

**2003 Stormwater Print Advertisements**

**Publish storm water awareness print ads in newspapers of general circulation**

**Activity Title:** Newspaper Advertisement

**Activity Description:** The Miami Conservancy District partnered with the national nonprofit organization River Network and the local media to create a campaign informing residents of their connection to local streams. The result was a campaign that included a print advertisement that ran twice each in ten community newspapers.

**Start Date:** 10/19/2003 **End Date:** 10/30/2003

**Result Statement:** Based on information from our media partners, we estimate conservatively that 350,000 individuals saw or heard one or more pieces of the RiverSmart campaign this fall. See below for the print advertisement.



Most water pollution doesn't come from big factories anymore. In fact, it's often the little things we do around the house that can pollute our streams. Hosing off your driveway or sidewalk can send pollutants such as dirt, motor oil and debris into street gutters and storm sewers, which often run right into our rivers. Little changes can make a big difference when it comes to improving our water. So next time, please consider:

- Sweeping off your driveway and sidewalks.
- Cleaning up automotive fluids leaked or spilled onto your driveway.
- Limiting the use of fertilizers and pesticides and avoid applying either before a stormy day.
- Picking up pet waste promptly.
- Avoiding cleaning products marked "poison" and "danger."

Your rivers are closer than you think - thanks for keeping them safe.



MIAMI  
CONSERVANCY  
DISTRICT

  
**RiverSmart**  
Be RiverSmart about things you do at home.  
A River Network Project  
Presented by  
**Swiss Re**  




## Miami Conservancy District's Stormwater Activities

**Activity Title:** Distributed RiverSmart Tip Sheets

**Activity Description:** The Miami Conservancy District partnered with the national nonprofit organization River Network and the local media to create a campaign informing residents of their connection to local streams. The result was a campaign that included a tip sheet that was distributed throughout the Great Miami River Watershed.

**Start Date:** 9/19/2003 **End Date:** 11/14/2003

**Result Statement:** Approximately 9,200 tip sheets were distributed throughout the Great Miami River Watershed. The RiverSmart tip sheet is viewable via the Miami Conservancy District website at <http://www.miamiconservancy.org/water/riversmart.asp>