Water Facts

- Our planet is 71% water. Only 3% of the water on earth is freshwater.
- Since 97% of the Earth's water is salt water, and over 2% is part of the ice cap or polluted, there is less than 1% that is actually available for human use.
- 80% percent of the earth's freshwater is trapped in glaciers so most of the water on earth is not readily accessible.
- On average, a human uses 70 gallons of water per day, with ¾ of the water being used in the bathroom.
- The human body contains over 75% water.

Bottled Water Industry

- This $35 billion worldwide industry continues to grow as water quality concerns and fitness and health awareness increases. Bottled water sales in the U.S. rose 9.3% in 2000 to $5.7 billion, according to Beverage Marketing Corporation.
- The leaders in the bottled water business, based on total estimated 1999 dollar sales (at wholesale), according to Beverage Marketing Corporation are:
  - Perrier Group of America 28.9%
  - Suntory 9.2%
  - McKesson Water Products Company 7.6%
  - Danone International 7.2%
  - Pepsi-Cola 5.5%
"Pure Water from a Pure Place" epitomizes what Floridians have grown to expect from Zephyrhills® Brand Natural Spring Water. The unequalled natural taste of Zephyrhills comes in a variety of convenient size bottles specifically designed to complement your lifestyle and activities. With home and office delivery service also available, Zephyrhills is committed to quenching Florida's thirst.

Timeline – Issue Development

- 1959 – Zephyrhills Spring Water Company Opens
- 1989 – Company moves to current site
  - Largest private employer in Zephyrhills
  - 45 acres of land
  - 264 employees
  - $100,000 water/cash donation to community annually

Timeline (continued)

- 2001 – Company proposes to buy 32 acre park north of current site in return for building new park elsewhere in city
- 2002 – Task force forms/meets in response to proposal
Participants

- The Actors
  - Zephyrhills Spring Water Company
  - Community at Large
  - Nearby Residents
  - City Officials
  - Local Media

Participants

- The Decision Makers
  - 14 member Regional Task Force
  - City Council
  - Zephyrhills Spring Water Company

Media Sources

- Newspapers
  - News
  - Opinion

- Town meetings
- Internet
Theories

- Framing and Agenda Setting
  - How would the Zephyrhills Springwater Company like to see the issue framed?
  - How would the citizens opposing the company like to see the issue framed?

- Framing and Agenda Setting
  - Zephyrhills
    - Expansion and growth
    - More jobs
    - More tax money
    - New, better park
  - Citizens
    - Property value decreasing
    - Roads made worse
    - Underprivileged kids with no park
    - Noise

- Schema
  - Industry/expansion importance
    - Company vs. resident
  - Land use
    - Industrial vs. residential
    - Environmentally safe?
Two Step Flow

- Information from the mass media flows directly to those who have direct interest in the topic. Then, the rest of the population is impacted by interpersonal communication.

- What makes the two step flow especially relevant in this situation?
  - There are definitely people who are more affected by this than others (they are the "opinion leaders" in this situation)
  - It is a local issue and interpersonal contact is probably more influential than mass media.

Cognitive Dissonance

- In many people’s minds there is dissonance between the image of Zephyrhills Springwater and the way they are handling this situation.

- How much is this connected to how the issue is framed?

- What are the implications of this dissonance on the issue?

Courses of Action

- Keep the public informed
  - Discussion groups within city council meetings
  - Discuss alternatives for both sides
  - Recognize stakeholders as major players
    - Keep on an inside track
Action (continued)

- Work on interpersonal relationships
  - Media campaign – employee who lives next to plant

- Improve company perceptions
  - Credibility
  - Social/task attractiveness

Action (continued)

- Find out the “bottom line” for both sides
  - Learn how far each side will go
  - Potential compromise

Questions?