive components to educate the community at Ontario Beach Park. Secondly, how we might use other venues in the County Parks system to achieve our educational objectives.



Strategic Roundtable Agenda

8:30-8:45	Introductions
8:45-9:45	Setting the Stage
9:45-10:00	Break
10:00-11:00	Brainstorming
11:00-11:30	Skimming the Cream and Discussion

Underwritten by

Excellus BlueCross BlueShield

Rochester Area Community Foundation Bullis Fund

Rochester Area Community Foundation Hallowell Fund

Sponsored by

Wegmans Food Markets

KeyBank

*Large post-it pads donated by ABVI-Goodwill Industries of Greater Rochester.
They are manufactured at ABVI-Goodwill by people who are blind or visually impaired.
To order, call 585-232-1111.*



- ◆ Formed in 2001, operating under auspices of Rochester Museum and Science Center

- ◆ ~20 Local Water Quality involved organizations
- ◆ Entirely grant funded
- ◆ Focused on public education and awareness of stormwater impacts, inspiring residents to take action to protect local water quality
- ◆ Through the generosity of the Ad Council and Sigma Marketing the H2O Hero Mass Media Campaign was developed, and launched in 2007.
- ◆ Annual media buys, with significant support from Stormwater Coalition of Monroe County

DRAFT

2009 Community Survey

Prepared August 2009



2006 => 2009 WEC Water Quality Public Opinion Surveys

💧 Identify Major Source of Pollution

Industry 62% => 44%

Residential 15% => 24%

💧 Know Definitions

Stormwater 71% => 65%

Watershed 54% => 45%

💧 Think Stormwater

Gets Treated 34% => 29%

Goes to Nearby Waterbody 34% => 38%

Other 32% => 33%





- 💧 Mass Media Campaign
- 💧 Website
- 💧 Heroic Next Steps
 - 💧 Public Education, Outreach and Participation
 - 💧 In-school presentations / demonstrations
 - 💧 Displays at Community Events and Environmental Fairs
 - 💧 Promote Community Participation Events







Pictures from Workshops





Rain
FOR
tunnels
e \$40



Facts About Our Local Waterways

Check out our local waterways and learn more about them.



Welcome to the Home of Larry the H₂O Hero!

To Protect Water Quality, Remember: Only Rain Down the Drain.

For more information,
go to www.H2OHero.org, or



A rain barrel collects rainwater that can be used later to water plants and lawns. It's the most important component of any rainwater system. It's a great way to save water and reduce your water bill. It's also a great way to collect water for use in your garden.

A rain garden is a shallow depression in the yard that collects rainwater from the roof and lawn. It's a great way to reduce runoff and improve water quality. It's also a great way to collect water for use in your garden.

Did you know that up to 80 percent of the bacteria in our waterways come from pet waste? Now that you know, how do you clean up after your dog? Open here to find out what H₂O Hero does.

For more information, visit www.H2OHero.org. You can also call 1-800-4-A-DRIP or visit us on Facebook.



H₂O Hero's role is to "clean" the water in your yard. He's a superhero who can clean up after your dog and remove pet waste from your yard. He's also a great way to collect water for use in your garden.



If your garage is anything like the one in the picture, it's probably full of oil, paint, and other hazardous materials. These materials can end up in the storm drain — and that's not good. Open here to find out what you should do.



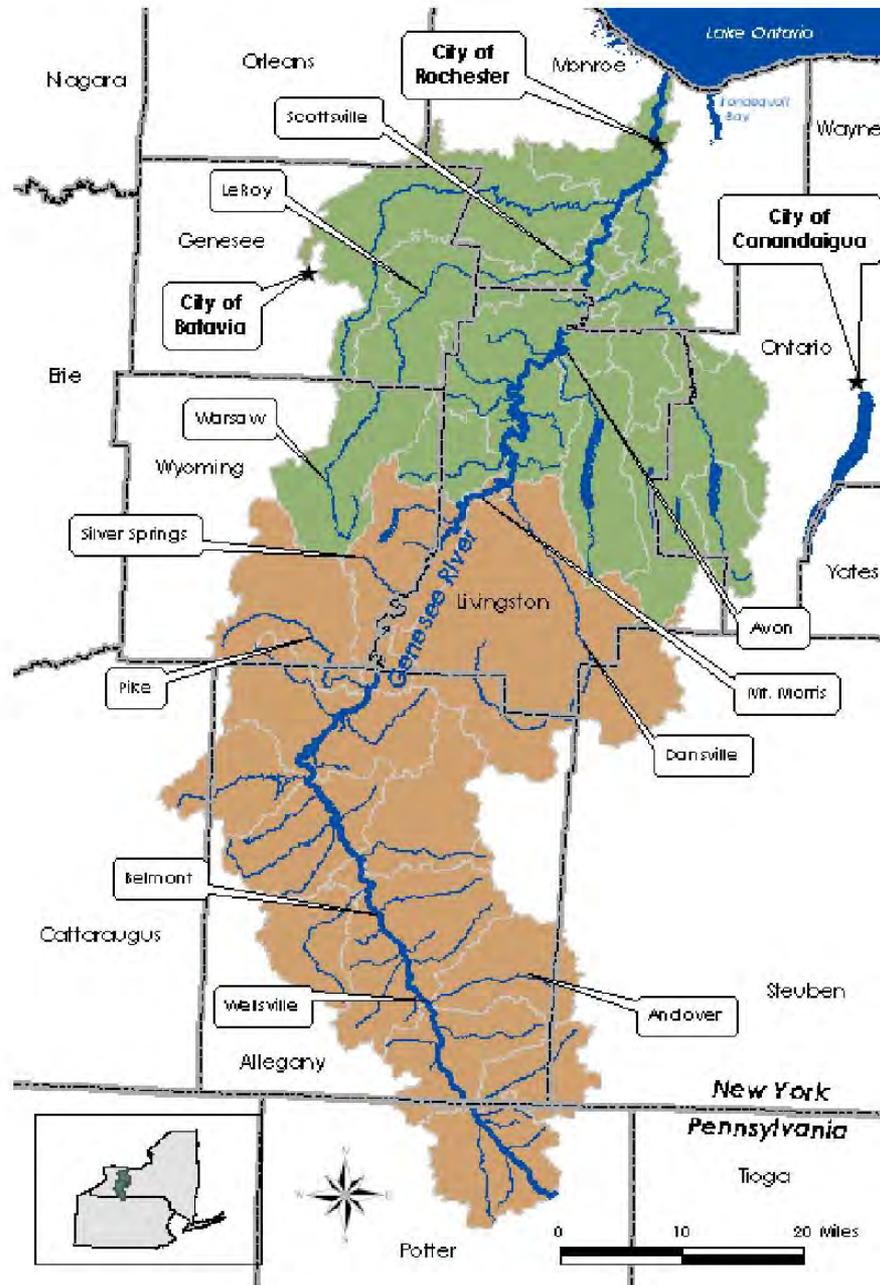
When changing your car oil, please make sure the recycle bin is full. It's nice to clean up your oil by changing with baby wipes or soap, then dispose of properly.

Be sure to use the bin to keep the vehicle looking good. Now don't do this a day!

Please don't use your car's oil and other fluids to keep your car running. They're all harmful to the environment and can end up in a waterway. If you have any questions, please call 1-800-4-A-DRIP.



Overview of the Genesee River Basin







Monroe Litho

DATE: 9/29/11

QUOTE: 992528

ADDRESS: Water Education Collaborative
145 Paul Road
Rochester, NY 14624
Mr. Paul Sawyko

DESCRIPTION: Hero Cartoon Book

QUANTITY: 3,000 vs. 5,000

SIZE: 8.5 x 11 16pp

PAPER: 80# Gloss Text vs. 100# Gloss Text

COLORS: 4/4

PREPRESS: Files provided

PROOFS: Iris and Epson Proof

BINDERY & FINISHING: Fold, saddle stitch and trim

PACKING & SHIPPING: Bulk Pack

PRICE:	3,000	5,000
80# Text	\$1,737	\$2,077
100# Text	\$1,823	\$2,204

Andrew Schenkel
Account Executive



Monroe Litho, Inc. 39 Delevan Street Rochester, New York 14605
main: 585.454.3290 toll free: 888.654.8461 fax: 585.454.5013 www.monroelitho.com



Monroe Litho is a certified FSC chain of custody supplier. www.iscus.org Cert. no. SCS-COC-00635 ©1996 Forest Stewardship Council



1239 University Avenue
 Rochester, NY 14607
 (585) 442-5621
 (585) 442-7052 fax
 opress@rochester.rr.com

QUOTATION

Monroe County

Date 9/16/2011

Attn: Paul Sawyko

Quote # 16727

DESCRIPTION	Comic Book	
SIZE	11x17 folded to 8.5 x 11	
STOCK	80# gloss text	
COLORS	4 color	
PRESSWORK	bleeds	
HALFTONES		
SPECIAL		
BINDING	trim, fold, stitch	
PACKAGING & DELIVERY	bulk	
QUANTITY	3,000	5,000
PRICE	\$2,077	\$2,614

Lisa E. Giglio

OSER PRESS INC.

Phoenix Graphics, Inc.
1525 Emerson Street
Rochester, NY 14606
(585) 232-4040 Fax: (585) 232-5642

Quote

Monroe county environmental services
 444 E. Henrietta Rd.
 Rochester, ny 14620

Quote No 20921
 Date 09/13/2011
 Sales Rep Mark Stavalone

Dear Todd,

Phoenix Graphics is pleased to provide you with the following quotation. Please call (585) 232-4040 or fax (585) 232-5642 with any questions.

<i>Est No</i>	<i>Description</i>	<i>Qty</i>	3,000	5,000	
20590	Job: 12 Page Self Cover Comic Book Size: 8.5 x 11 Paper: 60# White Offset Inks: 4 color process double sided Customer to supply a print ready disk. A matchprint will be included. Trim, fold, saddle stitch and bulk pack in cartons.	<i>Total</i>	\$2,145.00	\$2,614.00	

Thank you for the opportunity to quote on your job. This quote is good for 30 days.

Approved by _____ Title _____ Date ____/____/____

Todd Stevenson	T. 753-5472	F.
Printed: 09/13/2011 3:30 PM		Page 1



Eric Painton
<eric@phoenix-graphics.com>
09/28/11 11:40 AM

To <PSawyko@monroecounty.gov>
cc
bcc
Subject Re: Comic Book Print Job

Paul,

We would be willing to knock 12% off the total price. Would that help?

Thanks

--

Eric Painton
Customer Service Manager

Phoenix Graphics
585.232.4040

From: <PSawyko@monroecounty.gov>
Date: Wed, 28 Sep 2011 11:26:04 -0400
To: Eric Painton <eric@phoenix-graphics.com>
Subject: Re: Comic Book Print Job

Eric,

Thank you for your quote on our H2O Hero Comic Books. We have found these comic books to be very popular and appear to be a good way to get our H2O Hero Message ultimately into the hands of homeowners, one of our target audiences.

For your information, the H2O Hero Mass Media Campaign was developed by the Ad Council of Rochester for the Water Education Collaborative (WEC) to educate the residents of the Genesee Region about stormwater issues. This campaign has been further supported by the Stormwater Coalition of Monroe County and other WEC Member Organizations. We are constantly seeking new partners to expand exposure and promote the H2O Hero Program.

I am contacting you now to ask if your company would be interested in supporting our program through a reduction in price for printing these comic books, with your contribution identified on the inside front cover along with the other program sponsors. I am requesting that you respond to me with your decision, and revised quote if applicable, by close of business this Friday (9/30/11).

More information regarding the H2O Hero Program can be found on our website: www.H2OHero.org. Please contact me should you need more information concerning my request, this project, or our campaign.

Thank you for your time and consideration, Paul



Be An H2O Hero!

Use Phosphorus-Free Lawn Fertilizer

And Now.....It's The Law!

Phosphorus runoff poses a threat to water quality. Therefore, under New York law (effective January 1, 2012), phosphorus-containing fertilizer may only be applied to lawns or non-agricultural turf when:

- A soil test indicates that additional phosphorus is needed for growth of a lawn or non-agricultural turf. or
- The fertilizer is used for newly established lawns or non-agricultural turf during the first growing season.

Look for the zero.

Fertilizer bags show a set of three numbers representing nitrogen, phosphorus and potassium.

The number in the middle should be a "0."



Most lawns in New York State do not need additional phosphorus for healthy growth. When you use fertilizer containing phosphorus for your lawn, the rain can wash it into streams, lakes and reservoirs. Fertilizer in water can create excess algae, plant growth and green scum that:

- Interfere with boating and swimming
- Harm fish populations
- Degrade drinking water quality

For more information visit: www.dec.ny.gov

www.H2OHero.org



Master artwork may not be reproduced without the prior written consent of das.
© 2009 das Manufacturing, Inc.

5.375 X 3.25 / COLORS: 72 BLUE, 3265 GREEN, 1495 TAN / BLACK

