



**Federal Section 319
Nonpoint Source Grant**
1999-0008



Huron River Watershed Council
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Huron River Mass Media Campaign

April 1st, 1999 -- May 31st, 2000

Huron River's Model Mass Media Campaign Project (Washtenaw County) brought in advertising and marketing expertise to develop an environmental education campaign. The campaign reached a targeted audience with a tailored message utilizing mass media (radio, newsprint, and mailings) to reach its intended audience. As a part of this project, newsletters, brochures, stickers, and posters were produced to publicize the project. A public outreach festival was developed to inform and educate the local community as well. The goal of this project was to develop an environmental education campaign.

Grant Amount: \$ 99,947
Match Funds: \$ 30,285

Total Amount: \$ 130,232

I&E Activities:

- Broadcasted interview with WNIC Radio covering southeastern Michigan
- Hosted information table at Creek Festival
- Disseminated 50 map posters at Dexter Festival
- Provided 200 tip cards and stickers to Washtenaw County Toxics Center
- Distributed 60 fertilizer tip cards to Michigan Groundwater Stewardship Project workshop
- Provided 800 fertilizer tip cards to MSU Extension office for distribution
- Development and promotion of Huron river website
- Mailed 150 septic, toxic, and storm drain education brochures to Hamburg Township
- Provided 50 maps to Webster Township for dissemination
- Soil Test flyers disseminated to Washtenaw and Livingston county



Partners involved:

- Huron Watershed Communities
- Washtenaw County Drain Commission
- Washtenaw County Extension Office
- Chambers of Commerce
- Local Parks & Recreation Department