



Item No.

INFORMATION ITEM

February 16, 2010

TO: Public Affairs and Legislation Committee

FROM: Kevin Hunt
General Manager

Staff Contact: Darcy M. Burke

SUBJECT: PUBLIC SERVICE ANNOUNCEMENTS

SUMMARY

Last year, Hurley Sportswear (Hurley) filmed, edited, provided graphic services and assisted in the distribution of a Public Service Announcement (PSA) featuring their H2O spokesman Rob Machado. Hurley and their parent company Nike are very pleased with partnering on the Water: Do More With Less campaign. They are continuing their H2O campaign for another year and are incorporating water-use efficiency and water quality messages within their campaign. As a result, Hurley has graciously offered to film six more PSAs featuring their surf and skateboard champions.

DETAILED REPORT

Hurley has offered to film, edit, provide graphic services and assist in the distribution of six PSAs featuring surf and skateboard champions asking their audiences to be water efficient. The filming is tentatively scheduled for Wednesday, February 17th.

The scripts have been developed by MWDOC staff and include the "Water: Do More with Less" message provide by the family of Orange County Water Agencies. In addition to the Hurley action sports champions, Tanna Frederick, actress and president of Project Save Our Surf will also be filming a PSA for the campaign and tentatively one regarding the South Orange Coastal Ocean Desalination project.

Hurley has also extended an opportunity for MWDOC to participate in the U.S. Surf Open again this summer in Huntington Beach and repeat the successful press event as part of the activities. More information will be provided as the details are developed.

Budgeted (Y/N): No	Budgeted amount:
Action item amount:	Line item:
Fiscal Impact (explain if unbudgeted):	