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Public Service Announcements for the Arroyo Colorado Watershed Final Report

By
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Texas Water Resources Institute

Prepared for
Texas General Land Office

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List of Acronyms

ACWC – Arroyo Colorado Watershed Coordinator

ACWPP – Arroyo Colorado Watershed Protection Plan

GLO – General Land Office

PSAs – Public Service Announcements

TCEQ – Texas Commission on Environmental Quality

TSSWCB – Texas State Soil and Water Conservation Board

TWRI – Texas Water Resources Institute

Project Need Statement

The Arroyo Colorado and the Lower Laguna Madre are important environmental and economic resources in the Lower Rio Grande Valley of South Texas. However, both water bodies are listed as impaired and identified on the 2008 Texas Water Quality Inventory and Section 303(d) List for low dissolved oxygen concentrations and elevated bacteria. Increasing public knowledge and encouraging local action through education are key elements listed in the Arroyo Colorado Watershed Protection Plan (ACWPP) and will ensure progress in achieving an ecologically sound Arroyo Colorado and Lower Laguna Madre.

Project Description

This project supports the development and distribution of two television public service announcements (PSAs), which educate watershed residents about local water quality issues, disappearing wetlands, coastal issues, endangered habitats, and proper use of natural land and water resources. These educational pieces were broadcasted via television in both English and Spanish to raise awareness about nonpoint source pollution prevention and increase community involvement in the activities of the ACWPP. Based on independent research conducted during the development of the ACWPP, most individuals indicated a willingness to do their part to clean up the Arroyo Colorado if they were told ways they could help. By providing a personal and motivational message with clear, actionable suggestions for behavior changes, the residents will work to improve water quality, hereby achieving the goals set by the ACWPP.

Script Development

The Texas A&M AgriLife Communications (AgriLife Communications) and the Texas Water Resources Institute (TWRI) developed a script and general outline for the two PSAs. One PSA provided information on how soil testing can benefit a producer by reducing costs and potentially increasing yields. The PSA had an emphasis on



how it will also benefit water quality in the Arroyo Colorado. It was created in English and Spanish and can be found at the following website: <http://arroyocolorado.org/projects/public-service-announcements>. A second PSA was adapted from the U.S. Environmental Protection Agency (US EPA) Nonpoint Source Outreach Toolbox. It had an emphasis on urban stormwater runoff and educated viewers on how picking up after themselves and not littering can help improve the environment. This PSA was also produced in English and Spanish and can be found at the above website. Scripts for the English version of both PSAs can be found in Appendix B and a list of activities for this task can be found in Appendix A.

Identify English and Spanish Television Stations

AgriLife Communications and TWRI worked with AgriLife Purchasing Department to generate bid specifications for a production and media buy company. The production company identified, Noel Productions, was charged with producing the PSAs, identifying the local English and Spanish television stations for airtime and purchasing the required airtime. A specific list of activities for this project task can be found in Appendix C.

PSA Production and Distribution

AgriLife Communications and Noel Productions worked with a local ag producer to narrate the soil testing PSA and modified the EPA PSA to localize it to the Arroyo Colorado. The PSAs were produced in both English and Spanish. Specific project activities for this task can be found in Appendix D. Scripts for the English version of both PSAs can be found in Appendix B. Also, runtime schedules for the PSAs are attached in Appendix E.

Conclusion

The PSAs were considered a huge success as many Valley residents contacted the Arroyo Colorado Watershed Coordinator (ACWC) to inform him that they had seen the PSAs on television. Numerous Storm Water Task Force members, city officials, and coworkers at the District 12 Texas AgriLife Extension Center also notified the ACWC that they had seen the PSAs. The ACWC personally saw the PSAs being aired during some of the best time slots; after the 6:00 a.m. and 6:00 p.m. weather segment on the local news channels and during prime time slots for the most popular sitcoms.



Appendix A

Task 1

- Both the Urban and Agricultural PSA draft scripts were submitted to GLO on December 21, 2009.
- Urban PSA script was presented to the Outreach and Education Workgroup and Steering Committee for the Arroyo Colorado Partnership for suggestions in January 2010.
- Agriculture PSA script was presented to the Agriculture Issues Workgroup and Steering Committee for the Arroyo Colorado Partnership for suggestions in January 2010.
- Comments were also received from TCEQ and TSSWCB.
- All comments have been taken into consideration and changes have been made to the scripts.
- Quarter 1 progress report was turned in on January 14, 2010.
- Quarter 2 progress report was turned in on April 9, 2010.
- Bids were received, processed, and the production company has been chosen.
- Quarter 4 progress report was turned in on October 9, 2010.
- PSAs have been completed and approved and are now getting scheduled for air time.
- Quarter 5 progress report was turned in on January 14, 2011.
- PSAs have been completed and approved and are now airing on local television stations.



Appendix B

Arroyo Colorado Television Public Service Announcements (30-second)

Urban PSA

| VIDEO* | SCRIPT |
|--|--|
| View of Arroyo Colorado | It wouldn't matter what went down the storm drains leading to the Arroyo Colorado if storm water pollution was simply rubber duckies. |
| Beginning of Rubber Duckies Video | But stormwater pollution is not rubber duckies. It's trash, oil, cigarette butts and pet waste going untreated to our Arroyo Colorado. So take a minute to do your part for the Arroyo. Clean up, rake up, sweep up and pick up. Clean streets mean cleaner water. |
| Zoom in shot of the storm drain markers that have been installed | Visit www.arroyocolorado.org to find out how you can help keep the Arroyo clean. |
| Screen shot of web site with web address | Arroyo Colorado: Know it. Respect it. Enjoy it |
| Screen shot of Arroyo Colorado logo and motto | |



Arroyo Colorado Television Public Service Announcements (30-second)

Soil Testing PSA

| VIDEO*** | SCRIPT |
|--|--|
| Shot of speaker in front of Arroyo Colorado | Hello, I am (farmer's name*), a farmer near the Arroyo Colorado. |
| Views of Arroyo Colorado | The Arroyo is a little waterway with a big job. It helps control flooding and provides drainage on our farms. And, let's not forget the excellent fishing. |
| View of drainage to Arroyo | Sadly, it's polluted with too many nutrients, pesticides, bacteria, and sediment. |
| Shot of pollution | As a farmer, you can help clean up the Arroyo. Having your soil tested for nutrients not only saves you money and potentially increases your yield but also keeps excess nutrients from flowing into the Arroyo. |
| Shot of soil testing | Visit www.arroyocolorado.org ** to find out how you can get your soil tested and join me in protecting the Arroyo. |
| Screen shot of Arroyo Colorado web site with web address on top. | Arroyo Colorado: Know it. Respect it. Enjoy it |
| Screen shot of Arroyo Colorado logo and motto*** | |



Appendix C

Task 2

- Television stations have been identified and quotes for cost of broadcasting have been received.
- Specifications for bids to production companies have been generated.
- Production companies will be producing the PSAs and buying the air time required.
- Production Company identified channels to be used for airing of the PSAs in their bids.
- PSAs have been airing on local television stations that had previously been identified.



Appendix D

Task 3

- We have permission to use the Rubber Duckies Video, which is the basis for the Urban PSA.
- TWRI will be working through a production company to produce and buy the airtime for the PSAs
- Production Company has been chosen.
- The production company and AgriLife Extension began contacting local television stations for schedule of run times and costs.



Appendix E

Explanation for PSA schedules:

Each airing schedule pertains to a television station in the Rio Grande Valley. Each PSA was run in three different time slots: 1. prime time (7-10 PM), 2. 6-12 AM and 3. 5-5 AM Each time slot line contains the days the PSA could be aired, the time slot in which the PSA aired, the program (ROS), the rate for running the PSA (per the agreement, each station agreed to run a certain number of free PSAs), the range of dates and specific dates that they were run. In these lines you can also find the total number of spots that the PSA was run and the total cost associated with those runs.



Noel Productions



Agency: **AdEX** Budget: 0 Flights: 11/03/10-12/12/10
 Advertiser: **Dept. of Agriculture** Product: Demos: P1220R
 Length: :30 Estimate#:
 Market: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN Station: KRGV Network: ABC Channel: 5
 Buyer: Phone: Fax: Email:
 Sales rep: ANA VELA Phone: Fax: Email: ANA@KRGV.COM
 Assistant: Phone: Fax: Email:
 Dayparts: P: GRP:, CPP:0
 X: GRP:, CPP:0
 Books: Nov 2009
 Proposal Note:

| # | Station | DP | Day(s) | Time | Program | Len | Rate \$ | Rate Dates | | Sec | P1220R | | Flight 1 | | | | | Total Spots | P1220R GRP | Total Cost | | | | |
|---------------------------------------|---------|----|--------|----------------|---------|-----|---------|------------|--------|-----|-------------------------|---------|----------|---------|--------|---------|--------|-------------|------------|------------|-------|-------|------|---------|
| | | | | | | | | From | To | | RTG | CPP | 3-Nov | 8-Nov | 15-Nov | 22-Nov | 29-Nov | | | | 6-Dec | | | |
| Television | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | KRGV | P | M-F | 7:00PM-10:00PM | ROS | 30 | 550 | 3-Nov | 10-Dec | Nc | 3 | 183.3 | 2 | | 2 | | | 2 | | 6 | 18 | 3300 | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | KRGV | X | M-Su | 6:00AM-12:00AM | ROS | 30 | 90 | 3-Nov | 12-Dec | Nc | 2 | 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 48 | 2160 | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | KRGV | X | M-Su | 5:00AM-5:00AM | ROS | 30 | 0 | 3-Nov | 12-Dec | Nc | 1.5 | | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 36 | | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
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| Agency Commission @ 15%: \$819 | | | | | | | | | | | Net Cost: \$4641 | | | | | | | | | | | | | |
| | | | | | | | | | | | Cost | \$1,460 | \$360 | \$1,460 | \$360 | \$1,460 | \$360 | | | | | | | \$5,460 |
| | | | | | | | | | | | Spots | 10 | 8 | 10 | 8 | 10 | 8 | 54 | | | | | | |
| | | | | | | | | | | | GRP/GI | 20 | 14 | 20 | 14 | 20 | 14 | | | | | 102 | 102 | |
| | | | | | | | | | | | CPP/CPM (\$) | 73 | 25.7 | 73 | 25.7 | 73 | 25.7 | | | | | 53.5 | 53.5 | |
| | | | | | | | | | | | Reach | 15.73 | 22.18 | 29.39 | 32.24 | 36.27 | 37.73 | | | | | 37.73 | | |
| | | | | | | | | | | | Frequency | 1.27 | 1.53 | 1.84 | 2.11 | 2.43 | 2.7 | | | | | 2.7 | | |



Agency: **AdEX** Budget: 0 Flights: 11/03/10-12/12/10
 Advertiser: **Dept. of Agriculture** Product: Demos: P1220R
 Length: :30 Estimate#:
 Market: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN Station: KNVO Network: UNI Channel: 48
 Buyer: Phone: Fax: Email:
 Sales rep: JAVIER GARZA
 Assistant: Phone: Fax: Email:
 Dayparts: P: GRP:, CPP:0
 X: GRP:, CPP:0
 Books: Nov 2009
 Proposal Note:

| # | Station | DP | Day(s) | Time | Progra m | Len | Rate \$ | Rate Dates | | Source | P1220R | | Flight 1 | | | | | | Total Spots | P1220R GRP | Total Cost | | | | | | | | | | |
|---------------------------------------|---------|----|--------|----------------|-------------|-----|------------|------------|--------|----------|--------------------------|---------|----------|---------|--------|---------|--------|-------|----------------|---------------|---------------|-------|------|------|--|--|--|--|---------|-------|------|
| | | | | | | | | From | To | | RTG | CPP | 3-Nov | 8-Nov | 15-Nov | 22-Nov | 29-Nov | 6-Dec | | | | | | | | | | | | | |
| 1 | KNVO | P | M-F | 7:00PM-10:00PM | ROS | 30 | 375 | 3-Nov | 10-Dec | Nov 2009 | 1.2 | 312.5 | 2 | | 2 | | | 2 | | | | 6 | 7.2 | 2250 | | | | | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | KNVO | X | M-Su | 6:00AM-12:00AM | ROS | 30 | 90 | 3-Nov | 12-Dec | Nov 2009 | 0.7 | 128.6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 16.8 | 2160 | | | | | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | KNVO | X | M-Su | 5:00AM- 5:00AM | ROS | 30 | 0 | 3-Nov | 12-Dec | Nov 2009 | 0.5 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 12 | | | | | | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Agency Commission @ 15%: \$662 | | | | | | | | | | | Net Cost : \$3748 | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | Cost | \$1,110 | \$360 | \$1,110 | \$360 | \$1,110 | \$360 | | | | | | | | | | | | \$4,410 | | |
| | | | | | | | | | | | Spots | 10 | 8 | 10 | 8 | 10 | 8 | | | | | 54 | | | | | | | | | |
| | | | | | | | | | | | GRP/GI | 7.2 | 4.8 | 7.2 | 4.8 | 7.2 | 4.8 | | | | | 36 | | | | | | | | 36 | |
| | | | | | | | | | | | CPP/CPM (\$) | 154.2 | 75 | 154.2 | 75 | 154.2 | 75 | | | | | 122.5 | | | | | | | | 122.5 | |
| | | | | | | | | | | | Reach | 6.53 | 10.1 | 14.91 | 17.44 | 21.09 | 22.94 | | | | | 22.94 | | | | | | | | | |
| | | | | | | | | | | | Frequency | 1.1 | 1.19 | 1.29 | 1.38 | 1.48 | 1.57 | | | | | 1.57 | | | | | | | | | 1.57 |



Noel Productions



Agency: AdEX Budget: 0 Flights: 11/03/10-12/12/10
 Advertiser: Dept. of Agriculture Product: Demos: P1220R
 Length: :30 Estimate#:
 Market: HARLINGEN-WSLCO-BROWNSVILLE--MCALLEN Station: KTLM Network: TEL Channel: 40
 Buyer: Phone: Fax: Email:

Assistant: Phone: Fax: Email:
 Dayparts: P: GRP:, CPP:0
 X: GRP:, CPP:0
 Books: Nov 2009
 Proposal Note:

| # | Station | DP | Day(s) | Time | Program | Len | Rate \$ | Rate Dates | | Source | P1220R | | Flight 1 | | | | | | Total Spots | P1220R GRP | Total Cost | | | |
|---------------------------------------|---------|----|--------|----------------|---------|-----|------------|------------|--------|----------|--------------------------|-------|----------|-------|--------|--------|--------|-------|----------------|---------------|---------------|-----|--|--------|
| | | | | | | | | From | To | | RTG | CPP | 3-Nov | 8-Nov | 15-Nov | 22-Nov | 29-Nov | 6-Dec | | | | | | |
| Television | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | KTLM | P | M-F | 7:00PM-10:00PM | ROS | 30 | 200 | 3-Nov | 10-Dec | Nov 2009 | 1.6 | 125 | 2 | | 2 | | | 2 | | 6 | 9.6 | 120 | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | KTLM | X | M-Su | 6:00AM-12:00AM | ROS | 30 | 35 | 3-Nov | 12-Dec | Nov 2009 | 1 | 35 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 36 | 36 | 126 | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | KTLM | X | M-Su | 5:00AM-5:00AM | ROS | 30 | 0 | 3-Nov | 12-Dec | Nov 2009 | 0.9 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 21.6 | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | |
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| Agency Commission @ 15%: \$369 | | | | | | | | | | | Net Cost : \$2091 | | | | | | | | | | | | | |
| | | | | | | | | | | | Cost | \$610 | \$210 | \$610 | \$210 | \$610 | \$210 | | | | | | | \$2,46 |
| | | | | | | | | | | | Spots | 12 | 10 | 12 | 10 | 12 | 10 | 66 | | | | | | |
| | | | | | | | | | | | GRP/GI | 12.8 | 9.6 | 12.8 | 9.6 | 12.8 | 9.6 | 67.2 | | | | | | 67.2 |
| | | | | | | | | | | | CPP/CPM (\$) | 47.7 | 21.9 | 47.7 | 21.9 | 47.7 | 21.9 | 36.6 | | | | | | 36.6 |
| | | | | | | | | | | | Reach | 10.78 | 16.42 | 22.55 | 25.7 | 29.59 | 31.5 | 31.5 | | | | | | |
| | | | | | | | | | | | Frequency | 1.19 | 1.36 | 1.56 | 1.74 | 1.95 | 2.13 | 2.13 | | | | | | |



Agency: **AdEX** Budget: 0 Flights: 11/03/10-12/12/10
 Advertiser: **Dept. of Agriculture** Product: Demos: P1220R
 Avail #: 208467/1 Length: :30 Estimate#:
 Market: HARLINGEN-WSLCO-BROWNSVILLE-MCALLEN Station: KVEO Network: NBC Channel: 23
 Buyer: Phone: Fax: Email:
 Sales rep: JASMINE RICO GARCIA
 Assistant: Phone: Fax: Email:
 Dayparts: P: GRP:, CPP:0
 X: GRP:, CPP:0
 Books: Nov 2009
 Proposal Note:

| # | Station | DP | Day(s) | Time | Program | Len | Rate | Rate Dates | | Source | P1220R | | Flight 1 | | | | | Total Spots | P1220R GRP | Total Cost | | | | | |
|--------------------------------|---------|----|--------|----------------|---------|-----|------|------------|--------|----------|---------------------|-------|-------------|-------|---------|--------|---------|-------------|------------|------------|--------|-------|--|--|---------|
| | | | | | | | | \$ | From | | To | RTG | CPP | 3-Nov | 8-Nov | 15-Nov | 22-Nov | | | | 29-Nov | 6-Dec | | | |
| Television | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | KVEO | P | M-F | 7:00PM-10:00PM | ROS | 30 | 350 | 3-Nov | 10-Dec | Nov 2009 | 1.2 | 291.7 | 2 | | 2 | | | 2 | | 6 | 7.2 | 2100 | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | KVEO | X | M-Su | 6:00AM-12:00AM | ROS | 30 | 50 | 3-Nov | 12-Dec | Nov 2009 | 0.8 | 62.5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 36 | 28.8 | 1800 | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | KVEO | X | M-Su | 5:00AM-5:00AM | ROS | 30 | 0 | 3-Nov | 12-Dec | Nov 2009 | 0.6 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 14.4 | | | | |
| (Nov-09) | | | | | | | | | | | | | | | | | | | | | | | | | |
| Agency Commission @ 15%: \$585 | | | | | | | | | | | Net Cost : \$3315 | | Cost | | \$1,000 | \$300 | \$1,000 | \$300 | \$1,000 | \$300 | | | | | \$3,900 |
| | | | | | | | | | | | Spots | | 12 | 10 | 12 | 10 | 12 | 10 | 66 | | | | | | |
| | | | | | | | | | | | GRP/GI | | 9.6 | 7.2 | 9.6 | 7.2 | 9.6 | 7.2 | | | 50.4 | 50.4 | | | |
| | | | | | | | | | | | CPP/CPM (\$) | | 104.2 | 41.7 | 104.2 | 41.7 | 104.2 | 41.7 | | | 77.4 | 77.4 | | | |
| | | | | | | | | | | | Reach | | 8.4 | 13.18 | 18.59 | 21.61 | 25.34 | 27.36 | | | 27.36 | | | | |
| | | | | | | | | | | | Frequency | | 1.14 | 1.27 | 1.42 | 1.55 | 1.7 | 1.84 | | | 1.84 | | | | |