











2022 Earth Month   
**Public Affairs Activities**

Tiffany Baca, Public Affairs Manager  
Planning and Operations Committee  
04•04•2022



## Discussion Items

-  **Earth Day (Month)**  
*What is it, and Why is it Important to MWDOC?*
-  **Environmental Literacy**  
*The Foundation for Education Initiatives*
-  **Wyland National Mayor's Challenge**  
*For Water Conservation*
-  **City of Westminster**  
*Pocket Park Update*
-  **Streams of Hope**  
*Art, Education, and Action Campaign*
-  **Water Awareness Poster Contest**  
*And Awards Ceremony*



Earth Month – April 2022



## Earth Day, April 22

*An International Celebration of Environmental Awareness*



**Established in 1970.** A grassroots initiative to increase environmental awareness through education.



**Widespread Engagement Since Day One.** 20 million Americans participate in 1970. One billion people in 193 countries engaged today.



**Water is Life.** Our “business” is fundamental to survival which allows more flexibility with messaging. We have something for everyone.

- ◆ Drought and Water Supply
- ◆ Good Water Stewardship
- ◆ Pollution Prevention
- ◆ Incentives and Assistance Programs








Environmental Literacy



Environmental Literacy is Key 

*The Foundation for MWDOC Education Initiatives*

“An environmentally literate person has the capacity to act individually and with others to support ecologically sound, economically prosperous, and equitable communities for present and future generations.” \*

-  **Standards-Based (Water) Lessons.** Uses the local environment as the context for learning. Includes hands-on activities and service learning projects that inspire inquiry.
-  **Identify, Question, and Solve.** People depend on resources from the environment for everything we need to survive and to thrive. Healthy ecosystems = healthy people, healthy systems
-  **Sustainability.** Understanding the impacts of daily choices allows people to make sound, informed decisions about the challenges facing our environment for the long term.

*\*Source: A Blueprint for Environmental Literacy, a report by State Superintendent of Public Instruction Tom Torlakson's Environmental Literacy Task Force - 2015*



Wyland Foundation Partnership

WYLAND FOUNDATION

Robert Wyland 

*World-renowned marine life artist*



**Best Known for His 100 Whaling Walls.** 100 life-sized murals in **5 continents, 13 countries, and 79 cities.**

- ◆ The first in Laguna Beach in 1981
- ◆ The final debuted at the 2008 Beijing Summer Olympics
- ◆ A mural painted on the hull of the Norwegian cruise liner "Bliss" in 2018 is sometimes referred to as his 101st



**Founder of the Wyland Foundation.** Est. in 1993, the non-profit organization is dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life.



**MWDOC Partner.** Began on an inspection trip in 2015 and has grown significantly since to include water awareness campaigns, and education programs and initiatives.

- ◆ MOU in place



<https://tinyurl.com/WylandWW>



# Wyland National Mayors Challenge

## For Water Conservation

- 11 Years Running.** Each year in April, the Wyland Foundation (WYFO) presents a national campaign to inspire residents across the county to use water and energy wisely.
- OC Breakaway Challenge.** Offers an additional incentive to the highest participating Orange County city within the MWDOC service area.
  - Media/Tool Kit for MWDOC Member Agencies
  - Visit from the Clean Water Mobile Learning Center
- Multiple Benefits.** Residents are motivated to make long-term, positive, water-smart behavioral changes that extend limited water supplies.
  - Water Education for All Ages
  - Drive to local resources like rebates, water-saving programs, school, etc.



# 2022 Wyland National Mayor's Challenge Media/Tool Kit

**2022 MEDIA KIT**

**WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION AND OC BREAKAWAY COMPETITION**

Southern California Media Partner: HCAI/WCRS

**WHAT'S INCLUDED**

- 01 Benefits of participating in the National Challenge and OC Breakaway Competition.
- 02 Tips for running a successful promotional campaign.
- 03 Sample press releases encouraging residents to take the pledge.
- 04 Sample newsletter article to engage your community members.
- 05 Social media posts and images to promote the Challenge across all social platforms.
- 06 Sample related content to reuse your content.
- 07 Promotional flyer for print or digital use.

**BACKGROUND**

Each year in April, the Wyland Foundation (WYFO) presents an annual national campaign inspiring residents across the country to use water wisely. Now in its eleventh year, the Wyland National Mayor's Challenge for Water Conservation is a national, friendly competition between cities throughout the U.S., each vying for the title of most water-efficient town in the nation. Participating cities can use the campaign to educate their citizens about good water stewardship, including water use, and conserving water wisely. Additionally, through this participation, community members can earn a chance to win prizes or grant funds!

For the past few years, as an added incentive for Orange County, MWDOC and WYFO have offered a breakaway challenge awarding the city with the highest participation in the National Challenge. To learn more about the National Challenge, please visit [www.wylandfoundation.org](http://www.wylandfoundation.org). For more information about the National Clean Water Mobile Learning Center and other water conservation resources, please visit [www.mwdoc.com](http://www.mwdoc.com). Hashtags promoting the title of the most water-wise town in Orange County has also become a trend that

**BENEFITS OF PARTICIPATION**

- 01 Residents of all ages are inspired to do their part to protect and preserve our precious natural resources.
- 02 Residents are motivated to make positive, water-smart behavioral changes that extend limited water supplies.
- 03 The National Challenge and Breakaway Competition are FREE and open to participation from everyone!
- 04 Residents are encouraged to work together with friends, family, and neighbors to reach the greatest total of water-wise cities. It's community effort!
- 05 The Orange County city within MWDOC's service area with the highest participation in the National Challenge (as ranked by the National Clean Water Mobile Learning Center) for four consecutive years.

**ENGAGE**

Join other city water providers in Orange and inspire your community and employees through the Wyland National Mayor's Challenge for Water Conservation. Our cities will be ranked by the National Clean Water Mobile Learning Center based on the number of water-wise cities participating. [www.mwdoc.com](http://www.mwdoc.com) | <https://www.facebook.com/mwdoc> | <https://www.instagram.com/mwdoc> | <https://www.tiktok.com/@mwdoc>

**TIPS FOR SUCCESS**

**MAKE IT YOURS** Include information and resources specific to your service area. Offer additional incentives for residents to participate, or grant a family water utility participating fee.

**ADD TO YOUR CAMPAIGNS** Our award-winning Earth Month and Earth Day activities are a great way to promote the water pledge to your local business.

**USE YOUR TOOLKIT** Get the most out of every bit of your communication resources for a big impact. Make it simple and easy for your residents to see and be part of.

**BRING IN PARTNERS** Involve community groups, schools, and businesses in your service area to increase participation and help spread the word.

**INSPIRE**

**PRESS RELEASE**

**NATIONAL CHALLENGE ATTRACTS WATER-WISE ORANGE COUNTY CITIES**

A celebration of Earth Month, from the City of Phoenix, Mayor Heisey, and Mayor Jovino to the County's participating cities, the 11th annual Wyland National Mayor's Challenge for Water Conservation (National Clean Water Mobile Learning Center) was held from April 1-30, a national community service campaign that inspired citizens to make water-smart behavioral changes to protect water resources. The National Challenge is FREE and open to the residents of all ages participating in 184 city and county jurisdictions in 36 states and the District of Columbia.

Orange County joins the National Challenge campaign across the participating program, 1,500+ 28,000 residents, 300,000-100,000 residents, and 400,000-1,000,000 residents. The cities with the highest percentage of residents who took the pledge, their population ranges are eligible to win hundreds of dollars in prizes and more. The National Challenge award for Orange County (MWDOC) and the Wyland Foundation will award the title of the most water-wise city in Orange County. The award will be presented by the National Clean Water Mobile Learning Center and the Wyland Foundation. The award ceremony will be held on May 10th at the National Clean Water Mobile Learning Center and the Wyland Foundation. The award ceremony will be held on May 10th at the National Clean Water Mobile Learning Center and the Wyland Foundation. The award ceremony will be held on May 10th at the National Clean Water Mobile Learning Center and the Wyland Foundation.

**SOCIAL POST 01**

**SOCIAL POST 02**

**ENCOURAGE**

Hashtag #WaterWise and #WaterWise2022 to promote the National Mayor's Challenge for Water Conservation. The National Clean Water Mobile Learning Center and the Wyland Foundation are proud to sponsor the National Mayor's Challenge for Water Conservation. The National Clean Water Mobile Learning Center and the Wyland Foundation are proud to sponsor the National Mayor's Challenge for Water Conservation. The National Clean Water Mobile Learning Center and the Wyland Foundation are proud to sponsor the National Mayor's Challenge for Water Conservation.

Cover With Link to Dropbox Elements

List of Kit Inclusions Campaign Background

Benefits of Participation Tips for Success

Sample Social Media Sample Press Release

# 2022 Wyland National Mayor's Challenge Media/Tool Kit Cont.



**NEWS ARTICLE**

Business Daily News by MWD OC features the 2022 Wyland National Mayor's Challenge for Water Conservation.

**SOCIAL POST 03**

TAKE THE PLEDGE APRIL 2022

**SOCIAL POST 04**

APRIL 1-30 WATER CONSERVATION CHALLENGE

**EDUCATE**

To help Orange County cities and their residents conserve the beautiful Orange Waters of Orange County MWD OC and the Wyland Foundation have created the 2022 Wyland National Mayor's Challenge for Water Conservation. This business competition awards the top 10 MWD OC cities with the highest percentage of pledges completed in the National Challenge as well as the Wyland Clean Water Media Award.

If you take one minute to pledge to reducing water, you can help reduce and help water supply Orange County's water supply. City pledge forms at [www.mwdoc.com](http://www.mwdoc.com) or [www.wylandfoundation.org](http://www.wylandfoundation.org)

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY 03

**HOW IT WORKS**

- Throughout the month of April, residents take a pledge to reduce water consumption.
- Each city's current standings are made public, daily, and residents can see the progress!
- Take more steps for your city by taking on a water saving project at home, work, or in your community.
- There are five 20 population categories so cities compete on an equal playing field. The city with the most pledges earns the coveted title of "Water Wiser City" in their population category!
- The city with MWD OC's service area with the most pledges in the National Challenge wins a seat from the Wyland Clean Water Media Award Center!

**LEAD**

**SINGLE-SIDED BILL INSERT**

**WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION**

Celebrate Earth Month with a pledge to conserve water and energy.

**MOTIVATE**

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY 06

**April 1-30 EARTH MONTH**

**WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION**

CALLING ALL ORANGE COUNTY BUSINESS AND RESIDENTS!

Does your city have what it takes to win?

Take the pledge and let it lead you a path to share with friends! The more friends who sign up, the more chance you have to win!

Take on a water saving project and earn extra points!

Pledge makers from the winning cities are eligible to win 100% of your city's monthly \$2 monthly home utility bill!

Plus, pledge makers who complete their pledge checks with the water utility in the winning cities will be eligible to win a water audit!

Learn More: [www.mwdoc.com/mayorchallenge](http://www.mwdoc.com/mayorchallenge)

With a Visit! One Orange County City could win a seat from the Wyland Clean Water Media Award Center!

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY 08

Sample Social Media  
Sample News Article

How It Works  
Bill Insert

Promotional Flyer

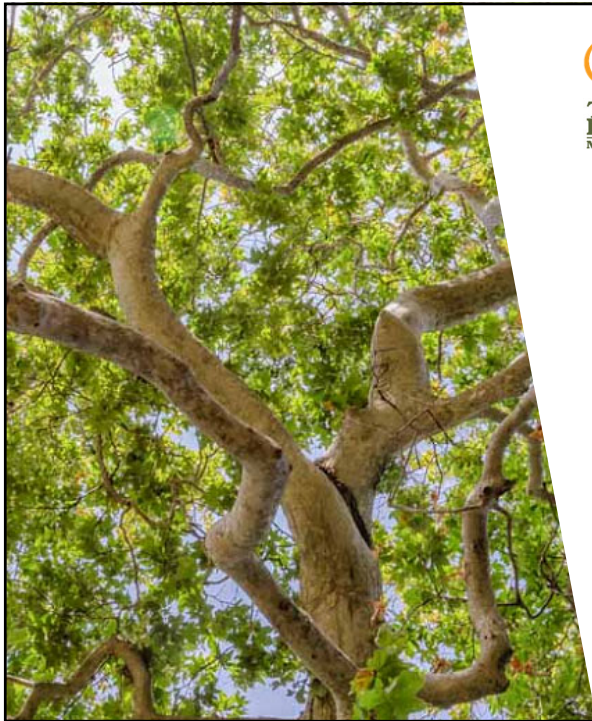
**Pocket Park Award  
City of Westminster  
2018 OC Breakaway Challenge**

Tree species listed on the left:

- ERUUS INTEGRI-FOLIA
- LYMBODORON CITRATUS
- INFORMATION WALLE
- SPHAERALCEA LIMBOSA
- PLATANUS RACEMOSA
- QUERCUS CALIFORNICA
- QUERCUS VILLOSA
- ABUTILON LUTEUM FLORIB.
- ABUTILON CALIFORNICA
- MIMULUS BICOLOR
- TRIFOLIUM FREMONTII
- ARTEMISIA LUDOVICIANA
- GAYLARDIA QUINQUEF.
- PEROVSKIA PROSTRATA
- NARCISSUS TAZETTA
- CELANOTHUS LUNATA
- SOULABO CALIFORNICA
- CANTILEVER LINDLELLA
- PEROVSKIA GRANITE
- MULICH
- SALVIA GLEEFELANDII
- MIMULUS BICOLOR
- ABUTILON CALIFORNICA
- ERUUS INTEGRI-FOLIA
- SPHAERALCEA LIMBOSA

Tree species listed on the right:

- MIMULUS BICOLOR
- QUERCUS AGROPHYLLA
- STACHYS SPICATA
- PEROVSKIA GRANITE
- SALVIA GLEEFELANDII
- ERUUS
- ABUTILON CALIFORNICA
- GAYLARDIA QUINQUEF.
- PEROVSKIA



## City of Westminster Pocket Park

Ceremonial Groundbreaking Event on April 1, 2022

- 1 **Top OC City in 2018.** Community members made **9,500 pledges** to reduce their water use by **38.2 million gallons**, taking the top spot in the National Challenge and OC breakaway contest.
- 2 **Carve Out at Coronet Park.** A **2,000 square-foot water-smart demonstration garden** within a 5-acre park in the heart of Westminster. The major cross streets are Magnolia and Edinger.
- 3 **A Model for Water-Efficient Landscaping.** Implements various landscaping techniques and strategies that support efficient outdoor water use.
  - ◆ Unused Turf Removal
  - ◆ Low-Water-Use Trees, Plants, and Grasses
  - ◆ Water-Efficient Irrigation
  - ◆ Permeable Landscape Materials
  - ◆ Educational Signage/Website



Streams of Hope Campaign



## OC Streams of Hope Campaign

Public Art and Community Cleanup – Awareness & Action

- 1 **Art and Education.** Community and high school artists create a story within a Wyland whale outline that promotes and inspires good water stewardship and pollution prevention.
- 2 **Water Rules.** 11 Orange County water providers and Orange County Department of Education (**25 statuettes**).
  - Buena Park
  - Fountain Valley
  - Garden Grove
  - Huntington Beach
  - La Palma
  - Santa Ana
  - Westminster
  - El Toro Water District
  - Laguna Beach County Water District
  - Mesa Water
  - South Coast Water District
  - OCDE
- 3 **Beach and Waterways Cleanup Events.** Organized cleanup events - scheduling in progress. Community members are encouraged to gather friends and family for local cleanup efforts.



## Campaign Highlights

Community Art, Education, and Action

- 1 **Multi-Class Project and School Mural.** Completed at Vista View Middle School, Fountain Valley. Class materials include a MWDOC Grab-and-Go lesson and Stella printout.
- 2 **Prime Locations.** artwork placed in high-profile locations will increase visibility, extend message reach, and attract more interest.
  - John Wayne Airport
  - Huntington Beach Pier
  - Pacific City
  - HB Main Street
  - Atlantis Park
  - Fountain Valley Rec Center
- 3 **Inclusive Opportunity.** Real, creative, hands-on learning opportunities for groups who are typically overlooked.
  - VSA Orange County Hope School
  - Two (2) alternative high schools



# 2022 Streams of Hope Media/Tool Kit



**STREAMS OF HOPE PUBLIC ART AND COMMUNITY CLEANUP CAMPAIGN**

**Southern California Media Partner: KALBY/CBS2**

Access elements of the 2022 Streams of Hope Campaign Media Kit 02C

### WHAT'S INCLUDED

- 01** Benefits of participating in the Orange County Streams of Hope Campaign
- 02** Tips for launching a successful campaign
- 03** Template press releases announcing the campaign, timeline and goals to encourage public support
- 04** Sample social media articles to encourage community outreach
- 05** Social media posts and images to promote the campaign digitally
- 06** Sample sign-in sheets and petitions for all audiences
- 07** Promotional items for print or digital use

### BACKGROUND

The Orange County Watershed Protection, Remediation and Conservation Commission (WPC) is a joint effort between the Orange County Board of Supervisors, Orange County Department of Environmental Services (DES), and the Orange County Board of Public Works. The WPC is responsible for protecting and restoring the quality of our water resources and ensuring that water is available for all uses. The WPC is also responsible for ensuring that our water resources are protected from pollution and other threats. The WPC is committed to working with the community to protect and improve our water resources.

### BENEFITS OF PARTICIPATION

- 01** Residents and business work together towards a shared goal: the benefits of the Orange County Streams of Hope Campaign
- 02** Community members are inspired to take part in future environmental and water-related activities
- 03** Creates an opportunity to promote and celebrate local artists and students, as well as those who serve them
- 04** Promotes awareness about water issues and pollution prevention and improves community action
- 05** Celebrates the ongoing partnership between high school students and the community towards local resources conservation

### TIPS FOR SUCCESS

- 01** Develop a goal for all ages to participate. Personalize goals and share reactions specific to your community.
- 02** Make it personal. Invite your community to help you create your own design and the inspiration for their work.
- 03** Mobilize your community. Provide information to help individuals and groups that will encourage participation.
- 04** Tap your partners. Engage community groups, schools, businesses, and local media to your campaign to create a meaningful, long-term participation.

### PRESS RELEASE

**STREAMS OF HOPE PUBLIC ART AND COMMUNITY CLEANUP CAMPAIGN BEGINS**

The Orange County Watershed Protection, Remediation and Conservation Commission (WPC) is pleased to announce the start of the 2022 Streams of Hope Campaign. The campaign is a joint effort between the Orange County Board of Supervisors, Orange County Department of Environmental Services (DES), and the Orange County Board of Public Works. The WPC is committed to working with the community to protect and improve our water resources. The campaign is a great opportunity for residents and businesses to get involved in a meaningful way. The campaign will run from April 1st to April 30th. For more information, visit [www.mwdoc.org/streams](http://www.mwdoc.org/streams).

### SOCIAL POST 01

OC Streams of Hope

### SOCIAL POST 02

OC Streams of Hope

### ENCOURAGE

Streams of Hope is a partnership between the Orange County Board of Supervisors, Orange County Department of Environmental Services, and the Orange County Board of Public Works. The campaign is a great opportunity for residents and businesses to get involved in a meaningful way. The campaign will run from April 1st to April 30th. For more information, visit [www.mwdoc.org/streams](http://www.mwdoc.org/streams).

Cover With Link to Dropbox Elements

List of Kit Inclusions Campaign Background

Benefits of Participation Tips for Success

Sample Social Media Sample Press Release

# 2022 Streams of Hope Media/Tool Kit



### NEWS ARTICLE

**CELEBRATE EARTH MONTH BY PARTICIPATING IN THE 2022 STREAMS OF HOPE CAMPAIGN APRIL 1-30**

The April cleanup events are scheduled to coincide with the start of the 2022 Streams of Hope Campaign. The campaign is a joint effort between the Orange County Board of Supervisors, Orange County Department of Environmental Services (DES), and the Orange County Board of Public Works. The WPC is committed to working with the community to protect and improve our water resources. The campaign is a great opportunity for residents and businesses to get involved in a meaningful way. The campaign will run from April 1st to April 30th. For more information, visit [www.mwdoc.org/streams](http://www.mwdoc.org/streams).

### SOCIAL POST 03

OC Streams of Hope

### SOCIAL POST 04

OC Streams of Hope

### HOW IT WORKS

- 01** Develop a goal for all ages to participate. Personalize goals and share reactions specific to your community.
- 02** Make it personal. Invite your community to help you create your own design and the inspiration for their work.
- 03** Mobilize your community. Provide information to help individuals and groups that will encourage participation.
- 04** Tap your partners. Engage community groups, schools, businesses, and local media to your campaign to create a meaningful, long-term participation.

### LEAD

**01** Develop a goal for all ages to participate. Personalize goals and share reactions specific to your community.

### SIMPLE TIPS

- 01** **REDUCE YOUR USE:** Use less water, take shorter showers, fix leaks, and use energy-efficient light bulbs.
- 02** **RECYCLE PROPERLY:** Recycle paper, cardboard, plastic, and metal. Do not recycle food waste, liquids, or hazardous materials.
- 03** **PICK IT UP:** Do not litter. Use proper disposal methods for hazardous materials.
- 04** **ELIMINATE CHEMICALS:** Avoid using pesticides, herbicides, and other chemicals. Use natural alternatives.

### COMMUNICATE

Use social media, email, and other communication tools to spread the word about the campaign and encourage participation.

### Calling all Orange County Artists

**Streams of Hope Public Art and Community Cleanup Campaign**

Artists are invited to create a piece of public art for the campaign. The art should be made from recycled materials and be a reflection of the campaign's theme. The art will be displayed in a public space in Orange County. For more information, visit [www.mwdoc.org/streams](http://www.mwdoc.org/streams).

### How to Apply

- 01** Download and complete the application form.
- 02** Submit your application and artwork by the deadline.
- 03** Attend the public art installation event.

### Calling all Orange County Student Artists

**Streams of Hope Public Art and Community Cleanup Campaign**

High school students are invited to create a piece of public art for the campaign. The art should be made from recycled materials and be a reflection of the campaign's theme. The art will be displayed in a public space in Orange County. For more information, visit [www.mwdoc.org/streams](http://www.mwdoc.org/streams).

### How to Apply

- 01** Download and complete the application form.
- 02** Submit your application and artwork by the deadline.
- 03** Attend the public art installation event.

Sample Social Media Sample News Article

How It Works Simple Tips for Pollution Prevention

Call For Community Artists Flyers

Call for High School Student Artists Flyer







## Water Awareness Poster Contest

*And Awards Ceremony – June 4, 12:30 p.m. - 4 p.m.*


- 1 **Over 30 Years Running.** Open to Orange County kids in K-12, using art to get students thinking about the importance of protecting and preserving our most precious natural resource.
- 2 **Nearly 2/3 of MWDOC Member Agencies Participate.**
  - Media/Tool Kit for MWDOC Member Agencies
  - Nearly **750 posters** submitted in 2022
- 3 **New Location, New Focus!** Water-centric education is at the heart of the new and improved awards ceremony.
  - Outdoor picnic and scavenger hunt
  - Art show and story walk
  - Ricky appearance and brief ceremony
  - 15-minute educational sessions by grade band
    - Indigenous peoples
    - Plants and trees
    - Vermicomposting (worms)
    - Nature journaling




## 2022 Water Awareness Poster Contest Media/Tool Kit



2022 MEDIA KIT





### WATER AWARENESS POSTER CONTEST

#OCISWATERSMART

Access elements of the 2022 MWDOC Water Awareness Poster Contest Media Kit here.

#### WHAT'S INCLUDED?

- 01 Benefits of participating in the 2022 Water Awareness Poster Contest.
- 02 Tips for creating a successful promotional campaign.
- 03 Template outreach letter for schools or community groups in your service area.
- 04 Sample newsletter article to reach your customers.
- 05 Social media posts and images to promote the Poster Contest digitally.
- 06 Presentation slide for use at a Board or City Council meeting.
- 07 Official Poster Contest promotional flyer for print or digital use.

#### BENEFITS OF PARTICIPATION

- 01 Encourage students to creatively express their relationship with water.
- 02 Guide students to explore ways to use water more wisely.
- 03 Engage students to discuss the importance of water with their peers, families, and community.
- 04 Promote water use efficiency and water conservation with stunning student-made posters.
- 05 Create an opportunity to honor your service area's talented young artists.

#### OUTREACH LETTER

[Text of outreach letter]


#### ABOUT THE CONTEST

[Text about the contest]


#### TIPS FOR SUCCESS

[List of tips for success]

#### SOCIAL POST 01



#### SOCIAL POST 02



#### EDUCATE

[Text about education]

#### ENGAGE

[Text about engagement]

#### INSPIRE

[Text about inspiration]

#### ENCOURAGE

[Text about encouragement]

Cover With Link to Dropbox Elements

List of Kit Inclusions Campaign Background

Benefits of Participation Tips for Success

Community Support Letter Sample Social Posts

# 2022 Water Awareness Poster Contest Media/Tool Kit Cont.



**NEWS ARTICLE**

2022 MWD OC Water Awareness Poster Contest Deadline for Submissions, March 27

ORANGE COUNTY, CA – The Municipal Water District of Orange County (MWD OC) is now accepting submissions for the 2022 Water Awareness Poster Contest.

The annual contest, sponsored in part by the (Water) Agency Award, challenges Orange County students to create a poster that educates the public about water conservation. The 2022 contest theme is “#OCISWATERSMART”.

For over 50 years, the Water Awareness Poster Contest has encouraged Orange County students to enhance their understanding of water and discover how we can all do our part to protect our most precious natural resource.

Each year, MWD OC receives hundreds of entries from students and classrooms across the county. From these entries, 80 winners are selected and recognized for their accomplishments, with first, second and winners chosen from each grade level (K-2, 3-5, 6-8, 9-12) as well as an individual.

Of the 80 winning posters, MWD OC will also submit five to the International Water District of Southern California’s International regional poster contest. Winners of the Southern California competition advance to compete for the nationally award “Water is Life” calendar and are recognized as national winners.

The deadline to submit entries for the 2022 Water Awareness Poster Contest is March 27. A complete list of contest rules can be found at [www.mwdoc.com/contests](https://www.mwdoc.com/contests).

**SOCIAL POST 03**

**WATER AWARENESS POSTER CONTEST**

Entries are being accepted for the annual Water Awareness Poster Contest. Now through March 27, Orange County K-12 students can submit original artwork to the MWD OC Water District of Orange County for a chance to win \$50. Artwork must reflect the theme #OCISWATERSMART.

Contest rules are available at [www.mwdoc.com/contests](https://www.mwdoc.com/contests).

**SOCIAL POST 04**

**WATER AWARENESS POSTER CONTEST**

It's not too late to submit an entry for the International Water District of Orange County Water Awareness Poster Contest! Orange County students in grades K-12 are invited to submit original artwork for a chance to win \$50. Artwork must reflect the theme #OCISWATERSMART. Deadline to submit is March 27. Learn more: [www.mwdoc.com/contests](https://www.mwdoc.com/contests)

**MUNICIPAL WATER DISTRICT OF ORANGE COUNTY PRESENTS**

**WATER AWARENESS POSTER CONTEST**

ALL Orange County students are invited to create posters that reflect the theme: **#OCISWATERSMART**

**CONTEST RULES**  
**DEADLINE: MARCH 1, 2022**

- Now open to all Orange County children, however, only students in grades K-12 are eligible to compete.
- Contest rules are available at [www.mwdoc.com/contests](https://www.mwdoc.com/contests).
- Submissions must reflect the student's own ability.
- Posters must be drawn horizontally on 8.5 x 11 in. (11 x 17 in. paper).
- Posters submitted with copyrighted characters or images will not be considered for the contest.
- Prizes will be awarded to the student whose poster best reflects the water awareness theme. <https://www.mwdoc.com/contests>

**WIN AN IPAD MINI**

One student will win an iPad Mini (64GB) and one will win an iPad Mini (256GB) (each iPad is worth \$329).

**SUBMIT YOUR ARTWORK**

PLEASE CLEARLY WRITE THE FOLLOWING INFORMATION ON THE BACK OF YOUR POSTER:

- Student's Name
- Teacher's Name
- School Name
- School District
- Parent's Name
- Parent's Phone

**TEACHERS**

Make it a class project and be entered to win a \$500 water budget for your students.

**QUESTIONS?**

[info@mwdoc.com](mailto:info@mwdoc.com) or 714.466.6783

**Katie Vincent**  
Public Affairs Assistant, MWD OC

Sample Social Media  
Sample News Article

Promotional Flyer

Updated Promotional Video:  
<https://youtu.be/FRO9ZFy5sH0>



## 6 Quick Benefits

- 1

**Promote Shared Vision.**

  - Conservation
  - Good Water Stewardship
  - Pollution Prevention
  - Investment in Future Generations
- 2

**Engage Communities.**

  - Unified Front
  - Build Credibility and Trust
  - Equitable Access
  - Water Education Opportunities
- 3

**Drive to Resources.**

  - Rebates
  - Water-Saving Programs
  - K-12 Resources
  - Online Platforms – Social and Webpages
- 4

**Action-Based.**

  - Ties to Environmental Literacy Activities and Vision Statement
  - Community Cleanups
  - Track Progress
- 5

**Boost Reach and Exposure.**

  - Multiple Angles
  - Multiple Target Groups
  - High-Profile Partners
  - Personalized Storytelling
- 6

**Media Opportunities.**

  - Social Platforms
  - News Releases
  - Press Conferences
  - Local and Regional Exposure



Thank you.   
Questions?

Tiffany Baca, Public Affairs Manager  
Planning and Operations Committee  
04•04•2022

