



US EPA Stormwater Program's Webcast Series

Social Marketing: A Tool for More Effective Stormwater Education and Outreach Programs



Webcast: Wednesday, May 9, 2007

Two-hour audio Web broadcast

Eastern: 12:00 pm – 2:00 pm

Central: 11:00 pm – 1:00 pm

Mountain: 10:00 am – 12:00 pm

Pacific: 9:00 am – 11:00 pm

Session Description:

This Webcast will build on themes from the August 2006 Webcast “Using Outreach and Public Involvement to Meet Your Stormwater Phase II Goals.” Nancy Lee, a national expert on communications and social marketing, will lead a discussion on key *Social Marketing* techniques to improve the delivery and effectiveness of your stormwater outreach and education programs, and engage citizens in greater awareness and crucial behavior changes. Nancy will present 10 social marketing principles that you can put to use with vivid stormwater examples and applications. Second guest speaker, Jack Wilbur, recently published “Getting Your Feet Wet With Social Marketing: A Social Marketing Guide for Watershed Programs.” He will present examples and lessons learned from watershed outreach campaigns, as well as worksheets and resources in the book that you can use in your outreach programs.

Guest Speakers: Nancy Lee, Social Marketing Services, Inc.

Jack Wilbur, Utah Department of Agriculture and Food

Registration: You must register in advance to attend this webcast. Visit the NPDES Web site at www.epa.gov/npdes/training to register.

Note: Your computer must have the capability of playing sound in order to attend this webcast.

Tentative future dates and topics

7/11/2007 IDDE 201 - Field and lab methods

9/5/2007 Post-Construction 201

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