Principles of the “Jump In!” campaign:

• Present clear, concise, consumer-oriented information that people can use as they go about their busy lives.

• Include a clear call to action in all materials.

• Provide scientific reports and peer-reviewed academic research online.

• Employ multiple platforms to reach consumers at various access points.

• Reach out and engage a wide spectrum of stakeholders

• Create white-label (unbranded) materials for use by local neighborhood groups for maximum impact.

Long Island has a water problem. Our surface waters and aquifers are being contaminated by increasing amounts of nitrogen from septic systems and fertilizers as well as other non-point source pollutants, including pharmaceuticals, pesticides, industrial chemicals and salt water intrusion. Day by day, these problems become more serious and their potential solutions more expensive. At risk is not only our sole source of drinking water, but our seafood, recreation and tourism industries as well.

Despite the urgency of this situation, many Long Islanders don’t know the source of their water, the impact their actions have on its quality, or what role they might play in helping to ensure that their families and future generations of Long Islanders will have pure water to drink, and clean water in which to swim, sail and fish.

“Jump In!” is a multifaceted public awareness and information campaign designed to help Long Islanders learn more about the water that plays such a vital role in their lives. Come join us! Jump in!
LIWater.org is the easy-to-remember web site that will link to all of the groups working to protect Long Island’s water. Reaching Long Islanders with consistent language across multiple platforms...

**LIWater.org**

<table>
<thead>
<tr>
<th>Our Blue Water Cards contain basic information about Long Island’s aquifers on one side, and tips for protecting our water on the other. These handy palm cards are perfect for meetings, street fairs, for distribution at parks and events, as part of new-neighbor welcome packets or as ride-alongs with water bills.</th>
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<tr>
<td>Grassroots will print and distribute unbranded cards to local non-profits, and will provide mechanicals and printing specs for third-party printing by businesses or municipalities.</td>
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Co-op **radio advertising** will help spread the message over the airwaves. Our spots include a 30-second spot for the “Jump In!” campaign (including our signature “splash” sound effect) and another 30 second spot highlighting the work of our sponsor and their commitment to clean water.