

State Water Resources Control Board

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"KEEPING OUR WATERS CLEAN" VIDEO HITS LOCAL AIRWAVES

Residents Encouraged to Get Involved in Regional Water Pollution Control Efforts

SACRAMENTO - In an effort to inform the public about one of the state's most pressing environmental issues, the State Water Resources Control Board announces the airing of "Keeping Our Waters Clean", a video explaining how water regulators and the general public are teaming together to repair our most polluted waterways. The first half of this video will air for 30 minutes on Saturday, April 13 on the following stations:

- Channel 26 (KGEC) at 3:00 p.m. in Redding, California
- Channel 32 (KMCF) at 12:00 p.m. in Fresno, California
- Channel 49 (KNXT) at 12:00 p.m. in Fresno, California
- Channel 20 (KKAK) at 12:00 p.m. in Porterville, California
- Channel 57 (KJLA/kSTV) at 12:00 p.m. in Los Angeles, California
- Channel 64 (KHIZ-TV) at 12:00 p.m. in Victorville, California
- Channel 6 (KIDS-TV6) at 12:00 p.m. in Big Bear City, California
- Channel 25 (KBTB) at 12:00 p.m. in Sacramento, California
- Channel 14 (KAZV-K14JP) at 12:00 p.m. in Modesto, California
- Channel 66 (KSSY) at 12:00 p.m. in Arroyo Grande, California

The second half of the video will air one week later for 30 minutes on the same stations at the same time. These showings will complement local efforts at protecting local lakes, rivers and streams.

This video explains TMDLs, or Total Maximum Daily Loads, which calculate the amount of pollutants a body of water can contain and still remain safe for humans, plants and animals. The federal Clean Water Act establishes water quality standards and requires states to develop TMDLs for impaired water bodies.

"The public can play a key role in helping to clean up our most polluted waterways," State Water Board Chairman Arthur G. Baggett Jr. said. "It's up to each business owner, farmer, city manager and individual to work together in a partnership to keep our waters clean. This video is enriching and informational with its vivid illustrations and testimonials from people who are working daily to clean up our waters."

Keeping Our Waters Clean will be used not only to educate the general public, but it will be shown to schools and watershed groups in a continuing educational process by the State Water Board and its nine regional water quality control boards.

"Government can no longer regulate water quality solely through regulations and enforcement," Baggett said. "We now need to involve the general public in a deliberative process that allows local residents to solve the problem on their own initiative."

Such solutions may involve developing more effective municipal litter and recycling programs; forming citizen monitoring teams to help complement local water sampling efforts; developing irrigation runoff measures for farmlands; improving good housekeeping at the industrial, commercial, governmental and home levels; and developing of more efficient industrial processes that lessen pollutant discharges.

A copy of the scheduled video broadcasts is available at <http://www.swrcb.ca.gov/tmdl/video.html>.