

program is necessary to raise consumer's awareness -- to create a "water conscience."

Conservation education should be a long-range program intended to promote a conservation ethic. The first objective should be to convince local officials and managers or directors of water agencies and utilities of the need for long-range educational programs. These decision-makers must understand water conservation if they are to allocate funds and resources for such programs. The support of professional groups such as the American Society of Plumbing Engineers, the American Water Works Association, the Oklahoma Horticultural Society and the Oklahoma State University Cooperative Extension Service is essential. Environmental groups, such as the Sierra Club, can also lend powerful support for such a program.

A large portion of Oklahoma's population consists of school age children. Water conservation should be included in public school curriculum as part of an effort to instill the careful management of our resources.

Advertising is also a powerful tool that can inform the public through radio, television, newspapers and magazines. Cooperation with the media is an essential part of the program. Information can also be disseminated at a more personal level through public meetings, conferences, seminars and workshops.