Public Service Announcement (PSA) Topics

Water Conservation
• Clean, fresh water is a dwindling resource, even in the Great Lakes. Research fresh water issues (i.e. pollution, overuse, etc.) and give your viewers tips on how to minimize their negative impacts.

Energy Conservation
• Energy conservation is more than just turning out the lights (but you should still do that). Research ways your viewers can conserve energy and provide them with tips.

Alternative Transportation
• Whether you ride the bus, bike, walk, run, rollerblade, skateboard, or use other non---motorized transportation to get around, it is healthier for you and the planet. For this option research the benefits of alternative transportation and try to persuade your viewers to leave their cars at home.

Waste Reduction
• We live in a throw-away culture but our resources are finite. Research waste reduction techniques and show how to incorporate them into your lifestyle.

Documentary Short Topics

The Presidents’ Climate Commitment
• In 2009 President Dunn signed the American College & University Presidents’ Climate Commitment (ACUPCC). Tell your viewers the story of this historic commitment and what WMU has done in the meantime.

• Campus Contact: Paul Pancella, Professor of Physics and Chair of WMU’s Climate Action Planning Committee.

Natural Areas & Biodiversity
• WMU maintains over 300 acres of natural areas that are home to a multitude of plants and animals. Tell your viewers the stories of Asylum Lake and Kleinstuck and why biodiversity is important to sustainability.

• Campus Contacts: Steve Keto, Manager of Natural Areas and Preserves and Chris Jackson, Finch Greenhouse Manager.

Electric Vehicles
• WMU is a national leader in electric vehicle infrastructure. Learn about our battery electric fleet vehicles and electric vehicle charging stations.

• Campus Contact: Jeff Alexander, Garage Manager.