

Soil + Water Stewardship Week Public Service Announcement (PSA)

Use this PSA for television or radio announcements on week prior to Stewardship Week (April 30 – May 7). **Contact outlets early!** They have a limited number of available spots in their daily and weekly broadcasts.

45 - 60 SECOND ANNOUNCEMENT:

Have you ever watched it rain? The raindrops fall on the ground and flow through the soil. Water soaks through the soil until it reaches groundwater, which is water that moves through spaces in soil and rock underground. As it rains and the water runs off, it collects in rivers, lakes, and oceans and then returns to the atmosphere to fall as rain somewhere else. All land across the entire earth is made up of watersheds. We all live in a watershed and share its water with other people, with animals, and with plants because... it is all one water.

This year, join the [Conservation District Name], in partnership with the National Association of Conservation Districts and the network of 3,000 districts across the country, in celebrating the 68th Annual National Stewardship Week: One Water from April 30 – May 7. The [Conservation District Name] will help you learn more about our local watershed, the ways we depend on it, and how to we can help keep the water in our watersheds clean.

We look forward to celebrating with you!

Brought to you by the [Conservation District Name].