



the  
**WATER MAIN**

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APM BRANDS



APMreports.



NEWSHOUR  
TOPLINE



Performance Today

Pipedreams

SymphonyCast

Classical 24

Composers Datebook

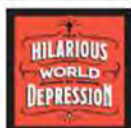
THE SPLENDID TABLE

YourClassical

The New York Times

The Daily

APM PODCASTS



APM INITIATIVES

the WATER MAIN



APM RESEARCH LAB

MINNESOTA PUBLIC RADIO



MPRnews

the current

LOCAL CURRENT

ROCK THE CRADLE

RADIO HEARTLAND

PurpleCurrent

classicalMPR

MUSIC for LEARNING

MINNESOTA VARSITY

AUDIO BACKPACK


CLASS NOTES

choral stream

SOUTHERN CALIFORNIA PUBLIC RADIO



89.3 KPCC



**The Water Main builds public will  
in support of clean, affordable,  
accessible water.**

# PARTNERS & ADVISORS

**GOVERNMENT**







**AGRICULTURE**






**ENVIRONMENT**










**ACADEMIA**



UNIVERSITY OF MINNESOTA  
**Driven to Discover™**

INSTITUTE ON THE  
**ENVIRONMENT**

UNIVERSITY OF MINNESOTA  
**Driven to Discover™**

THE EARTH INSTITUTE  
COLUMBIA UNIVERSITY

**Wilder Research.**  
Information. Insight. Impact.

**MEDIA**




IOWA PUBLIC RADIO  
NEWS • CULTURE • EDUCATION

**WUWM 89.7**  
MILWAUKEE'S npr



**COMMUNITY**







FRESHWATER




the  
**WATER MAIN**



**VALUES &  
INTERESTS**



**QUALITATIVE**  
In-depth interviews

Connection

**IQ | EQ  
BASELINE**



**QUANTITATIVE**  
Nat'l rep survey

Understand

Concern

Solutions

**PUBLIC  
WILL**





AMHERST H.  
**WILDER**  
FOUNDATION

Here for good.

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**the**  
**WATER**  
**MAIN**



**A P M**

**R E S E A R C H**

**L A B**



It's essential to my existence...  
I couldn't make...macaroni and  
cheese or shower without it.  
Clean water specifically. My  
pets depend on it. It's intrinsic  
to one's life and livelihood.

## People talk about what they hear and see



**54%**

of respondents  
(highest share)  
had most recently  
encountered a  
water-related news  
story about an  
environmental  
issue



**32%**

of respondents  
(highest share) said  
their most recent  
conversation about  
water was related  
to environmental  
issues



# How water connects to my life

**9 in 10**

Personal Hygiene

Health

**5 in 10**

Food

Personal Safety

Recreation

**4 in 10**

Cost of Living

**3 in 10**

Spirituality

# Water IQ + EQ

## CONNECTION

VAST majority: water is meaningful in my life

## UNDERSTANDING

YES: Supply / demand trends

NO: Water quality / regulation

## CONCERN

VAST majority concerned about water resources +  
infrastructure

## ACTION

Most try to protect and conserve:

*Avoiding trash and pollution (11%)*

*Reducing showers/baths/dishwashing (10%)*

# Core Values

We identified at least **three** preliminary core interests and values related to water

**OUTDOOR | PERSONAL | SOCIETAL**



# OUTDOOR

The outdoor recreation enthusiast

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**Interested in:**

**Connects with water  
through:**

Fishing

Their favorite  
body of water

Boating

Science-related  
information

Swimming

Their heritage



# PERSONAL

The day to day user

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**Interested in:**

**Connects with water  
through:**

Health

Drinking water /  
hygiene / food

Food

Cost of living

Education

Job / Career

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# **SOCIETAL**

The social impact citizen

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**Interested in:**

**Connects with water  
through:**

Arts

Environmental issues

Science

Societal  
well-being

Culture

Spirituality

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**AUDIENCE  
VALUES  
+ INTERESTS**

**EDITORIAL  
AGENDA**

**IMPACT**

# WATER AND...

**Food & Agriculture**



**Infrastructure & Equity**



**Community**





Water Issue	Audience	Target Geography	Trusted Messengers of Content	Communication Platforms + Mechanisms
<b>Water and Food/Agriculture</b>	Farmers	Mississippi River watershed; Colorado river watershed	Farmers	YouTube, Podcasts, Ag media, conferences, social media
	Food Companies/Value Chain		Food company experts / execs	Collaborations, live events, social media, public media
	Universities, Agriculture Extension/Research		Farmers	
	Social Impact Citizens (Environmentalists, philanthropy, "urban foodies")	Cities in Mississippi River watershed	Public media; friends and neighbors	Public radio stations, voice on demand, live events
	Day to Day Users: Millennials			
<b>Water, Equity and Infrastructure</b>	Under-invested Communities in Urban Areas	Great Lakes Region Mississippi River and Colorado River watershed states	Community Organizations/Members	Local, community level engagement in North Minneapolis, South Chicago, Mississippi Bayou, etc.
	Water decision makers (Water utilities, State and local politicians, etc)		Other decision makers, media	Collaborations, live events, social media, public media
	Public Health Officials		Other public health officials, media	
	Universities and Water Researchers		Public media; experts	
	Economic Development & Urban/Regional Planning Organizations		Citizens / decision makers	
	Built environment value chain (home builders, contractors, plumbers)		Employees, experts, citizens	
	Businesses (Large water users and wastewater producers)		Public media, employees	
	Day to Day User: concerned with health and reliability of water			
	Social Impact Citizens (environmentalists, social justice, philanthropy)		Public media; friends and neighbors	
	<b>Water and Environment</b>		Environmental Organizations	Minnesota and California
Outdoor recreational users		Public media; friends and neighbors		
State/Local Parks and Recreation Departments		Public media; citizens	Collaborations, live events, social media, public media	
Large water users		Employees, experts, media		
Large employers/businesses		employees, experts		
Public Health Officials		Public media; colleagues		

Be curious.

Be human.

Be valuable.

Show possibility.

# Affordability

## WATER EQUITY



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**WATER MAIN**



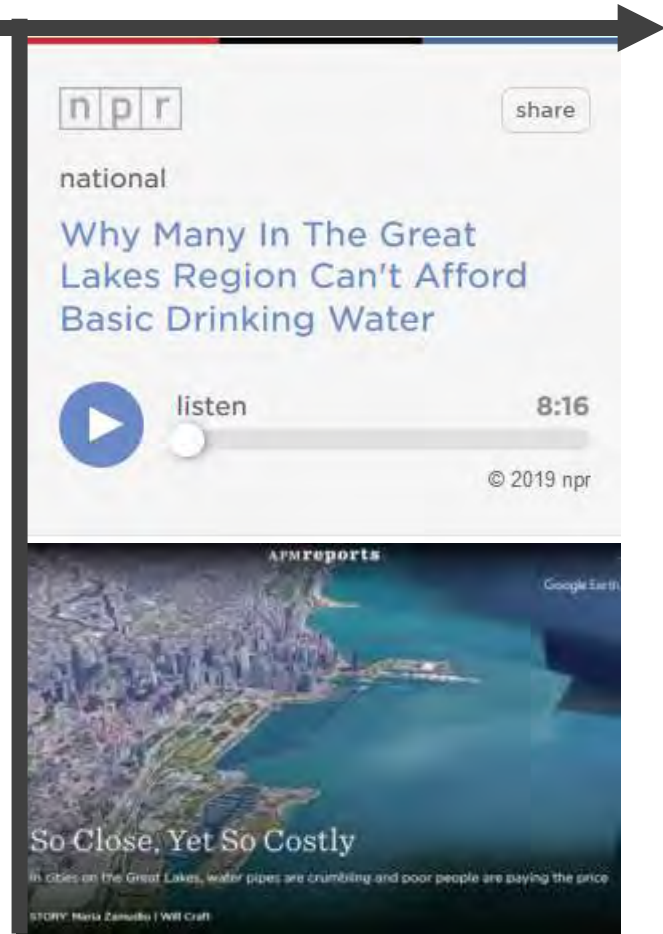
# COMMUNITY ENGAGEMENT



# REGIONAL REPORTING



# NATIONAL REPORTING



# IMPACT

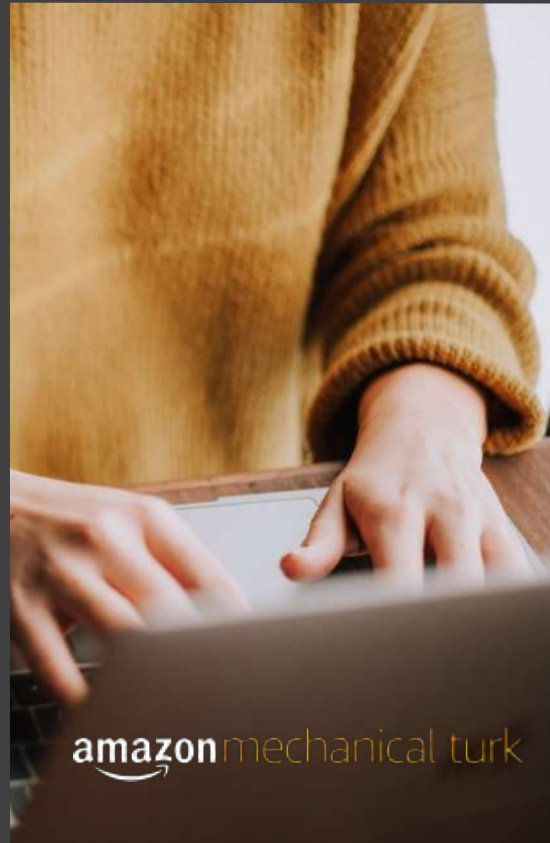
## REACH

CLEVELAND  
CHICAGO  
BUFFALO  
MILWAUKEE  
DULUTH  
DETROIT

1,987,400  
listeners

*\*Nielsen Audio, Nationwide Persons  
12+ data, Spring '18.*

## IQ | EQ CHANGE



## ON THE GROUND

**Lightfoot  
orders end to  
water shut-offs;  
calls them  
'a heartless act'**

Ending water shut-offs was among hundreds of recommendations in a report by the transition team that the mayor-elect promised would not gather dust.  
By Pam Spinkman | May 27, 2020, 2:43pm CDT

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the  
WATER MAIN



# Field Work

WATER & FOOD



FIELD WORK



**PODCAST**

**YOUTUBE**

**SOCIAL MEDIA**

**IN PERSON**



Home

Trending



TWITTER



FACEBOOK



INSTAGRAM  
*Coming soon*



**FIELD WORK**



# IMPACT

REACH

IQ | EQ CHANGE

ON THE GROUND



**F**IELD WORK





# Outside in MN

# WATER & COMMUNITY



the  
**WATER MAIN**



**CONTENT**

**APP / SOCIAL**

**LIVE EVENTS**

**PARTNERS**



# IMPACT

REACH

IQ | EQ CHANGE

ON THE GROUND



# WHAT'S NEXT

IDENTIFY OPPORTUNITIES → REACH AND IMPACT IN MN → NATIONAL REACH → NATIONAL IMPACT

