

Source Water Protection

City of Jerome Idaho 2013

Protecting the water supply

- 2005- The City of Jerome develops it's first Source Water Protection Plan. This plan is approved by the Idaho Department of Environmental Quality, and accepted by resolution by the Jerome City Council.

The Timeline

- 2011 Jerome applies for Idaho Department of Environmental Quality Grant monies.
- City of Jerome is awarded a 50/50 Matching Grant by the Idaho Department of Environmental Quality.

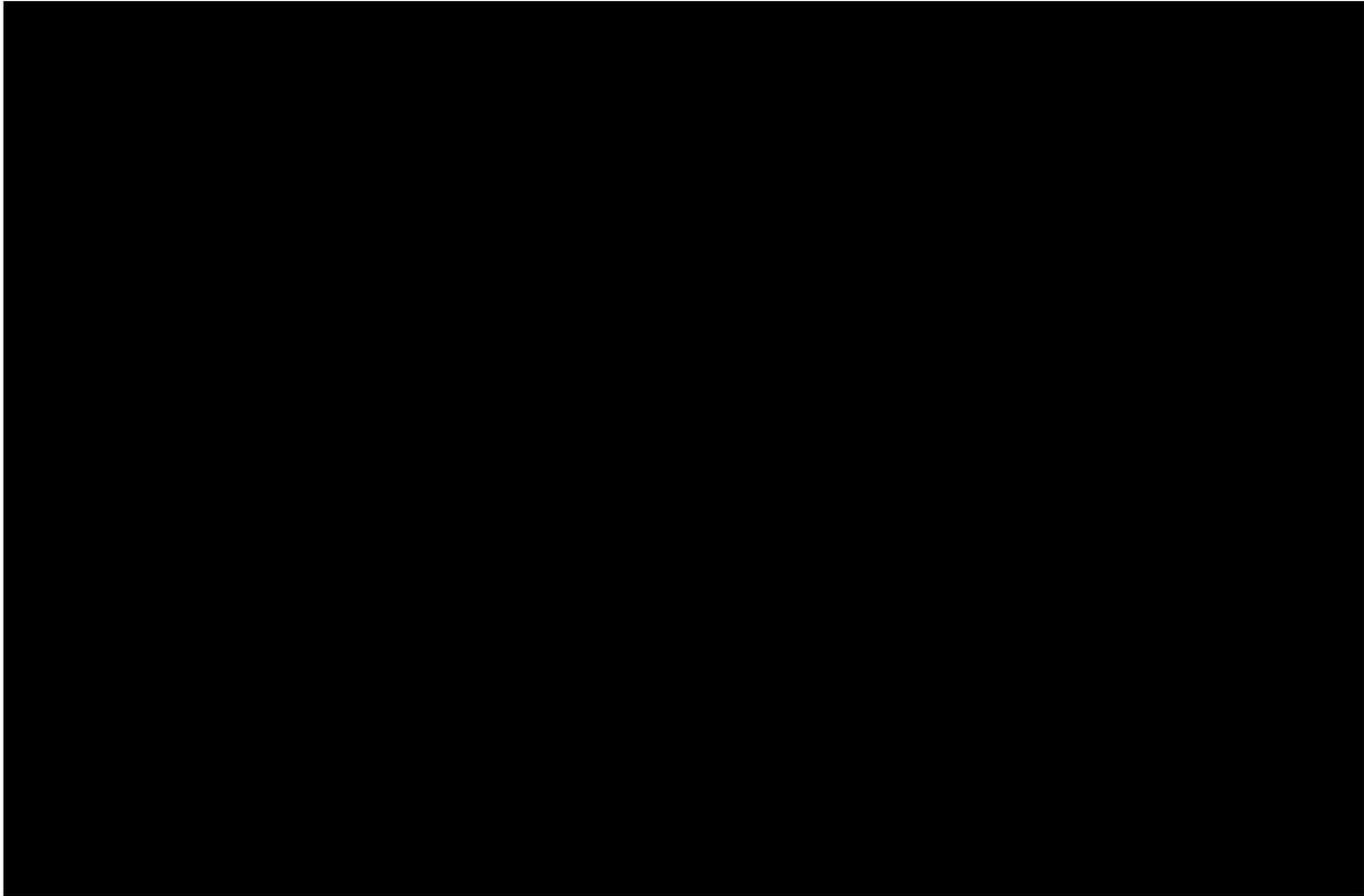
“Grant is Awarded to Jerome”

- The major selling point of the Grant was; to produce a Public Service Announcement that showed the need to protect the Water supply that reached audiences far beyond Jerome City limits.

PSA moves into production

- Neuhoff Broadcasting produces a 30 second Public Service Announcement Starring Rick Greenawald riding a bicycle throughout the Magic Valley showing; how important protecting the water supply is to everyone.
- The message is simple...

“Magic Valley, we’re all in it together”



By the numbers

- The ad runs a total of 1,100 times from May 1, 2013 to September 30, 2013.
- KMVT
- Fox 14
- The CW
- And the opportunity to be viewed 11,250 on the Internet- Idaho First News.

Special thanks

Thanks for the enthusiasm shown by everyone!

Chris Pruitt - General Manager, Nuehoff Media

Charlie Agar – Sales Executive, Nuehoff Media

Rick Greenawald – Idaho Champion Cyclist

The entire staff of **The Idaho Department of
Environmental Quality**

“ Our Current Efforts”

- Recertification of Source Water Protection plan.
- Review Permits for Injection wells to monitor for proximity to Delineation Zones.
- Placement of “Drinking Water Protection Area” signs

The End

(Well, its never really the end...)