



February 11, 2009

Public Information Officer Report

Conservation

* As of this date, we have processed 160 toilet rebate applications. I am still getting five to ten phone calls per day requesting information on the program; often these are from people responding to our radio spots, which have begun airing.

* I am working on getting bill stuffers printed about the toilet rebate program with extra copies that we can distribute at events such as our Drinking Water Week open house in May.

Outreach/Media Relations

* In addition to the radio ads about the toilet rebate program (with George Dreckman's voice), City Channel has created a TV version by adding video to the sound track of the radio ads. Copies of this TV version have been distributed to Madison-area stations with a request to use them as public service announcements.

* I arranged for both WISC-TV and WKOW-TV to interview General Manager Tom Heikkinen about the toilet rebate program and, after adding additional interviews with customers who've used the program, they should have aired them by now.

* Press release issued February 5, "Winter Temperatures and Aging Infrastructure Cause Water Mains to Break, Pipe Section Near Arbor Hills to be Replaced in Spring."

* We are continuing to work with City IT (Sarah Edgerton) to plan our new external website design and will be meeting soon to activate our internal website to provide a venue for staff communication and announcements.

* Along with WU water quality staff, I will be producing the Water Quality Annual Report.

* Our ad has been installed one of the zoo's new signboards.

Drinking Water Week "Only Tap Water Delivers" Theme

* We continue to receive participant confirmations from our City partners and others for our open house. These include First Supply and Kohler Company, Badger Meter, City Engineering (rain gardens), the Madison/Dane County Health Department, Sustain Dane (rain barrels), EnAct (conservation display), and Madison Schools (poster contest). Others are expected soon.

Respectfully,
Gail Gawenda
Public Information Officer