



## **Choking Lake Winnipeg: A Documentary Web Based Education Program**

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The Lake Winnipeg watershed, the largest watershed on the Canadian prairies, is in rapid decline due to pollution, population pressures and water diversion. A concerted education program for the public and for use in education is needed to change personal and society actions that negatively impact the Winnipeg watershed; and the confluence of the watershed – Lake Winnipeg. This presentation outlines the documentary education production process including a series of Public Service Announcements (PSAs) and an associated website with educational video clips detailing the issues impacting water quality and lake eutrophication. The video clips present the research scientist's work in a format that the public, media and educators find appealing and forthright. A greater understanding of the issues across communities will focus the attention of the public and watershed stakeholders. Choking Lake Winnipeg will enhance public awareness, beg scrutiny of the issues and promote informed discussion about possible solutions. This education program will enlighten all parties and facilitate personal and societal actions to reverse and control pollution of our rivers and Lake Winnipeg eutrophication.