

**Water Series on ALC-TV  
Airing at 4AM/PM and 10 AM/PM  
Time Warner 12 and WOW! 21  
Schedule**

<b>Begin Date</b>	<b>Title</b>	<b>Audience</b>	<b>Duration</b>
8/17/11	<b><i>Liquid Assets</i></b>  <i>Liquid Assets</i> , a ninety-minute documentary, tells the story of essential infrastructure systems: water, wastewater, and stormwater. These systems — some in the ground for more than 100 years — provide a critical public health function and are essential for economic development and growth. Largely out of sight and out of mind, these aging systems have not been maintained, and some estimates suggest this is the single largest public works endeavor in our nation's history.  Exploring the history, engineering challenges, and political and economic realities in urban and rural locations, the documentary provides an understanding of the hidden assets that support our way of life. Locations featured in the documentary include Atlanta, Boston, Herminie (Pennsylvania), Las Vegas, Los Angeles, Milwaukee, New York City, Philadelphia, Pittsburgh, and Washington, D.C.	Adult	~1:26:00
8/24/11	<b><i>Professor Water and the Amazing Water Cycle</i></b>  Question: "What's the formula for water?" Answer: "H, I, J, K, L, M, N, O." (You know, "H" to "O")  He's weird! He's wacky! He's Professor Water! Join the zany professor and a cohort of kids as they go for a wild ride on the wondrous water cycle.	Youth	~28:00
8/31/11	<b><i>Top Consumer Questions About Drinking Water</i></b>  Informed consumers are better customers and smarter conservationists. This video sets out to test and improve consumers' knowledge of drinking water with timely information, humor, and compelling statistics. An informed public and customer service response team are two of a utility's most important assets.	Adult	12:13
9/7/11	<b><i>The Story of Drinking Water</i></b>  Designed for elementary students, this DVD makes learning about water fun by bringing to life AWWA's best-selling children's educational booklet <i>The Story of Drinking Water</i> .  Kids learn facts about water on our planet, water treatment in ancient times to the present, water resources and conservation, and much more.	Youth	
9/14/11	<b><i>Plain Talk About Drinking Water</i></b>  Answers questions about water quality, water treatment and distribution, bottled water, home filtration, conservation, tastes and odors, and more.	Adult	
9/21/11	<b><i>Professor Water: Fantastic Facts About Drinking Water</i></b>  Join the wacky Professor Water as he and his sidekick take kids from Niagara Falls to the South Pole, and from Death Valley to the O.K. Corral! Along the way, viewers learn a world of information about water treatment, water conservation, and other wonders of water.	Youth	26:10
9/28/11	<b><i>A Consumer's Guide to Water Conservation</i></b>	Adult	13:40

10/5/11	<p>See numerous conservation tips that that can immediately be put to use both indoors and outdoors. It offers conservation suggestions for the kitchen, bath, and laundry, plus lawn watering tips, Xeriscaping, leak detection, and much more.</p> <p><b><i>Inside the Weather</i></b></p>	Youth	~15:00
	<p>The weather: always changing, always interesting, always in the news. Where does the weather come from? Why does it change? Fourth, fifth, and sixth graders will get the answers in AWWA's fascinating new video, <i>Inside the Weather</i>.</p>		
	<p>They will see, through colorful and stimulating visuals with fast paced explanations, how water, air, and heat from the sun create weather . . . why we have different seasons . . . the five layers of the earth's atmosphere. They will learn how clouds form and move . . . why some precipitation falls as rain and some as snow or hail . . . how meteorologists predict the weather . . . what low pressure and high pressure mean. Viewers of all ages will be stimulated with fascinating facts about hurricanes and tornados . . . droughts and floods . . . and the hottest, coldest, wettest, and driest places on earth!</p>		
10/12/11	<p><b><i>More Plain Talk About Drinking Water</i></b></p>	Adult	
	<p>Answers more questions about water quality, water treatment and distribution, bottled water, home filtration, conservation, tastes and odors, and more.</p>		
10/19/11	<p><b><i>The Adventures of Ethel Mermaid and Tad Pole</i></b></p>	Youth	~40:00
	<p>They're explorers. Investigators. Amphibians. They're Ethel Mermaid and Tad Pole.</p>		
	<p>In this five-part series, grade-schoolers can learn and laugh along with this splashy duo as they set out to discover everything they can about water. Live-action video, computer animation, and special effects add lots of kid-pleasing visual interest. Grades 3 - 5.</p>		
	<p><b><i>Part 1: The Hydrologic Cycle.</i></b> Ride the wild hydrologic cycle and learn about how Earth recycles water over and over.</p>		
	<p><b><i>Part 2: Source to Tap.</i></b> Follow a water drop from its source far away to the water treatment plant to your home.</p>		
	<p><b><i>Part 3: Water Treatment.</i></b> Take a fascinating tour of the water treatment plant.</p>		
	<p><b><i>Part 4: Source Water Protection.</i></b> Learn why it is important for everyone to keep lakes and rivers clean and unpolluted.</p>		
	<p><b><i>Part 5: Fun Facts About Water.</i></b> Test your knowledge about water.</p>		
10/26/11	<p><b><i>Top Consumer Questions About Cryptosporidium</i></b></p>	Adult	~12:00
	<p>Answers questions about water quality, water treatment and distribution, bottled water, home filtration, conservation, tastes and odors, and more.</p>		
11/2/11	<p><b><i>The Water Works: From Source to Tap</i></b></p>	Youth	~12:00
	<p>This fun-filled youth-education video takes kids on a tour of a municipal water plant. Basic scientific principles involved in water treatment are explained.</p>		
11/9/11	<p><b><i>Top Consumer Questions About Drinking Water</i></b></p>	Adult	12:13

11/16/11	<p>Informed consumers are better customers and smarter conservationists. This video sets out to test and improve consumers' knowledge of drinking water with timely information, humor, and compelling statistics. An informed public and customer service response team are two of a utility's most important assets.</p>	Youth	11:30
	<p><b><i>Our Water Cycle</i></b></p>		
	<p>This exciting video takes you on the wildest ride of all -- the earth's water cycle! You'll go up miles into the troposphere as water vapor, then plummet back down to earth as rain or snow -- and eventually ride the cycle all the way to the ocean or even soak down, deep under the earth's surface.</p>		
	<p>You will learn what percentage of much water is in oceans, rivers and lakes, polar ice caps, and underground . . . how little of earth's water is actually available for all the earth's people, animals, and plants to drink . . . how hydrogen and oxygen molecules combine to form water. You'll learn why water becomes liquid, vapor, or ice . . . how water evaporates into the atmosphere to form clouds . . . and why it falls back to earth thousands of miles away as rain, snow, or hail. Viewers see where all the precipitation goes --- either landing on plants, infiltrating into the ground, or running into rivers, lakes, and oceans --- in a never ending cycle of evaporation, condensation, transpiration and precipitation!</p>		
11/23/11	<p><b><i>Liquid Assets</i></b></p>	Adult	~1:26:00
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1/4/12			
1/11/12			
1/18/12			
1/25/12			
Various	<b>Whaddya Know About H2O</b> (30 shorts to be played like PSAs)		1

**Legend**

Red: Re-broadcast rights pending