Liquid Assets Update – September 2009

The impact of the Liquid Assets documentary and community outreach initiative continues to unfold. Since Liquid Assets’ release on October 1, 2008, we have achieved the following benchmarks:

Federal Government:
• Representative Eddie Bernice Johnson (D-Texas, senior member of the House Transportation and Infrastructure Committee and Chairwoman of the Water Resources and Environment Subcommittee) and Representative John Boozman (R-Arkansas, ranking Republican member of the Subcommittee on Water Resources and Environment) requested 535 copies of Liquid Assets to distribute in mid-January, 2009 to members of Congress and the Senate in the spirit of bi-partisanship.

• Representative Johnson met with President Barack Obama’s Transition Team in mid-January and provided the Team with copies of Liquid Assets.

Public Television:
• In a twelve-month period, the documentary was telecast over 1800 times nationwide on 94% of all public television stations (350+). It was broadcast in all of the top 40 markets.

Local Community Outreach:
• Outreach grants were awarded to nine public television stations to facilitate public engagement with Liquid Assets. Hundreds of communities nationwide have hosted public screenings and events sponsored by multiple community partners. Liquid Assets funders and partners, state departments of environmental protection, public television stations, and municipal public works have collaborated on events from Denver to Kansas City to Washington, D.C.

• The Web site has had visits from 140 countries/territories. The United States and Canada represent the majority of the visits. Other leading countries include Ireland, United Kingdom, India, Australia, and China.

DVD Distribution:
• Partners, funders and non-profit and government agencies have distributed 20,000 copies of the DVD, including to municipalities representing 80% of the U.S. population for use in local community meetings and discussions.

K-12 Education:
• Penn State Public Broadcasting Educational Services prepared lesson plans tied to educational standards, which are being distributed through WGBH’s Teachers’ Domain, an online digital learning teachers’ resource with 274,000 registered users.

Awards:
• The producers of Liquid Assets earned the American Association of Engineering Societies’ 2008 Journalism Award for outstanding reporting. Previous winners have included Fortune Magazine, Chicago Tribune, and the Washington Post.