



## **Waterways Research Report from Action Media**

Based on 8 focus groups conducted in January in Albemarle County Virginia and Lancaster, Wilkes-Barre, and Harrisburg Pennsylvania, ActionMedia will report on findings about how upstream citizens reason about surface water protection and watershed management. The presentation includes specific recommendations about the language, imagery and messengers most effective in advocating for better public policy to protect our waters.

The upcoming webinar – 45 minutes of presentation followed by questions and discussion – is scheduled for people engaged in communicating about the Chesapeake Clean Water Act. There is no fee for participation. Please choose which date you'll attend, and contact [actionmedia@actionmedia.org](mailto:actionmedia@actionmedia.org) by April 16th for details.

Wednesday April 21, 11 am EST

Friday April 23, 11 am EST

**Contact** [actionmedia@actionmedia.org](mailto:actionmedia@actionmedia.org) if you are interested in attending either meeting, or want more information about the research findings.

Click to read "[Executive Summary Upstream-Downstream Voter Perspectives](#)"