

the public reaction. If possible, this event would be well served by one or more media activities concentrating on the positive theme that the community has, through the wise leadership of its elected officials, set in place a management framework which will enable the community to better meet its water supply needs. Once the programs have started, other sources of public information (churches, schools, community organizations, etc.) should be utilized to spread the word and maintain the public's water consciousness, particularly if critical times are expected. It is important that newly elected or appointed officials are briefed on the plan, its purpose and methods, because the conservation plan will need continuing support over time if it is to be of value to the community.<sup>42</sup>