

# WATER BLUES GREEN SOLUTIONS

## PROJECT SUMMARY

### Essential for Life:

Record-breaking droughts, devastating floods, and polluted water systems have galvanized ordinary citizens, governments, and communities large and small into looking to nature for solutions to our water crisis. Will their fledgling efforts be too little too late, or are we on the path to creating a sustainable future?

The public service media project *Water Blues Green Solutions* is integrated initiative built around a nationally-distributed public television documentary telling evidence-based stories of visionary leaders who are adopting green solutions for our water blues. Produced by Penn State Public Media, this initiative is designed to promote public education and awareness of “green infrastructure” and how natural processes can interface with and complement existing gray or manmade infrastructure. The ultimate project goal is an informed citizenry that is empowered to participate in the development of place specific strategies for addressing water issues.

### Stories of Impact:

Water Blues Green Solutions is a 60-minute documentary telling stories about real people solving their water blues with green solutions in four cities across the country.

Philadelphia: A water department is engaging citizens to create and implement an ambitious green infrastructure program to bring new life to neighborhood and communities.

Portland: Environmental leader are successfully implementing green infrastructure projects in Portland that can serve as models for other cities regionally and nationally.

San Antonio: City organizers are driving a movement to conserve, reuse, and protect the Edwards Aquifer.

Bronx New York: Community organizers are working together to clean-up the Bronx River, transforming it into a vital part of the urban environment and creating new opportunities for the citizens in the Bronx.

# WATER BLUES GREEN SOLUTIONS

## **Integrated Education and Outreach:**

*Water Blues Green Solutions* integrates a nationally distributed documentary with online and community outreach resources to achieve wide dissemination and outreach that is in alignment with existing green infrastructure initiatives and public education efforts.

On-line resources: On-line and mobile delivery of media, content and resources

- Website — a robust project website as a resource for engaging people in identifying and solving water issues in their city or town
- Social media feeds — Facebook, Twitter, Storify, and Pinterest
- Story catalog — a library of visual assets and stories broadly available for use by educators, advocates, and the interested public

Community Activation: The project is working with more than twenty engagement partners to elevate water literacy and empower water advocates in communities across the country.

- Local reporting initiative-- small grants to public radio stations for local reporting on green infrastructure problems and solutions
- Partner engagement—distribution and marketing through partners dedicated to promoting green infrastructure to their stakeholders and a coordinated strategy to facilitate experts at the local level for community activation events
- Water action toolkit — an online resource for hands-on community activation

K-12 and higher education learning modules: The short-story design allows media incorporation into K-12 curriculum, as well as credit and non-credit courses in water, landscape architecture, civil engineering, and other disciplines.

For more information, please visit our website <http://waterblues.org/> or contact:

Lindsey Faussette

Project Manager

814.863.5489

[lindseyf@psu.edu](mailto:lindseyf@psu.edu)