

Getting in Step

A Guide for Conducting Watershed Outreach Campaigns

Spring Coming
2003!

The EPA/State Nonpoint Source Outreach Workgroup is pleased to announce the release of the expanded guide ***Getting in Step: A Guide for Conducting Watershed Outreach Campaigns***. The guide is an update of the popular 1998 ***Getting In Step: A Guide to Effective Outreach in Your Watershed***. The new release explains how to map out strategies and tailor campaign materials to reach your critical target audience for maximum campaign effectiveness.

The guide includes:

- Tips on applying community-based social marketing techniques
- Creating your outreach message
- Targeting your audience
- The scoop on working with mass media, and
- How-to's on developing materials, presentations, and creative community campaigns

The guide also comes with a companion half-hour video that showcases four watershed campaigns around the U.S. and the outreach techniques used to accomplish each community's goals.

For more information, and to download a copy of the book guide when it is available, visit www.epa.gov/nps/outreach.html

To reserve your free **Getting in Step** guide and/or its companion video, return this form to:

Melissa Galyon
Tetra Tech, Inc.
10306 Eaton Place, Suite 340
Fairfax, VA 22030
(703) 385-6000
Fax: (703) 385-6007
E-mail: melissa.galyon@tetrattech-ffx.com

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