



**American Water Works
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The Authoritative Resource on Safe Water®

Public Affairs Advisory

**TO: AWWA Leadership
All Utilities**

FROM: AWWA Public Affairs

DATE: September 16, 2009

Who:	AWWA Public Affairs
What:	Public Service Announcement
When:	Mid-September – Mid-December (approximately)

As part of National Preparedness Month in September, AWWA is distributing a radio Public Service Announcement (PSA) that raises awareness about the importance of everyday citizens in keeping water systems safe and secure. The PSA, which was produced in both English and Spanish, is expected to air from approximately mid-September to mid-December in markets throughout the United States.

A PSA is a non-commercial announcement that benefits the intended audience and is generally used to fill unsold advertising time. Once a station selects a PSA, it will be put into a rotation with other PSAs, usually for a period of about three months.

The security PSA asks the public to be alert police if they see suspicious activity near water treatment facilities or hydrants. It was first distributed broadly in 2005.

For more information on National Preparedness Month, visit <http://www.ready.gov/america/npm09/index.html>

To hear the PSA, titled "Working Together," visit AWWA's Public Communications Toolkit at <http://www.awwa.org/Government/Content.cfm?ItemNumber=3851&navItemNumber=3852> and click on the Public Service Announcements link.

Questions may be directed to Deirdre Mueller in the AWWA Public Affairs department at dmueller@awwa.org.