



**American Water Works  
Association**

## **Utility Member Benefit**

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The Authoritative Resource on Safe Water®

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## **Public Affairs Advisory**

**TO: AWWA Leadership  
All Utilities**

**FROM: AWWA Public Affairs**

**DATE: April 16, 2009**

<b>Who:</b>	<b>PBS Frontline</b>
<b>What:</b>	<b>Release of “Poisoned Waters” documentary</b>
<b>When:</b>	<b>April 21, 2009</b>

On Tuesday, April 21 at 9:00 p.m. EST, PBS’s Frontline program will broadcast a documentary titled “Poisoned Waters,” which examines contaminants in America’s waterways. Online clips of the film are available here: [www.pbs.org/wgbh/pages/frontline/poisonedwaters/](http://www.pbs.org/wgbh/pages/frontline/poisonedwaters/)

A press release for the film reads says in part:

Through interviews with scientists, environmental activists, corporate executives and average citizens impacted by the burgeoning pollution problem, [Hedrick] Smith reveals startling new evidence that today’s growing environmental threat comes not from the giant industrial polluters of old, but from chemicals in consumers’ face creams, deodorants, prescription medicines and household cleaners that find their way into sewers, storm drains, and eventually into America’s waterways and drinking water.

The documentary will also highlight several cases in which citizen activists have lobbied for changes in environmental policy.

Utilities should be prepared for media and citizen inquiries around the issues elevated in the film. Consumer information related to pharmaceuticals in drinking water is available on AWWA’s [DrinkTap.org](http://DrinkTap.org) site.

Technical information on endocrine disruptors is available at:

[www.awwa.org/Resources/topicspecific.cfm?ItemNumber=3647&navItemNumber=32969](http://www.awwa.org/Resources/topicspecific.cfm?ItemNumber=3647&navItemNumber=32969)  
and at USEPA's site here:  
<http://www.epa.gov/scipoly/oscpendo/pubs/edspoverview/whatare.htm>

In the event that local reporters call with questions about contaminants in drinking water, AWWA's Public Affairs Office is available to assist with any questions or to provide additional information. Please contact Greg Kail, [gkail@awwa.org](mailto:gkail@awwa.org), 303-734-3410, or Deirdre Mueller, [dmueller@awwa.org](mailto:dmueller@awwa.org), 303-347-6140.

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