



THE STORMY REPORT

FALL, 2006

NEWSLETTER OF THE [THINK AGAIN.THINK BLUE](http://www.thinkagainthinkblue.org). CAMPAIGN

www.thinkagainthinkblue.org

EARTH NIGHT 2006



Wendy Garpow (L), Paula Jewell (R), and Stormy brought home the blue ribbon. (Photo: Erik Gehring, www.erikgehring.com)

On November 18th, [Think Blue](http://www.thinkagainthinkblue.org) was proud to participate in the 9th annual Earth Night at the Boston Convention and Exhibition Center. Earth Night is a party to benefit the Environmental League of Massachusetts (ELM) and features exhibits from environmental organizations across the state. Earth Night was an ideal opportunity to showcase the [Think Blue](http://www.thinkagainthinkblue.org) campaign to more than 700 of the state's business and community leaders.

In addition to bringing Stormy to the party, we developed two new tools to share the [Think Blue](http://www.thinkagainthinkblue.org) message—a Clean Water Pledge card and “floor talkers”—that did a great job of drawing folks to learn more about the campaign and specific actions to help protect Commonwealth waters.

We must have made a good impression, because the [Think Blue](http://www.thinkagainthinkblue.org) exhibit was awarded the First Place blue ribbon for best exhibit at the show! We sincerely thank ELM for the opportunity to participate in Earth Night and for the tremendous honor of this award.



“Psst...buddy...I'm talking to you!” Actually, this [Think Blue](http://www.thinkagainthinkblue.org) “floor talker” from Earth Night 2006 says “Bring me to Stormy, the Big Duck, for your free gift and to learn more ways to protect rivers, beaches, and bays.” Those who were quick enough to grab a floor talker and visit the [Think Blue](http://www.thinkagainthinkblue.org) booth were given either a rubber duck or a very fashionable duck bubble necklace.



Boston Folk Festival

Stormy, the 15-foot tall [Think Blue](http://www.thinkagainthinkblue.org) mascot, took the Boston Folk Festival by, well, storm on September 16th and 17th. The festival, attended by more than 10,000 people, provided the largest audience yet for the traveling [Think Blue](http://www.thinkagainthinkblue.org) display. Thanks to the participation of numerous volunteers who helped staff the display, the [Think Blue](http://www.thinkagainthinkblue.org) team talked to thousands of music lovers young and old about stormwater pollution and the [Think Blue](http://www.thinkagainthinkblue.org) campaign.



Wendy Garpow illustrates the stormwater problem with an Enviroscope model...and a little cocoa “pollution.”

Visitors to the display saw the [Think Blue](http://www.thinkagainthinkblue.org) television ad, learned about stormwater runoff through demonstrations of the Enviroscope model, and signed the “[Think Blue](http://www.thinkagainthinkblue.org) Pledge” that listed several simple ways to help stem stormwater pollution. Children played games, were given [Think Blue](http://www.thinkagainthinkblue.org) logo temporary tattoos, and sometimes gave Stormy a pat for good luck.

As the festival progressed, there were more and more [Think Blue](http://www.thinkagainthinkblue.org) beach balls bouncing above the crowd, and more children blowing bubbles from their “Stormy” bubble necklaces—it would have been hard to miss the [Think Blue](http://www.thinkagainthinkblue.org) message! Stormy was a big hit yet again, and thanks go to all who dropped by to visit and help out.

SOUTH RIVER FESTIVAL

Stormy made an appearance in Marshfield on October 7th at the South River Festival, hosted by the North and South Rivers Watershed Association (NSRWA) to raise awareness about stormwater and this beautiful resource. The NSRWA is a member of the [Think Blue](#) Coalition and the South Shore partner of the Mass. Bays Program. The Festival included an exciting duck race, multiple exhibits and vendors, and even a pet parade! Participants who paraded with their dogs received prizes such as biodegradable dog waste bags (generously donated by "Oops I Pooped") and posters of the [Think Blue](#) "Spike" ad. [Think Blue](#) was pleased to donate a 2-foot inflatable duck (aptly named "Stormito") as a prize for the duck race. Thank you, NSRWA, for organizing this great event and for inviting us to join in the fun!



Two participants at the South River Festival have fun with "Stormito," our mini-mascot. (Photo: NSRWA)

Think Blue on the Air

Paula Jewell, Executive Director of the Massachusetts Bays Estuary Association, slipped on a pair of headphones and visited the studios of WUMB 91.9FM—the radio station of UMass Boston—to talk about stormwater pollution and the goals of the [Think Blue](#) campaign.

After the successful appearance of [Think Blue](#) at the 2006 Boston Folk Festival at the UMass Boston campus, WUMB contacted Paula to

invite her as a guest on *Commonwealth Journal*, a half-hour public affairs radio program that discusses topics of particular interest to Massachusetts listeners.



Paula spoke with Barabara Neely, host of *Commonwealth Journal*, for an hour about stormwater pollution—why it's a problem and what Massachusetts residents can do about it. When asked why the [Think Blue](#) campaign was needed, Paula explained that stormwater pollution on its own is hard to visualize and really understand, and went on to explain how [Think Blue's](#) three print advertisements, as well as other elements of the campaign, attempt to clarify the issue with humor and a little "edge."

Commonwealth Journal is syndicated to over a dozen stations in Massachusetts (visit www.wumb.org/commonwealthjournal to see the list), so keep your ears open for [Think Blue](#) on the radio waves!

JOIN THE [THINK BLUE](#) COALITION!

The [Think Blue](#) Coalition is a partnership of organizations dedicated to developing and implementing the *Think Again. Think Blue.* campaign. Help shape the future of [Think Blue](#) by joining the Coalition—your participation is key to an effective campaign.

The Coalition's next meeting is scheduled for January 25th, 2007 (12PM-2PM) at the Massachusetts Bays Program offices in Boston, 251 Causeway Street, 8th Floor. The group will work on finalizing a three-year strategic plan and putting the finishing touches on a new [Think Blue](#) print ad (see www.thinkagainthinkblue.org for the previous three posters). For more information on the meeting and the *Think Blue Coalition*, please contact Peter Hanlon at (617) 626-1230 or peter.j.hanlon@state.ma.us.