

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.

