



The Metropolitan Water District of Southern California

NEWS RELEASE

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METROPOLITAN TO LAUNCH RADIO ADVERTISEMENTS ASKING SOUTHERN CALIFORNIANS FOR WATER-SAVING HELP DURING DROUGHT
Radio traffic sponsorships will remind listeners to continue being water efficient and reduce use

Taking to the airwaves in response to current unprecedented drought conditions, the Metropolitan Water District next week will begin broadcasting a series of radio advertisements calling for Southern Californians to continue conserving water.

Starting Tuesday, April 1, Metropolitan will deliver water-saving messages in 10- and 15-second radio traffic sponsorships on nearly 60 radio stations in English, Spanish and Mandarin Chinese throughout the Southland through May 18.

“These traffic reports build on our existing conservation messages to reinforce just how serious the state’s water challenge is,” said Metropolitan General Manager Jeffrey Kightlinger.

“Southern Californians have done a great job incorporating conservation into their daily lives. However, these extraordinary times call for extraordinary water-saving efforts,” he added. “Although we don’t plan to enforce mandatory restrictions this year, any saved water can be kept in our reserve accounts to possibly stave off the need to allocate supplies in coming years.”

The ad launch comes less than three weeks after Metropolitan’s Board of Directors authorized up to \$5.5 million for a regional communications, outreach and advertising campaign aimed at promoting greater water awareness and encouraging additional conservation.

Dee Zinke, Metropolitan’s deputy general manager for external affairs, said the multipronged, multimedia campaign will focus on the value of water, the need to conserve and the importance of investing now in water-use efficiency to prepare for the future.

“The drought reminds us that we all depend on water. We can’t afford to waste it, particularly outdoors where up to 70 percent of water is used,” Zinke said. “We want to remind everyone in the region about the value of water and the importance of using it efficiently and wisely.”

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The traffic sponsorships, which will precede regular reports, carry a simple, serious message, calling out the many ways consumers can pitch in and start saving water immediately.

More information on water-saving tips and rebates for conservation devices is available at “bewaterwise.com.”

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The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving nearly 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.