

DATE ISSUED: August 21, 2002

REPORT NO: 02-190

ATTENTION: Honorable Mayor and City Council

SUBJECT: Storm Water Pollution Prevention Public Education Program – Emmy Awards

### SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

Cleaning up our beaches, bays and other recreational waters is one of the City of San Diego's highest priorities. Pollution not only limits our use of the beaches, it negatively impacts tourism and our economy. In the City's triennial public opinion survey, citizens identified this issue as their highest priority and the Mayor has included it as one of his ten highest priorities.

In developing a comprehensive program to effectively reduce the pollution of our beaches, bays and recreational waters, we identified education, public awareness and outreach as pivotal factors for the success of the program. As a result, a substantial portion of the additional resources allocated by the Mayor and City Council to reduce pollution at our beaches, bays and recreational waters was dedicated for this purpose.

An education and outreach program was developed, including training films, educational brochures and a variety of other materials and we are currently working with San Diego Unified School District to finalize school curriculum. The centerpiece of the effort, however, was three public service announcements (PSA's) which were developed to bring the public's attention to the issue of pollution and how storm drains and urban runoff play a role in beach pollution.

***“Water Babies”, “Fowl Water (Rubber Duckies)”, and “Roads to Beaches”*** have caught the public's attention and focused them on the pollution issue. Because of their importance to our public education effort, we are especially pleased to report that the PSA which was written and produced by three City employees in cooperation with American Dream Cinema, ***“Roads to Beaches”***, was awarded four regional Emmys by the Pacific Southwest Chapter of the National Academy of Television Arts and Sciences. In addition to Outstanding Achievement for a Public Service Announcement (overall production), the PSA also resulted in Emmys for writing, audio and photography.

***“Roads to Beaches”*** was co-written and co-produced by General Services Department Director Ernie Anderson and General Services/Storm Water Pollution Prevention employees, Supervising Public Information Officer Deborah Castillo and Public Information Officer William Yancey. This is a repeat performance for Ernie Anderson who became the first City employee to win an Emmy in 1989 for writing and producing a PSA on recycling to publicize the beginning of the curbside recycling program.

The PSA’s and the resulting Emmy awards are reflective of the quality, high energy and effort that has gone into developing the whole public education effort intended to reduce pollution at our beaches, bays and other recreational waters.

Respectfully Submitted,

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George I. Loveland  
Senior Deputy City Manager