

Conservation Crusader Campaign

A new **Conservation Crusader campaign** is underway in northeast Ohio to help inform and educate the general public on how their daily lifestyles and habits can impact the quality of natural resources, especially local water ways. Of particular interest to the Division of Water Pollution Control is information related to stormwater management. WPC, in addition to cleaning and general maintenance of Cleveland's sewer system, is the city's stormwater management agent.



The Conservation Crusader campaign is a partnership among several northeast Ohio environmental sustainability groups—the Soil & Water Conservation Districts of Northeast Ohio, the Western Reserve Resource Conservation & Development Council (RC&D) and WKYC TV3/Cleveland.

The campaign's three-tiered approach leverages the credibility of local weather personalities to convey to viewers useful tips on how to help enhance and protect the environment. Periodically the news station has guests on its *Live on Lakeside* program for four-minute segments related to the campaign. WKYC also has created an area on its weather webpage (www.wkyc.com/weather) dedicated to the campaign. Videos are posted monthly, and they are located under the Environment Stories tab at the bottom of the webpage. Also on the webpage are supplemental articles and graphics.

Additionally, a Conservation Crusader Facebook page (www.facebook.com/NEOConservationCrusaders) was created to archive the video and television footage as well as provide a place for an exchange of ideas on natural resources topics. The campaign is funded with grants from the James P. Storer and Kent H. Smith foundations.

Conservation Crusader Videos:

Winter Stormwater Pollution Solutions

www.wkyc.com/weather/environment/article/268007/435/Winter-Storm-Water-Pollution-Solutions

Stormwater Management

www.wkyc.com/video/default.aspx?bctid=1894634295001

Watersheds

www.wkyc.com/video/default.aspx?bctid=1924606940001

Protect Streams Around Your Home

www.wkyc.com/news/story.aspx?storyid=254611

Great Lakes Restoration Conference

www.wkyc.com/video/default.aspx?bctid=1801111193001

Nothing but Rain Down the Drain

www.wkyc.com/life/programming/Live_on_Lakeside/article/256358/442/Gail-Prunty--Joe-Reitz-Nothing-but-Rain-Down-the-Drain-81612

Watersheds and Stormwater Management

www.wkyc.com/video/default.aspx?bctid=1745378663001

The Importance of Rain Barrels

www.wkyc.com/life/programming/Good_Company/article/250218/267/Amy-Roskilly-and-Jared-Bartley-Importance-of-Rain-Barrels-62812

Everyone Lives in a Watershed – Do You Know Your Watershed Address

www.wkyc.com/weather/environment/article/250426/435/Everyone-Lives-In-A-Watershed-Do-You-Know-Your-Watershed-Address