

# EMERGING CONSTITUENTS IN THE MEDIA

## Strategies for Moving Forward





# Mainstream Media

Now  
Online...

## Good Housekeeping

TRY: Best Cookware • Best Haircuts • Quick Dinners

Food & Recipes

Home & Organizing

Diet & Health

Beauty & Anti-Aging

Family & Relationships

Holidays

### How Safe Is Your Tap Water?

Scary substances could be flowing from your faucet. What you can do to protect your family

[Read More](#)

Tap Water Safety

### GOOD TO KNOW

• 12 Takeout-Inspired Dinners

[Read More](#)

• Best Celeb Hairstyles of All Time

[Read More](#)

Seasonal Recipes

[See More Ideas](#)

Advertisement

# ...and Integrating with Social Media

The image shows a screenshot of a Twitter feed for the account @goodhousemag. On the left is the cover of the March 2013 issue of Good Housekeeping magazine, featuring a woman in a pink robe. An orange arrow points from the magazine cover to a specific tweet in the feed. The tweet, dated 15 Feb, asks if tap water is safe and mentions EIC @GHrosemary on @todayshow. Below the tweet is a Facebook follow button.

Home @ Connect # Discover

Good Housekeeping @goodhousemag 15 Feb  
Handy! RT @bestbuy\_deals: It's #InkPaperTonerWednesday! Save 20% off ink, paper, and toner + free shipping TODAY [bit.ly/zKi1dB](http://bit.ly/zKi1dB) #deals

Good Housekeeping @goodhousemag 15 Feb  
Swoon RT @redbookmag: In just one hour we'll be tweeting live with @blakeshelton! Follow @redbookmag on Twitter to chat.

Good Housekeeping @goodhousemag 15 Feb  
Is your tap water safe? EIC @GHrosemary is on @todayshow talking about the scary stuff in your water. Tune in now! [ow.ly/94E1c](http://ow.ly/94E1c)


Good Housekeeping @goodhousemag 15 Feb  
SPONSORED: Enter now for a chance to win a skin pampering getaway to NYC and take Eucerin's Skin First Pledge! [ow.ly/94zcT](http://ow.ly/94zcT)

Good Housekeeping @goodhousemag 14 Feb  
Find out how to order a rib roast, pick out the juiciest cuts and more with these new cookbooks for meat lovers [ow.ly/936uk](http://ow.ly/936uk)

Good Housekeeping @goodhousemag 14 Feb  
10 tips to improve your cellphone battery life [ow.ly/936gO](http://ow.ly/936gO)

Good Housekeeping @goodhousemag 14 Feb  
Not sure which chocolates to buy your sweetie for #vday, try the 10 most popular [ow.ly/937y5](http://ow.ly/937y5)

Meg Walker @MegWalkerBAS 13 Feb  
Starting to think about getting over my chronic lateness... [goodhousekeeping.com/family/work-ca...](http://goodhousekeeping.com/family/work-ca...) via @goodhousemag

**FOLLOW US**  
on facebook   
[www.facebook.com/GOODHOUSEKEEPING](http://www.facebook.com/GOODHOUSEKEEPING)

# Social Media Feedback



# Traditional Media Uses Facebook & Twitter as Broadcasting Tools

## twitter



FOLLOW US

on facebook 

[www.facebook.com/GOODHOUSEKEEPING](http://www.facebook.com/GOODHOUSEKEEPING)

-  **Good Housekeeping** @goodhousemag 17 Feb  
Check out our roundup of the best new makeup under \$20!  
[ow.ly/97qyJ](#)
-  **Good Housekeeping** @goodhousemag 16 Feb  
GH created the guest suite style boards featured in this week's Blog Cabin People's Choice @DIYNetwork. Vote now!  
[ow.ly/97dYB](#)
-  **Good Housekeeping** @goodhousemag 16 Feb  
Groundbreaking! [ow.ly/97d9a](#) RT @uofa working with @goodhousemag to test water filters for contaminant removal  
[bit.ly/x0PaxA](#)
-  **Good Housekeeping** @goodhousemag 15 Feb  
Kinder than the real thing! RT @nayashoes: Faux fur is so much fun!  
[@goodhousemag](#) shows you easy ways to pull it off [ow.ly/97cYe](#)
-  **Good Housekeeping** @goodhousemag 15 Feb  
\$200 makeover! RT @aptherapy: AnnaMaria gives her home office a makeover - no more wasted wall space!  
[ow.ly/95vQK](#)
-  **Good Housekeeping** @goodhousemag 15 Feb  
Good to know! RT @frugaladventure: Whole Foods: Organic Chicken \$1.99/lb  
[bit.ly/97FRB](#)
-  **Good Housekeeping** @goodhousemag 15 Feb



**Good Housekeeping** @goodhousemag

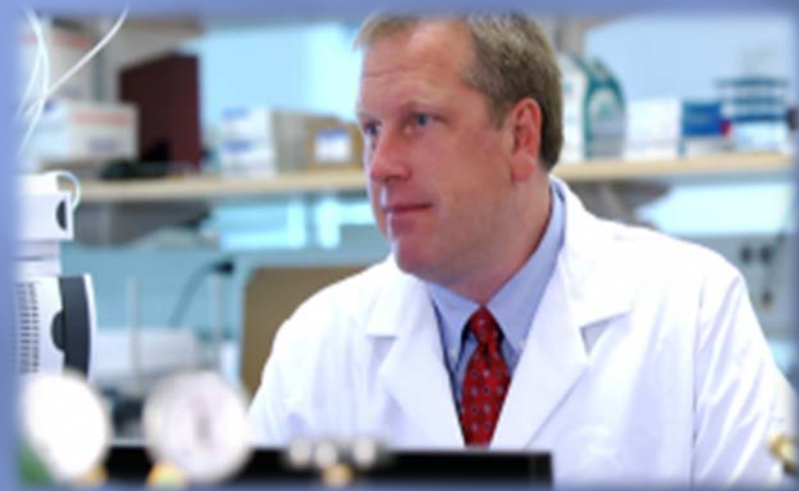
16 Feb

Groundbreaking! [ow.ly/97d9a](#) RT @uofa working with @goodhousemag to test water filters for contaminant removal  
[bit.ly/x0PaxA](#)

# Links Lead to More Information & Wider Distribution



# March Issue: Testing Water Filters



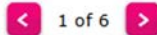
Dr. Shane Snyder  
Leading expert on EC's

## Good Housekeeping

### Filters That Really Work

No home filter has been certified to remove **pharmaceuticals and certain other (emerging) contaminants**. But as it turns out, some refrigerator filters do a great job of it, and some tabletop pitchers work very well, too. That's what months of testing by the GH Research Institute, partnering with the Arizona Laboratory for Emerging Contaminants at the University of Arizona, revealed in a groundbreaking experiment — part of our **in-depth report on water safety**.

By The Good Housekeeping Research Institute



ZeroWater 8-Cup Pitcher,  
\$35

#### WHAT IT REMOVED

Above 95% of estrone, PFOA, PFOS, fluoxetine, BPA, ibuprofen; above 80% of atrazine, tonalide, TCEP, DEET, and all other drugs but primidone (73%)

#### GOOD TO KNOW

Since our testing, the company has modified the filter to speed up its flow rate, which may affect its performance

#### FILTER LIFE SPAN

# Environmental Working Group



Sign up to receive email updates, action alerts & environmental tips from EWG. [Privacy]

email address   
zip code  [SIGN UP](#)

support ewg  
DONATE TODAY

KID-SAFE CHEMICALS CAMPAIGN:  
10 Americans

- home
- health/toxics
- farming
- natural resources
- energy choices
- chemical index
- health tips
- media center
- about ewg



★ READ MORE ★

## latest release

OUR FOOD, BISPHENOL A

**FDA to Decide Soon On Move Toward BPA Food Packaging Ban**

3/9/2012

Read the release.

## NEWS RELEASES

3/7/2012 Brazilian Blowout to Pay Workers, Customers

2/16/2012 World's Largest Soup

## research

COSMETICS

**EWG Urges FDA to Ban Formaldehyde Hair Straighteners**

Read more.

## MORE RESEARCH

Federal Scientists Warn NY of Fracking Risks

EWG, Public Citizen Back San Francisco Cell Phone Law

## take action

STAND UP FOR LOCAL FOOD!

Tell Congress you want more local, affordable and sustainably-farmed food in stores, schools and restaurants.

Click here to take action to support the Local Farms, Food and Jobs Act!

Shop on Amazon.com and support EWG. A free and easy way to keep our work going.





# EWG's Blog

## ENVIROBLOG

Environmental connections to public health.

[« The Enemy Within: EPA's War with the White House | Main | Concerned about Drilling in New York? So are scientists. »](#)

### Study: Toxic Chemicals Are Lowering Children's IQ

FEBRUARY 27, 2012

By Alex Formuzis: Vice President of Media Relations

I spend more time than most people reading about scientific studies on the environmental and public health effects of exposure to toxic

**RECENTLY**

[Pesticide Defenders Say the Darndest Things](#)

[Marine brass wants to limit Camp Lejeune water report](#)

[Fraccidents](#)

[Louisville Water Co. Slashes Chrome-6 Pollution](#)

**SEARCH ENVIROBLOG**

enter search terms

Search

**FIND PAST POSTS**

select month

**FEATURED**

[Toxins in our Kids' Foods: Where is the FDA?](#)

[Why, oh why is there plastic in my aluminum water bottle?](#)

[Fluoride in Your Water: How much is too much?](#)

[Borax: Not the Green Alternative It's Cracked Up to Be](#)

**ABOUT**

Smart discussion of the latest science and news on toxins in your food, water, and air, and what government agencies should be doing to protect public health. [Written by EWG staff.](#)

**DONATE TO EWG!**

Help us protect your health and environment! Please donate \$5 to EWG today.

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**twitter**  
FOLLOW US



# Reader Comments

Showing 2 comments

Sort by popular now ▼



**Atlanta Green Mom**

This is why I do what I do. If we (mothers) band together, vote with our dollars, contact our government officials, and demand reform, perhaps our children's children will not have to share the same concerns as we unfortunately do.

[5 days ago](#) [3 Likes](#)

[Like](#) [Reply](#)



**Cheryl Tymczak**

I know a lot of moms who are green and I also know a lot who are not. We need to get the word out and help other moms make the switch over to better, safer products for our families health & the environment. It is up to us as Moms because the Government is doing nothing to stop it! Stop being brainwashed & make the switch, every little thing helps!!

[4 days ago](#)

[Like](#) [Reply](#)

[✉ Subscribe by email](#) [RSS](#)

[blog comments powered by DISQUS](#)

Mom  
Centered

Mom  
Centered

# twitter page

twitter

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## EWG Toxics Team

@ewgtoxics

We use the power of information to protect public health and the environment.

Washington DC <http://www.ewg.org>

Follow

5,673 TWEETS

1,746 FOLLOWING

16,257 FOLLOWERS

### Stay in touch with EWG Toxics Team

Join Twitter today

Full name

Email

Password

Sign up

Tweets

Following

Followers

Favorites

### Tweets

 **EWG Toxics Team** @ewgtoxics 9 Mar  
#FDA warns of #mercury in skincare products: [bit.ly/ydVy4V](http://bit.ly/ydVy4V) #poison #toxicchemicals #health

 **EWG Toxics Team** @ewgtoxics 9 Mar  
Of course, it won't be on the label, but some imported skincare products being sold illegally in U.S. were laced... [fb.me/QiqxYpJ](http://fb.me/QiqxYpJ)

 **EWG Toxics Team** @ewgtoxics 9 Mar  
#FF @EcoWatch @Samanthabonar @slaskow @sejorg @unhealthytruth @EnvirHealthNews @kate\_sheppard @Kenwardjr

 **EWG Toxics Team** @ewgtoxics  
ecowatch.org

 **EWG Toxics Team** @ewgtoxics  
Let's hope the...



**EWG Toxics Team** @ewgtoxics

6 Feb

@TopHealthC Not bottled, that's for sure. Filtered tap. [ewg.org/tap-water/geta...](http://ewg.org/tap-water/geta...)

← In reply to Top Health



**EWG Toxics Team** @ewgtoxics

23 Jan

US tap water in serious danger: our public H2O systems r woefully underfunded. We want YOU! to help protect public H2O: [ow.ly/8DF6E](http://ow.ly/8DF6E)

# Facebook

facebook

Search



## Wall

Info

Friend Activity (1)

EWG on Twitter

Questions

Sunscreen

10 Americans

Notes

## About

EWG uses the power of information to protect your health and the environment.

121,348

like this

3,083

talking about this

Likes

See All

## Environmental Working Group

Like

Non-Profit Organization



## Wall

Environmental Working Group · Everyone (Top Posts)

Share: Post Link

Write something...



### Environmental Working Group

Of course, it won't be on the label illegally in U.S. were laced with me Texas, contained 131,000 times th



**Enviroblog: FDA W**  
[www.enviroblog.org](http://www.enviroblog.org)

Smart discussion of t

Like · Comment · Share · Friday

129 people like this.

View all 19 comments



**Eliza Liu** Not surprised.. ago....<http://tinyurl.com> screams, be careful for m 16 hours ago · Like



**Lam Ng** Is anybody in h

Write a comment...



### Environmental Working Group

A reminder that local environmental journalism is still alive and well: The Desert Sun's Keith Matheny's investigative report on the presence of the 'Brockovich' chemical @ very high levels in the drinking water of one Calif. community.



**Chromium-6 in some wells more than 1,000 times above state goal; health implications unclear**  
[www.MyDesert.com](http://www.MyDesert.com)

Chromium-6, a potentially cancer-causing heavy metal made famous by activist Erin Brockovich, is found in drinking water supplies throughout most of the Coachella Valley at 150 to more than 1,000 times above California's public health goal, a Desert Sun investigation found.

Like · Comment · Share · February 20 at 9:59am · 🌟

13 people like this.

12 shares



**Working for Green** EWG: Do water filters that use reverse osmosis or Brita, Pur etc. take chromium-6 out...or is bottled water the only solution for Coachella Valley residents/visitors? February 21 at 9:33am · Like

Write a comment...



### Environmental Working Group

Federal lawmakers want to cut programs that protect our drinking water and the land that we need to feed future generations. We wondered how conservation pioneers such as former President Teddy Roosevelt and Aldo Leopold would react to these cuts while billions of taxpayer dollars go to mega-farms that engage in farming practices that destroy our resources. What do you think they would say? <http://www.ewg.org/hubpages/dthawer/>

# Desert Sun Article

## Chromium-6 in some wells more than 1,000 times above state goal; health implications unclear

Desert Sun investigation: Tainted water

1:10 AM, Feb. 19, 2012 | Comments

Recommend 133 people recommend this. Be the first of your friends.

Recommend 133

✉ 🖨 ⏪ ⏩ A A



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A CHANCE  
TO WIN  
A NISSAN LEAF  
CHARGING DOCK

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### MORE HEADLINES

Endurance put to the test at triathlon in La Quinta

Few wildflowers for yearly festival in Palm Desert

Public Safety Insider: Senator wants another look at jail realignment

Danielle Blacet, a water quality expert for the Association of California Water Agencies:

**“Our members are all about public health, but you have to draw the line somewhere.”**

Comment from a resident:

**“I would think everybody would want (water agencies) to do something about it right away, but I suppose they're not going to until the government tells them they have to.”**

# Our Message

Our first and only priority is the health of everyone who drinks our water.



It's personal: we live here, we drink our water, and we give it to our kids.

# Messengers: Blog



## Your People

- Lab technicians
- People involved in the cleaning process
- People with children, nieces, nephews, grandchildren

The Ultimate Vote of Confidence:  
“I drink this water and so do my kids.”



# Facebook & Twitter: Broadcast Tools

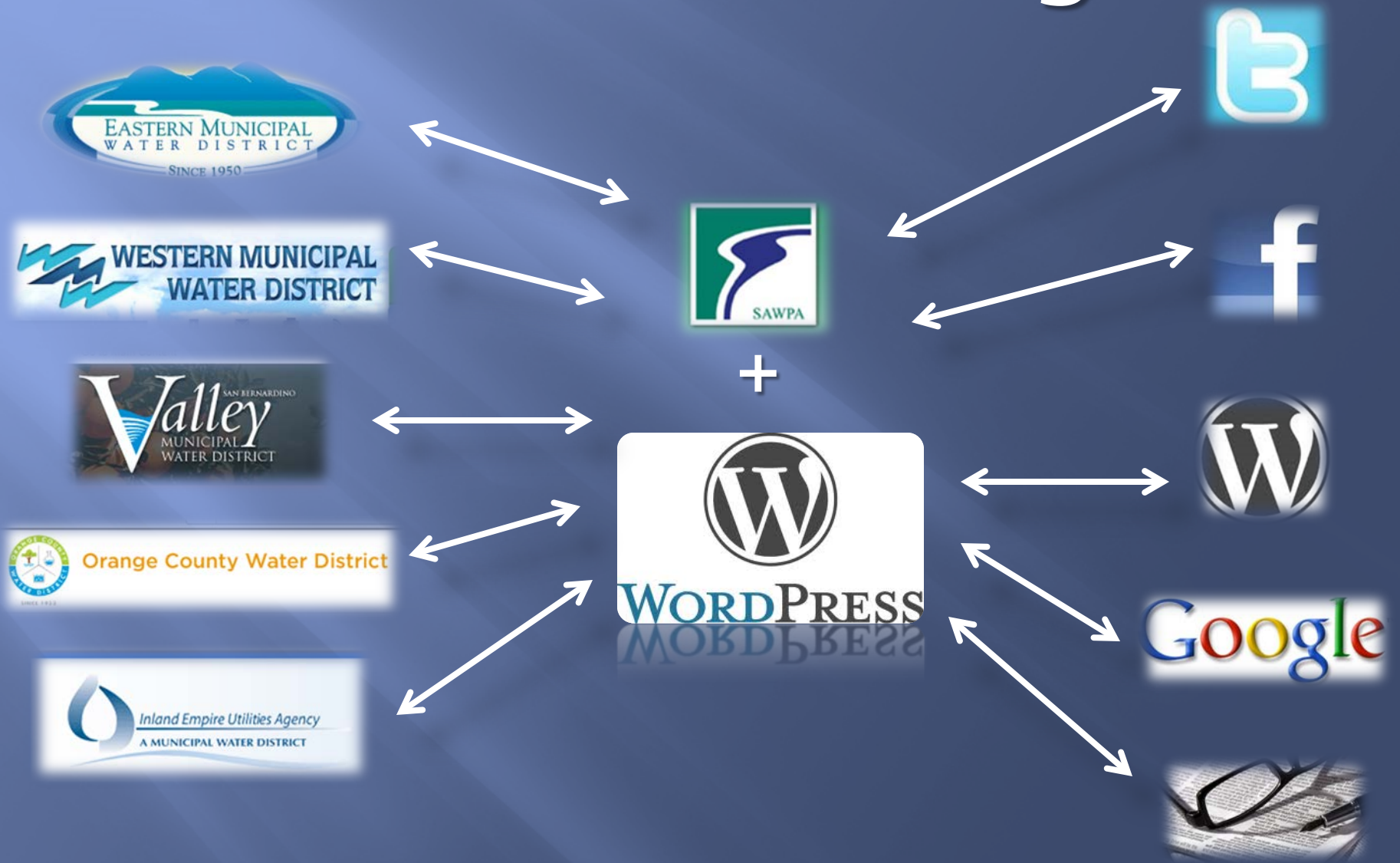
## Where is Our Audience?

- Mom forums
- Kid health sites
- Kid-oriented community groups

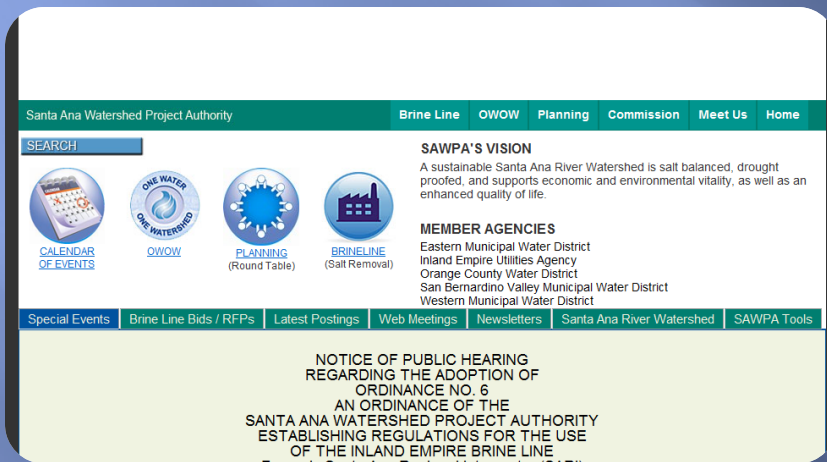




# Safe Water Blog



# SAWPA's New Website – Linked to Blog



Santa Ana Watershed Project Authority

Brine Line | OWOW | Planning | Commission | Meet Us | Home

SEARCH

**CALENDAR OF EVENTS**

**ONE WATER ONE WATERSHED**

**OWOW**

**PLANNING (Round Table)**

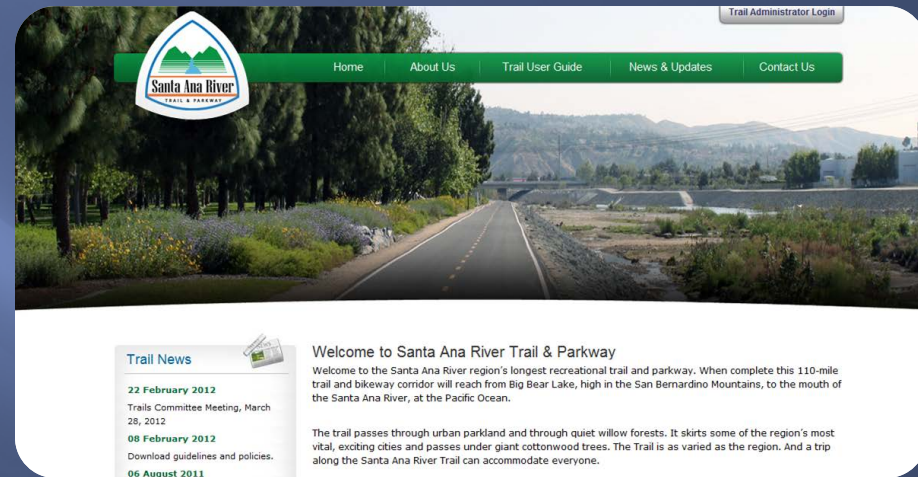
**BRINELINE (Salt Removal)**

**SAWPA'S VISION**  
A sustainable Santa Ana River Watershed is salt balanced, drought proofed, and supports economic and environmental vitality, as well as an enhanced quality of life.

**MEMBER AGENCIES**  
Eastern Municipal Water District  
Inland Empire Utilities Agency  
Orange County Water District  
San Bernardino Valley Municipal Water District  
Western Municipal Water District

Special Events | Brine Line Bids / RFPs | Latest Postings | Web Meetings | Newsletters | Santa Ana River Watershed | SAWPA Tools

**NOTICE OF PUBLIC HEARING REGARDING THE ADOPTION OF ORDINANCE NO. 6 AN ORDINANCE OF THE SANTA ANA WATERSHED PROJECT AUTHORITY ESTABLISHING REGULATIONS FOR THE USE OF THE INLAND EMPIRE BRINE LINE**



Trail Administrator Login

Santa Ana River TRAIL & PARKWAY

Home | About Us | Trail User Guide | News & Updates | Contact Us

**Trail News**

- 22 February 2012**  
Trails Committee Meeting, March 26, 2012
- 08 February 2012**  
Download guidelines and policies.
- 06 August 2011**

**Welcome to Santa Ana River Trail & Parkway**

Welcome to the Santa Ana River region's longest recreational trail and parkway. When complete this 110-mile trail and bikeway corridor will reach from Big Bear Lake, high in the San Bernardino Mountains, to the mouth of the Santa Ana River, at the Pacific Ocean.

The trail passes through urban parkland and through quiet willow forests. It skirts some of the region's most vital, exciting cities and passes under giant cottonwood trees. The Trail is as varied as the region. And a trip along the Santa Ana River Trail can accommodate everyone.



# Timeline

## March - April

Create Content  
*(curriculum of  
blogs + tweets &  
posts for 2  
months)*  
&  
Get Approval

## Early May

Launch Blog  
&  
Implement  
Outreach

## May - December

Create Content  
*(any extra blog  
entries + tweets  
& posts each  
month)*  
&  
Get Approval  
Monthly  
&  
Constantly Run  
Outreach